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# Free Map Tool [1]

January 13, 2023 by Melanie Jones [2]

The Free Map Tool [3] has a ZIP Code Radius Search Map which allows you to determine what Zip Codes fall into a set range from a set point (ie. 10 mile radius of 80203 or within a specific area). These Zip Codes can then be used in a Salesforce Report to capture an audience based on where individuals live. This is often useful when hosting an in-person event and determining who to invite.

When requesting an audience based on geographic location from an eComm specialist, either:

- Specify the input to your eComm specialist (Radius and Central Zip Code, ie. 10 mile radius of 80203 or 'Front Range') OR
- Use a version of the Free Map Tool yourself and provide the Zip Codes to your eComm specialist

## Input

- OPTION 1: Radius From Central Point
- OPTION 2: Draw on Map

Free Map Tool by Radius [3]

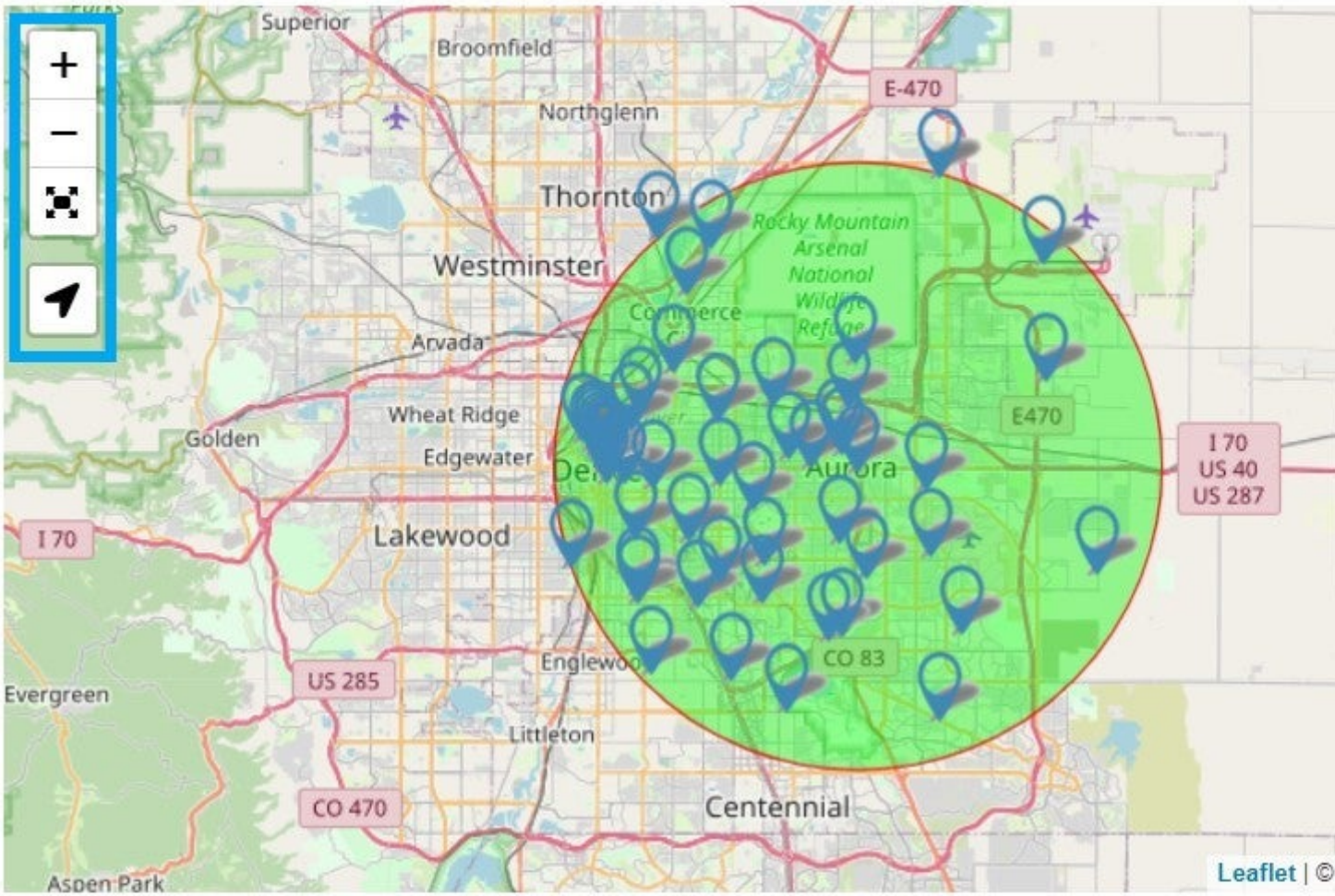
#### Step 1: Radius

- **Type the radius** you wish to use in miles (or km)

#### Step 2: Set Central Point

- **Click on map |** Hover the map with your mouse and scroll to zooom or move with click and drag. Alternatively can use the navigation buttons in the top left of the map.
- **Place radius by location |** Use *Zip Code* in the dropdown and input the central Zip Code you wish to use. Select the blue **Draw Radius** button

## ZIP Code Radius Search Map




## Input

**Step 1** : Radius 16.09 km (maximum = 1000km) **OR** 10 miles (maximum = 625 m

**Step 2** : Click on map **OR** Place radius by location :

ZIP Code Example:10118 Dra

## Options

Full Screen Clear Map

A Free Map Tool by Drawing on Map [4]

