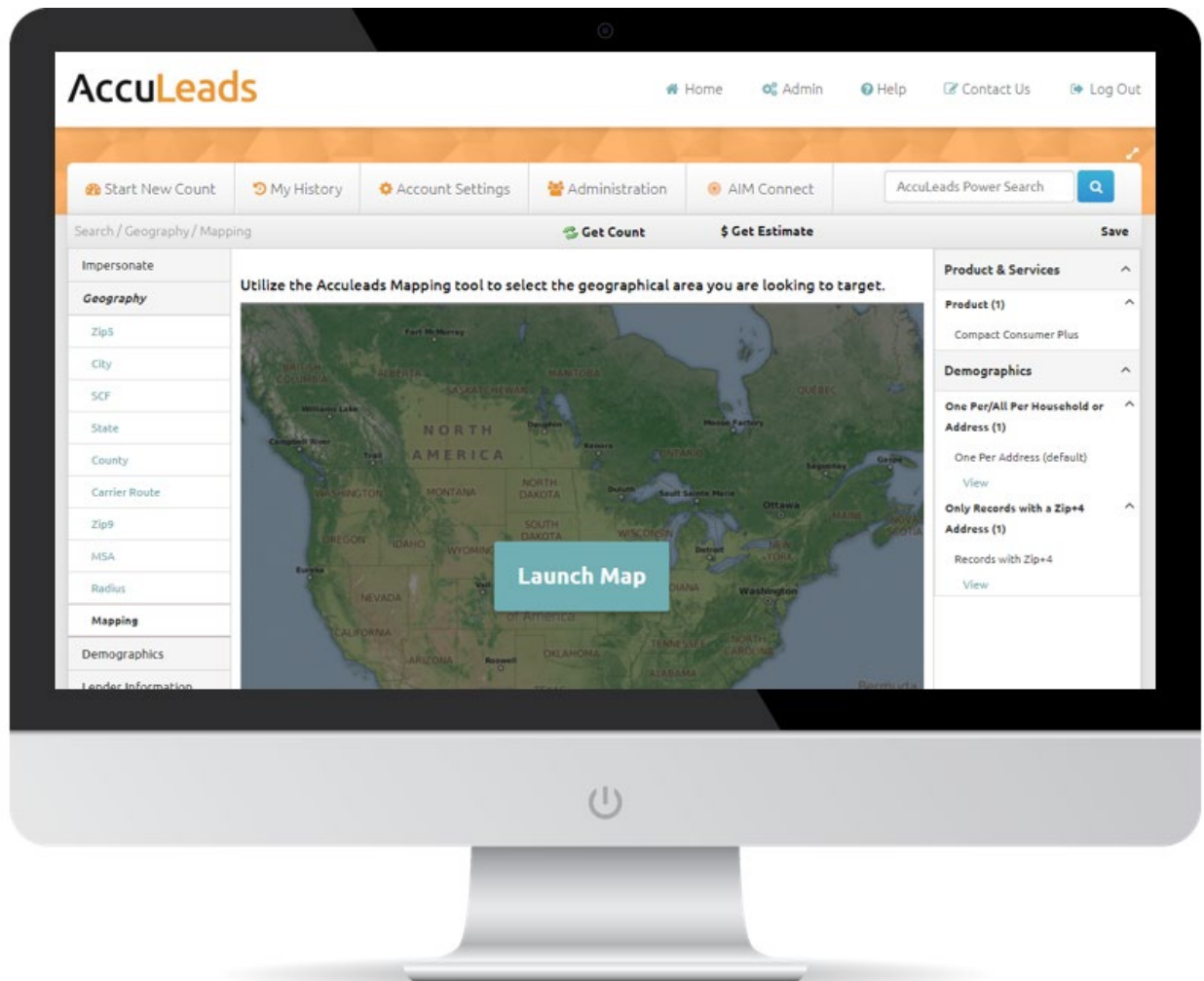


## Mapping with AccuLeads: A User Guide

Welcome to AccuLeads' Mapping, one of the industry's most powerful geospatial tools that enables users a great deal of flexibility in creating spatial images and plotting multiple geographical points online. Data associated with mapping images is automatically imported into AccuLeads to seamlessly allow users to proceed with the count and order process.



