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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]

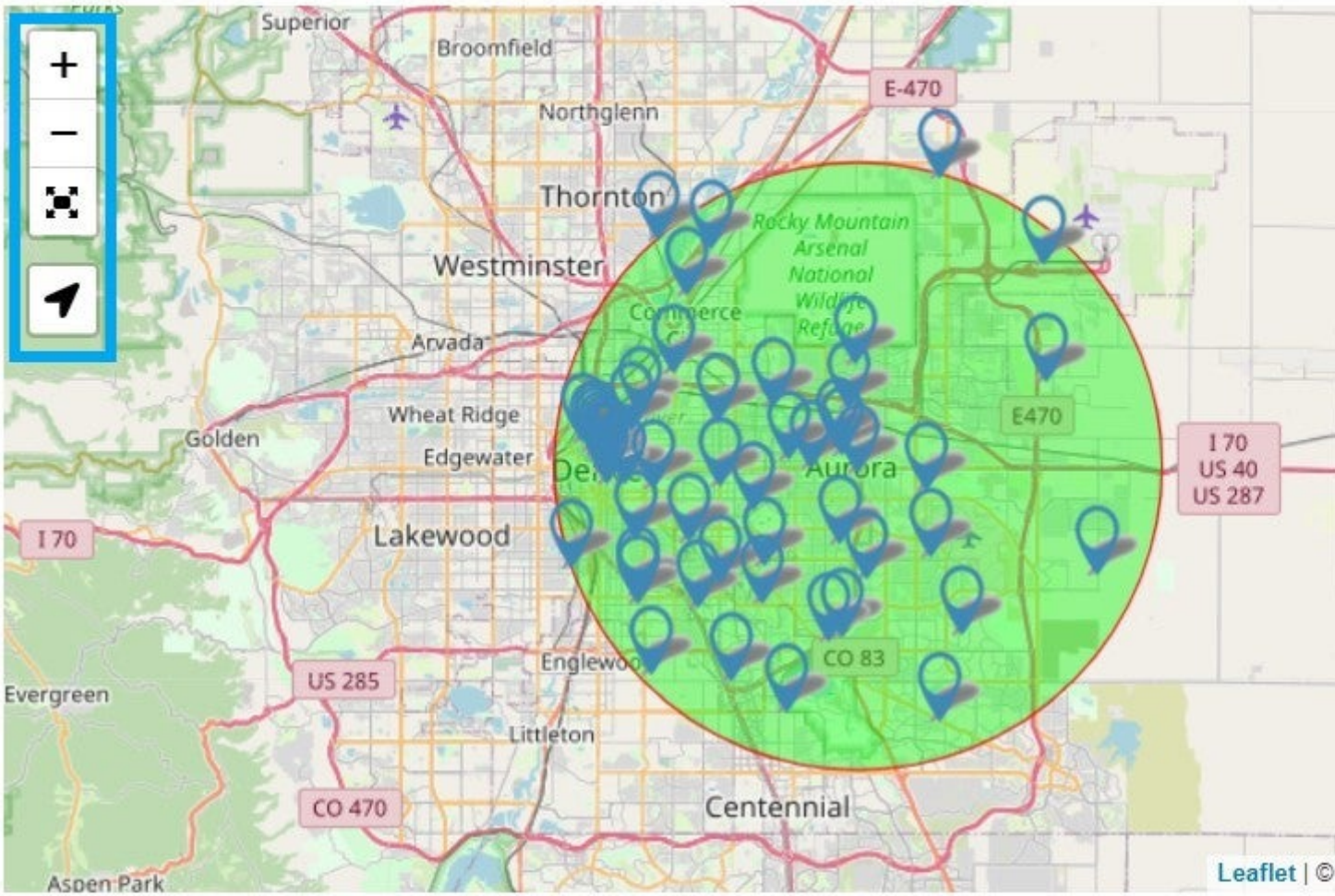
Step 1: Radius

- **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]

