

## HERE Products and Platform

### Postal Code Products

Bring together postal code information with highly accurate HERE map data that's available for United States, Canada, and many other countries.

HERE Postal Code Products offers a suite of data layers that has unique value for utilities, telecommunication, and government organizations. HERE Postal Code Boundaries and Postal Code Points enable visual display and data analysis for both geodemographic and geomarketing applications. With Postal Code Boundaries and Postal Code Points, you can gain insight into customers, markets, and operations by utilizing mapping and location information to quickly analyze data and make decisions based on changing conditions.

**Postal Code Points:** This product gives you a full postal code for a given area, links that code to X, Y coordinates using the median of the postcode location, and places that code precisely using highly accurate HERE Map Data. This product provides useful alternative match in cases where address-level match is not required or available. Products available include US Zip+4 and Canada LDUs.

**Postal Code Boundaries:** This product is perfect for coarse level marketing and demographic analysis. Comprehensive Postal Code Boundaries include features such as postal code type, city and name associations. Products available include US 5-Digit Zip and Canada FSA Boundaries. Postal Code Boundaries and Postal Code Points support informed decision making for a range of applications, including:

- Geomarketing
- Thematic Mapping
- Business Intelligence Applications
- Service Territory Definition