## Table of Contents *(Click to Navigate)*

### Getting Started

#### Map Tools and Options

Application Header

Map Tools

Map Options

Manipulating the Size and View of the Map

#### Creating a Map

The Find Location Tool

Finding a Zip Code, Finding a Carrier Route, and Finding an Address

Generate a Count for the Defined Shape

Upload Files

#### Additional Map Creation Methods

Select Zip Code

Select Carrier Route

Draw Circle

Draw a Drive Time

Draw a Polygon

Generate a Count for the Defined Shape

#### Geographical Identification Options

Identify Zip Codes

Identify Carrier Routes

Clear Map

#### Map Display

Map View

Create PDF

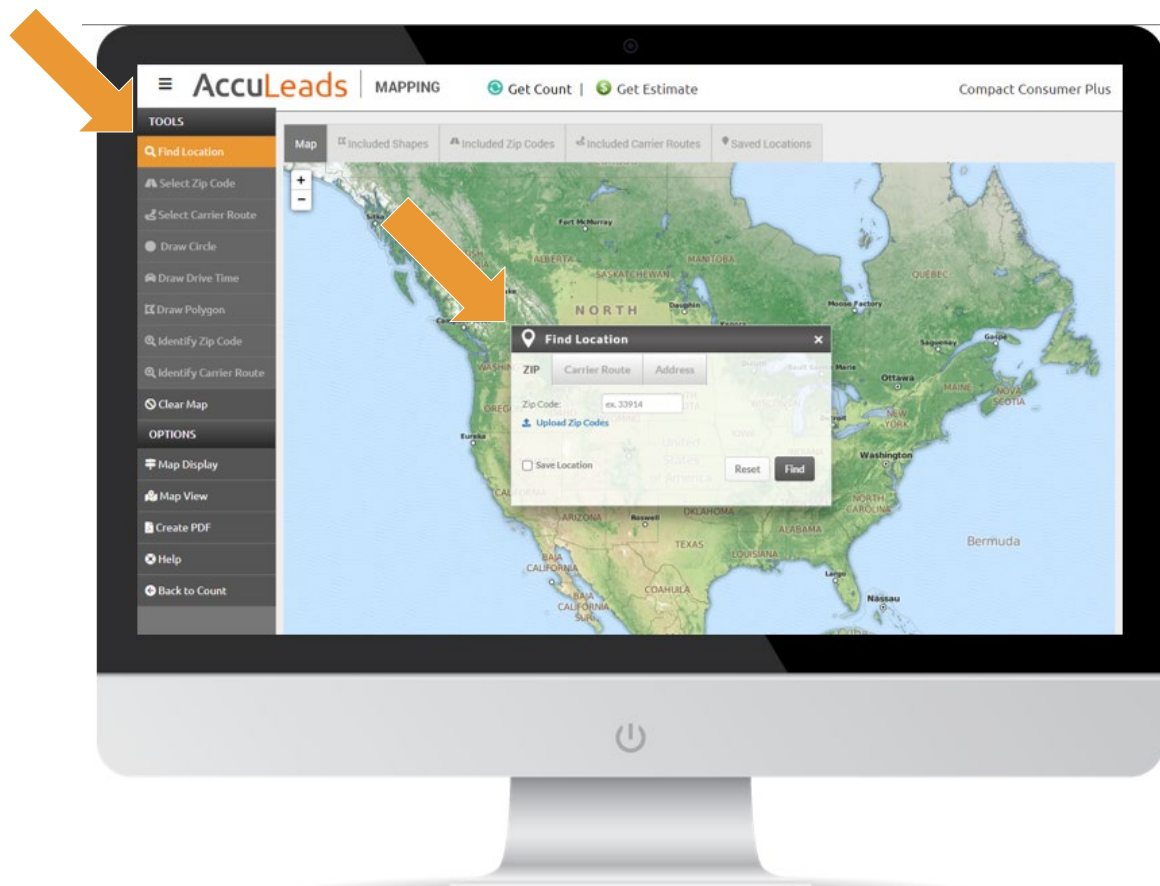
Help

Back to Count

## Getting Started

In order to access AccuLeads' Mapping, users must be registered and logged in to their account. To begin mapping, select your database of choice from the AccuLeads home page and proceed to the Geography tab. From there, click "Mapping" and then click "Launch Map." The Mapping screen will load and the Navigation Panel appears on the left. You will also see the "Find Location" tool. Use Find Location to find or upload Zip Codes, Carrier Routes or Addresses.

