



# Claritas PrecisionCode 6.7

## 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 6.7 release.

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### WHAT'S NEW

#### Data Updates

- 2026 Claritas geographies
- 2026 Segmentation and Scores  
Note: Claritas ConneXions® Premier has replaced the Claritas ConneXions® segmentation system within PrecisionCode
- The street address files have been updated to November 2025, produced by Precisely® for the TomTom™ North America address file databases, for more accurate latitude and longitude appends using the latest data.

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### 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® Premier 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.

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## 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.

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## LEGAL NOTIFICATIONS

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