



# DRIVE YOUR DATA QUALITY WITH LOCATION INTELLIGENCE

Location intelligence is a way to communicate more effectively with your customers and meet their expectations while improving your brand reputation and business efficiency.

Data quality is a crucial component to location intelligence. Why? Location intelligence can help you better understand your consumer demographics—helping your marketing efforts, outreach programs, business strategy and more. Let’s uncover what location intelligence is and why it matters.

## What is location intelligence



Address data



Geocoordinates



Grid references

Any form of data that directly or indirectly references a specified geographic area or location is considered Location Intelligence.

## Top benefits of location intelligence



- 1 Data provided by location intelligence can be used to optimize route planning, ensure maximum possible delivery rates, and improve the identification of customers by location.
- 2 Location intelligence will ensure that you have the tools in place to reduce unnecessary costs later on down the road from failed deliveries.
- 3 Location intelligence will maximize your customers chances of successfully receiving their packages, which will increase customer loyalty.

## SECTORS TO GAIN THE MOST VALUE



LOGISTICS



FINANCIAL SERVICES



HOSPITALITY



ECOMMERCE

To keep up with today’s fast-paced and digitally facing world, businesses should place data at the heart of their decision-making process. This is key to driving businesses efficiencies and exceeding customers’ growing expectations.

[Get started now!](#)