As you zoom into the map, additional functionality will be available. Simply click on the Map Tools from within the left navigation panel to explore ways to interact with the map. Toggle between the default map view (with navigation panel accessible) and the full screen view by clicking the "Menu" icon to the left of the AccuLeads logo.



## Map Tools and Options

Within the application header and left-hand navigation panel, numerous mapping tools and viewing options are available to assist users in the creation of highly customized maps. A description of the available options follows.

### Application Header

#### **Get Count**

See the number of records that meet the geographic criteria of the map you have created

#### **Get Estimate**

View an estimated invoice for the number of available records (*please note that the addition of demographic attributes may change the estimate*)

#### **Map Tab**

Return to the map you have created once you have accessed either Included Shapes, Included Zip Codes, Included Carrier Routes, or Saved Locations

#### **Included Shapes**

View and delete any shapes (circles or polygons) from your map

#### **Included Zip Codes**

View a list of included Zip Codes from your map; zoom to specific Zip Codes and delete Zip Codes as needed

#### **Included Carrier Routes**

View a list of included Carrier Routes from your map; zoom to specific Carrier Routes and delete Carrier Routes as needed

#### **Saved Locations**

Quickly access locations that you have saved; zoom to those locations, edit, and/or delete them as needed

## Map Tools

### **Find Location**

Enter or upload Zip Codes, Carrier Routes, or Addresses that will appear on the map

### **Select Zip Code**

Add or remove zip codes from the map

### **Draw Circle**

Draw and save circles on the map at a desired location

### **Draw Drive Time**

Manually draw a drive time radius on the map at a desired location

### **Draw Polygon**

Manually draw a polygon on the map at a desired location

### **Identify Zip Code**

Display Zip Code boundaries (please refer to the example on the following page)

### **Identify Carrier Route**

Display Carrier Route boundaries; click an area on the map to see the Carrier Route and associated median demographic statistics for the selected area (please refer to the example on the following page)

### **Clear Map**

Remove all shapes, Zip Codes, and Carrier Routes from the map

## Map Options

### **Map Display**

Edit the route borders and label options that appear on your map

### **Map View**

Edit the view of your map from the MapQuest view to the Standard view (*please refer to the examples on the following page*)

### Create PDF

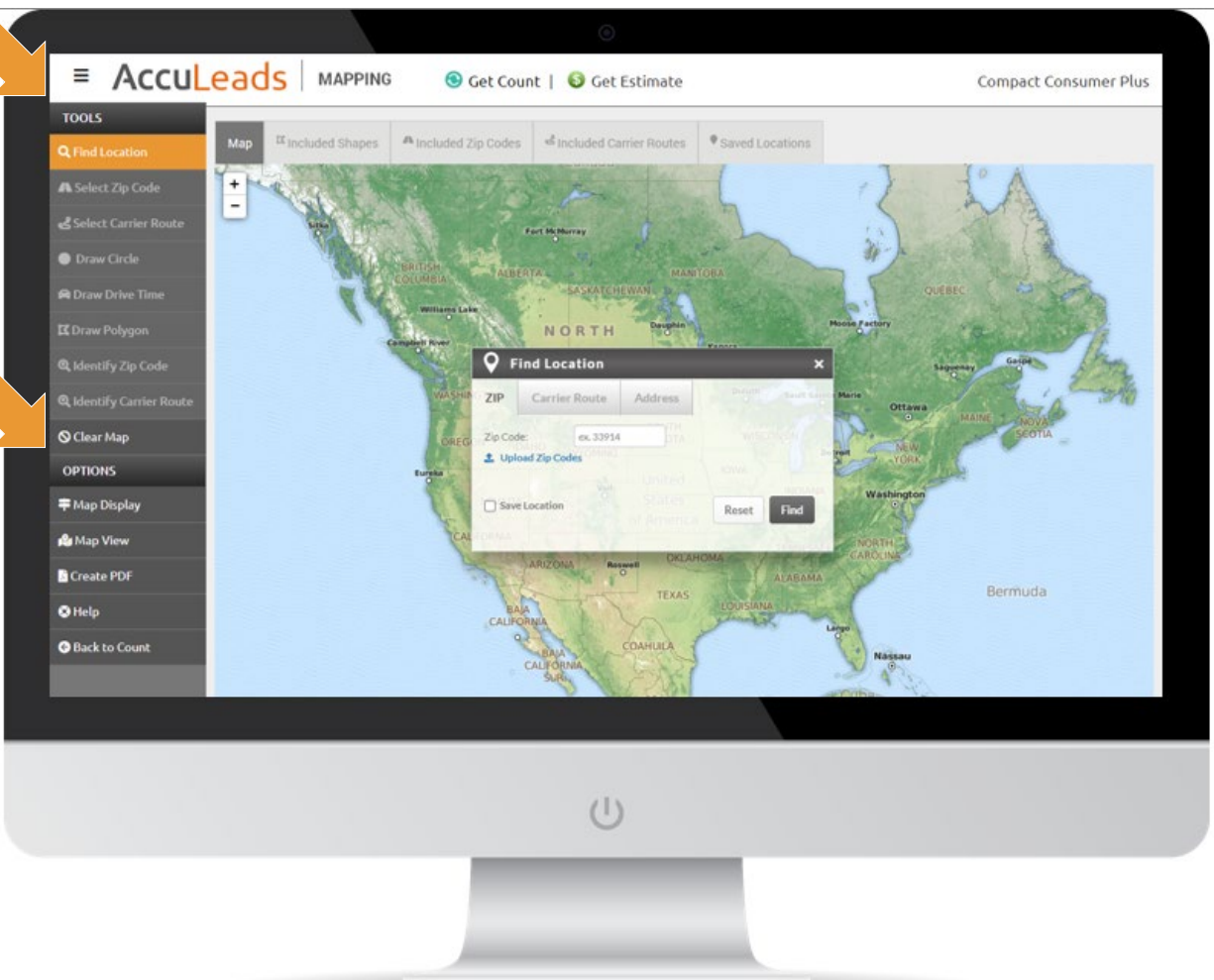
Generate a PDF of the map you have created