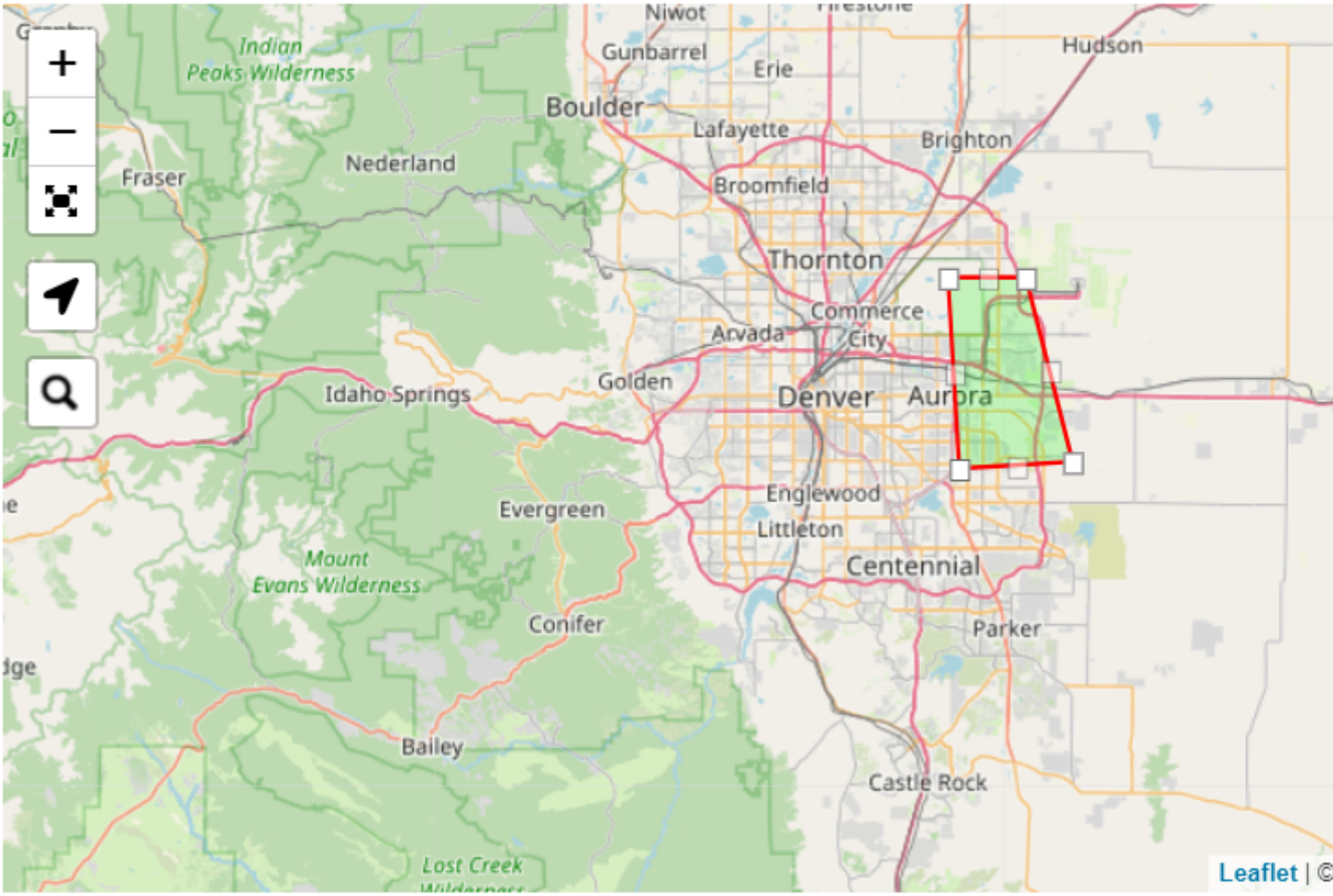
**Step 1: Position Map**

Hover the map with your mouse and scroll to zooom or move with click and drag. Alternatively can use the navigation buttons in the top left of the map.

**Step 2: Draw on Map**

Click the perimeter points, creating the shape you wish to capture. The perimeter will automatically be created as you click, and can be any shape.

## User Defined Search Map




US County Borders? Show ZIP Boundaries for ZIPs in area? ZIP Ma

Show Zip Code Labels? Auto-zoom after each point added?

Search For ZIP Codes

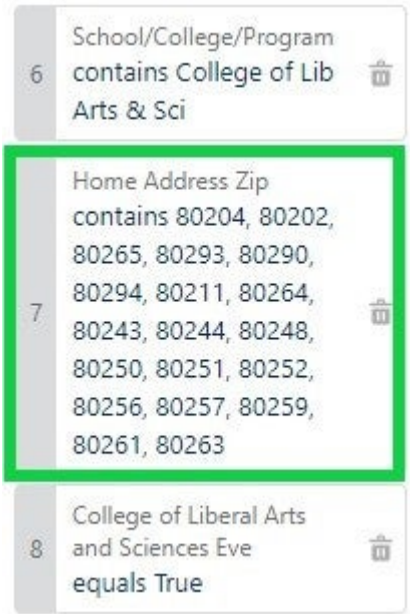
Delete Last Point Clear All Points Zoom To Fit

**ZIP Codes**

**Step 3: Scroll to find the associated Zip Codes and Copy to Clipboard**

## Salesforce Reports

After a group of Zip Codes is copied, an eComm specialist can use the information in a Salesforce Report to capture a specific audience.

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