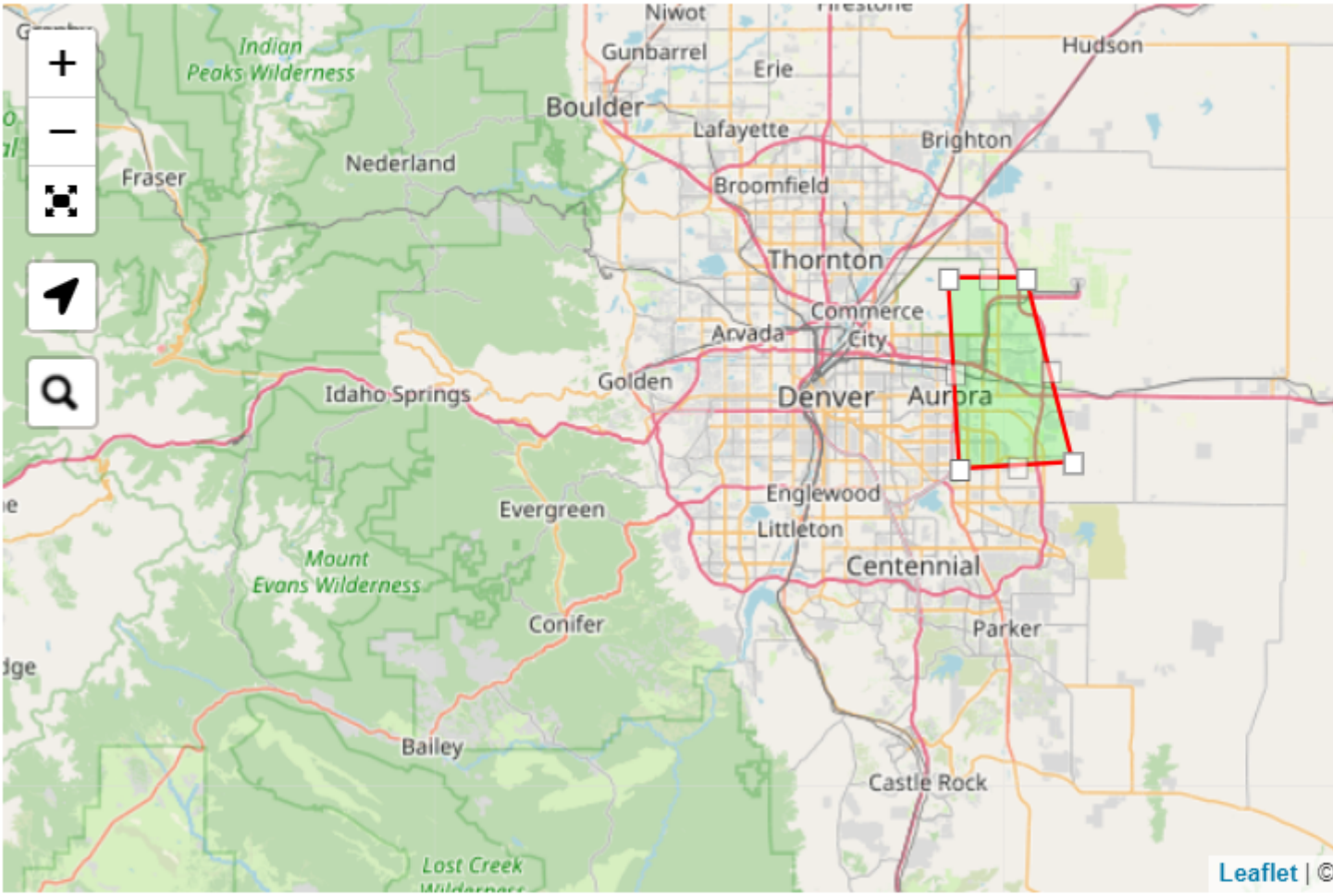
Step 1: Position Map

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

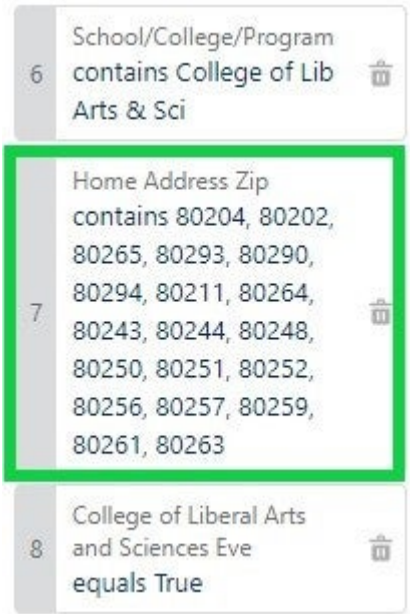
Delete Last Point Clear All Points Zoom To Fit

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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