### Help

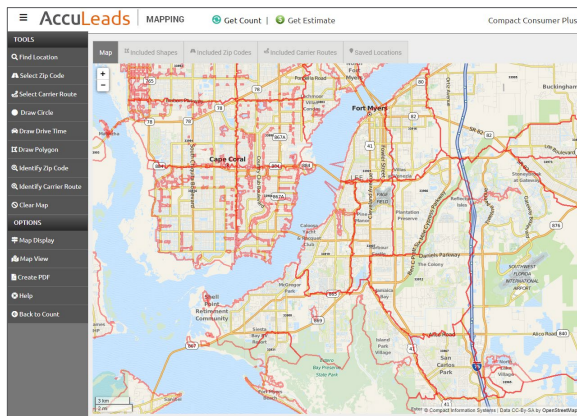
Access AccuData's Help Desk via phone at 800-732-1565 for assistance with AccuLeads' Mapping

### Back to Count

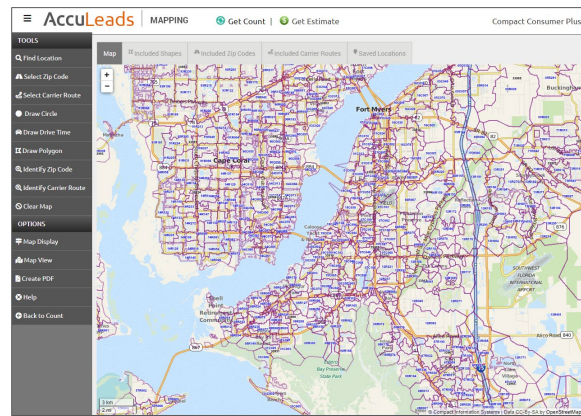
Return to the AccuLeads count and order workflow



