



Claritas PrecisionCode 6.2 2023 Q2 Update

Release Notes

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OVERVIEW

Claritas PrecisionCode is a client hosted, data desktop geocoding application that lets you append valuable insights to your consumer, prospect or location files and prepare them for a variety of uses, such as customer/data analysis, spatial mapping, direct mailing and more.

This document contains information regarding the Claritas PrecisionCode 6.2 2023 Q2 Update release.

WHAT'S NEW

Data Updates

- The street address files have been updated to May 2023, produced by Precisely® for the TomTom™ North America address file databases, for more accurate latitude and longitude appends using the latest data.

USE OF CLARITAS PRECISIONCODE OUTPUT FOR DIRECT MAIL

The Claritas PrecisionCode file enhancement applications are intended for marketing analytical purposes only. When you upload a customer record file, your addresses are standardized so that any or all forms of information listed below can then be appended to your data:

- Claritas PRIZM® Premier, Claritas P\$YCLE® Premier and Claritas ConneXions® codes

- Claritas Income Producing Assets Indicators Scores, Claritas Net Worth Indicators Scores, and Claritas Technology Scores, which contain the Heavy Technology Usage and Technology Adoption Scores
- Claritas and census geographic codes
- Latitude and longitude coordinates

While the returned standardized addresses could be utilized to generate a mailing, Claritas does not guarantee compliance with bulk mailer rules to qualify for U.S. Postal Service discounted rates.

TECHNICAL SUPPORT

If you need further assistance, not provided in the installation documents or release notes, please contact the Claritas Solution Center between 9:00 a.m. and 8:00 p.m. (Monday through Friday, EST) at 800.866.6511.

LEGAL NOTIFICATIONS

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