

# Geographic Data Platform

Enrich Salesforce with unlimited geographic intelligence for sharper decision-making. Automatically structure records by territories, travel distance, and market indicators.

## Unlock CRM Success with GeoData

RealZips instantly enhances Salesforce records with deep geographic data, delivering actionable insights:

### ENRICH

Missed opportunities stem from incomplete data, creating blind spots and inefficiencies. RealZips enhances Salesforce with ZIP code-level geographic metadata, demographics, and market insights. With RealZips, teams can refine strategies, personalize engagement, and drive measurable results.

### AUTOMATE

Manual processes and legacy automation slow teams down. RealZips automates lead routing, ownership assignment, ensuring customers are connected with the right representatives. By enhancing automation, teams can focus on high-value geographic areas, improving efficiency and responsiveness.

### ORGANIZE

Without the right tools for managing locations and territories, bottlenecks emerge. RealZips structures data by deep ZIP code metadata for well-defined territories and seamless Salesforce functionality. This structured approach improves market coverage, optimizes resources, and strengthens customer engagement.

### EMPOWER

Limited geographic intelligence restricts strategic growth. RealZips integrates dynamic location data into Salesforce, enabling users to identify opportunities, track performance and optimize decisions. Teams using RealZips are empowered to connect with the right customers and enjoy success.



# Use Cases for Geographic Data

Save time with smart customer data. Focus on the right customers in the right places and close more deals.

## BEFORE REALZIPS

- No geographic structure for data management.
- Limited search and reporting capabilities.
- No access to critical and contextual market insights.
- Unable to organize customers by territories or regions.
- Limitations in automation and map visualization.

## AFTER REALZIPS

- Structured geographic data for automatic customer organization.
- Advanced search and reporting using deep geographic metadata.
- Instant access to unlimited market insights and key indicators.
- Seamless and automatic customer organization by territories and regions.
- Trusted workflow automation and interactive maps with filters and actions.

## Unlock Geographic Data Insights

Supercharge the Salesforce experience with geographic intelligence for endless use cases such as:

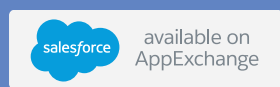
- **ZIP Code-Level Data Enrichment** – Enhance Salesforce records with geographic, demographic, and business data.
- **Global Data Coverage** – Support worldwide operations with geographic data structures and intelligence.
- **Seamless Salesforce Integration** – 100% native to Salesforce for a secure, robust, and scalable experience.
  
- **Customizable Data Layers** – Integrate NAICS, Census, IRS, CDC, FEMA, competitor data, and market trends.
- **Granular Market Intelligence** – Unlock deep insights into market conditions, customer demographics, and regional trends.
- **AI-Powered Sales Intelligence** – Identify high-potential areas and optimize go-to-market strategies with AI-driven insights.
  
- **Automated Lead & Account Assignment** – Seamlessly assign records based on ZIP codes, counties, MSAs, and territories.
- **Integration with Flow Automation** – Enhance Salesforce Flows with location-driven automation and assignment logic.
- **Automatic Distance Calculation** – Calculate distances for marketing zones, event management and sales travels.
  
- **Enhanced Search & Reporting** - Instantly use RealZips metadata across Salesforce search, reports and dashboards.
- **Real-Time Geographic Filtering** – Instantly segment leads, accounts, and opportunities based on location-based criteria.
- **Interactive Map Visualization** – Analyze sales territories, customer distribution, and market trends visually in Salesforce.

### WHAT OUR CUSTOMERS SAY

RealZips was so easy to implement and spot-on for our geo-targeting needs. The RealZips team had us up and running live in Salesforce in less than a week. My sales team doesn't go a day without checking their RealZips, looking for the best places generate new business. - R. Choi

### ENJOY CRM SUCCESS

Empower your teams with trusted, verified geographic insights for smarter decision-making. Visualize territories, automate customer ownership, and leverage deep market data for sharper targeting. Turn RealZips location intelligence into action—and gain a powerful competitive advantage.



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