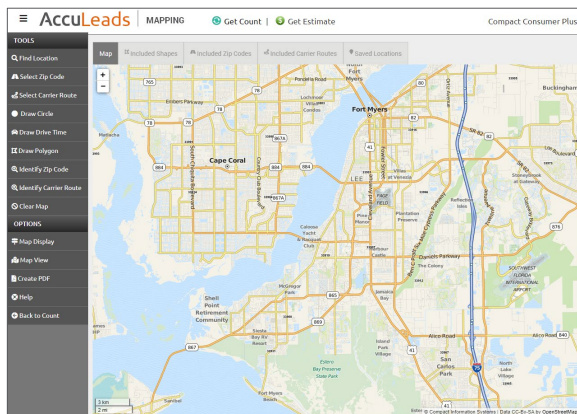




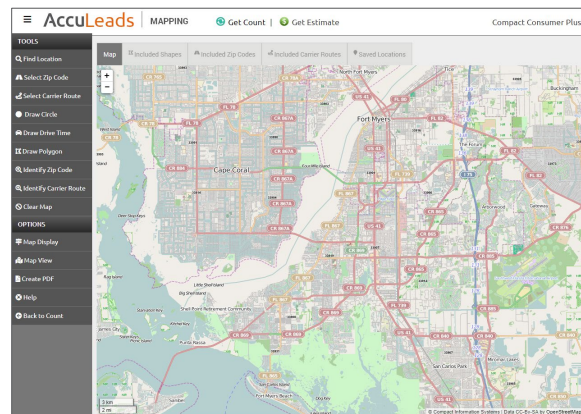
*Identify Zip Codes Engaged*



*Identify Carrier Routes Engaged*



*MapQuest View*



*Standard View*

## Manipulating the Size and View of the Map

In the upper left-hand corner of the map, there is an icon with a plus sign and a minus sign; this is the Zoom tool. To zoom in on the map, click the plus sign until the desired view is achieved. To zoom out, click the minus sign. Click and hold the mouse to move the map about the screen.

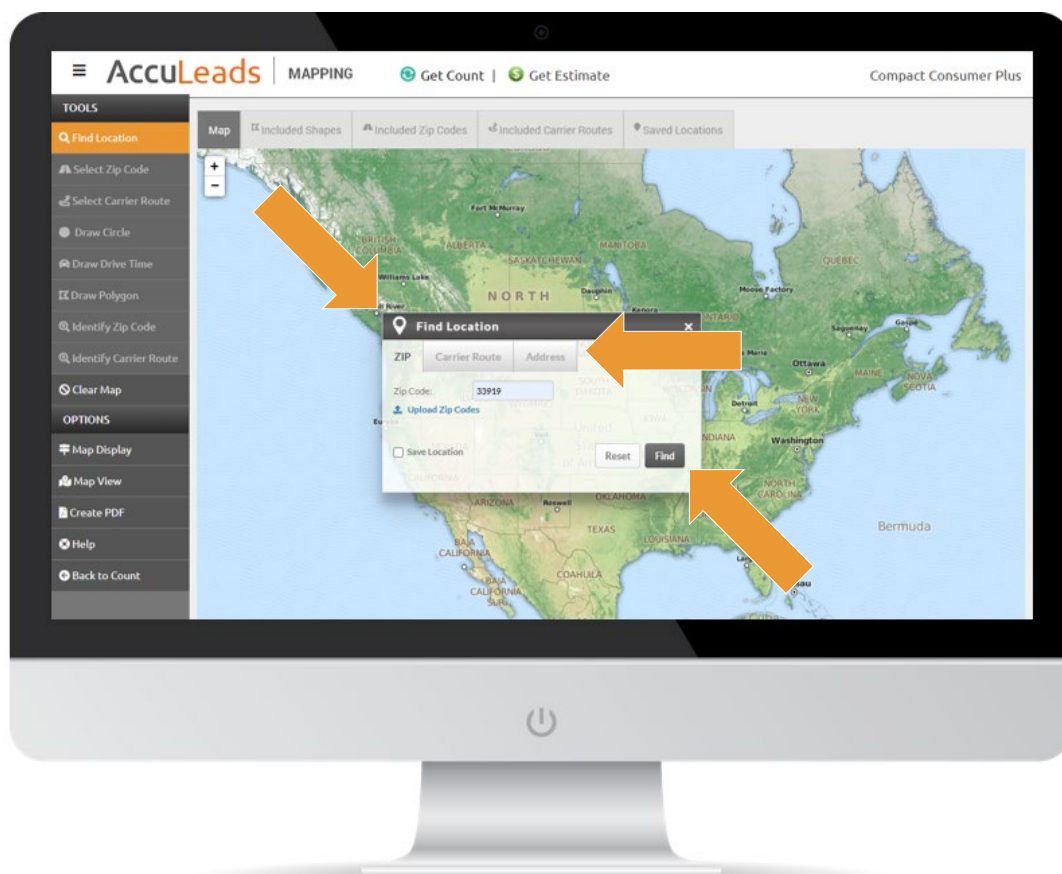
To identify a specific area on the map, click either the “Identify Zip Code” or “Identify Carrier Route” tab located under “Tools” in the navigation panel, then click the map. The area clicked will be identified by the zip code and corresponding city name or carrier route and corresponding city name. Median population characteristics are also included with the “Identify Carrier Route” feature.

## Creating a Map

### The Find Location Tool

The AccuLeads Mapping tool offers users multiple ways to create a map and the “Find Location” tool is the ideal starting point. Find Location is the first option under the “Tools” section on the left-hand side; it is also part of the default mapping view upon launch of the application.

The Find Location tool will allow you to manually enter or upload Zip Codes, Carrier Routes, or addresses and have those points display on the map. Up to 500 locations can be saved with this feature.



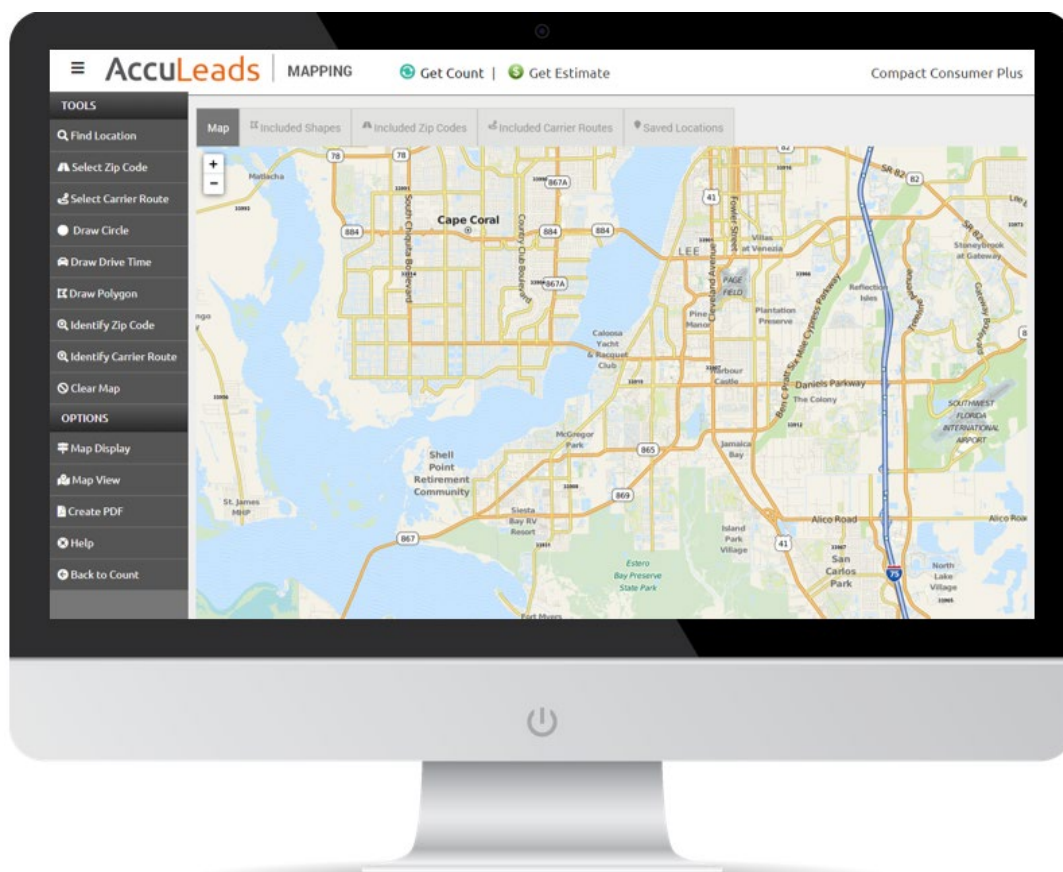


### Finding a Zip Code

To find a Zip Code, enter the desired Zip Code into the provided field. To save the location for future use, click the “Save” check box. A field will open where you can add a name for the location that you are saving. Click “Find” to continue, or “Reset” to revert to the beginning. Once you click “Find”, the map will refresh to the area that you have selected.

### Finding a Carrier Route

To find a Carrier Route, enter the desired Carrier Route into the provided field. To save the location for future use, click the “Save” check box. A field will open where you can add a name for the location that you are saving. Click “Find” to continue, or “Reset” to revert to the beginning. Once you click “Find”, the map will refresh to the area that you have selected.

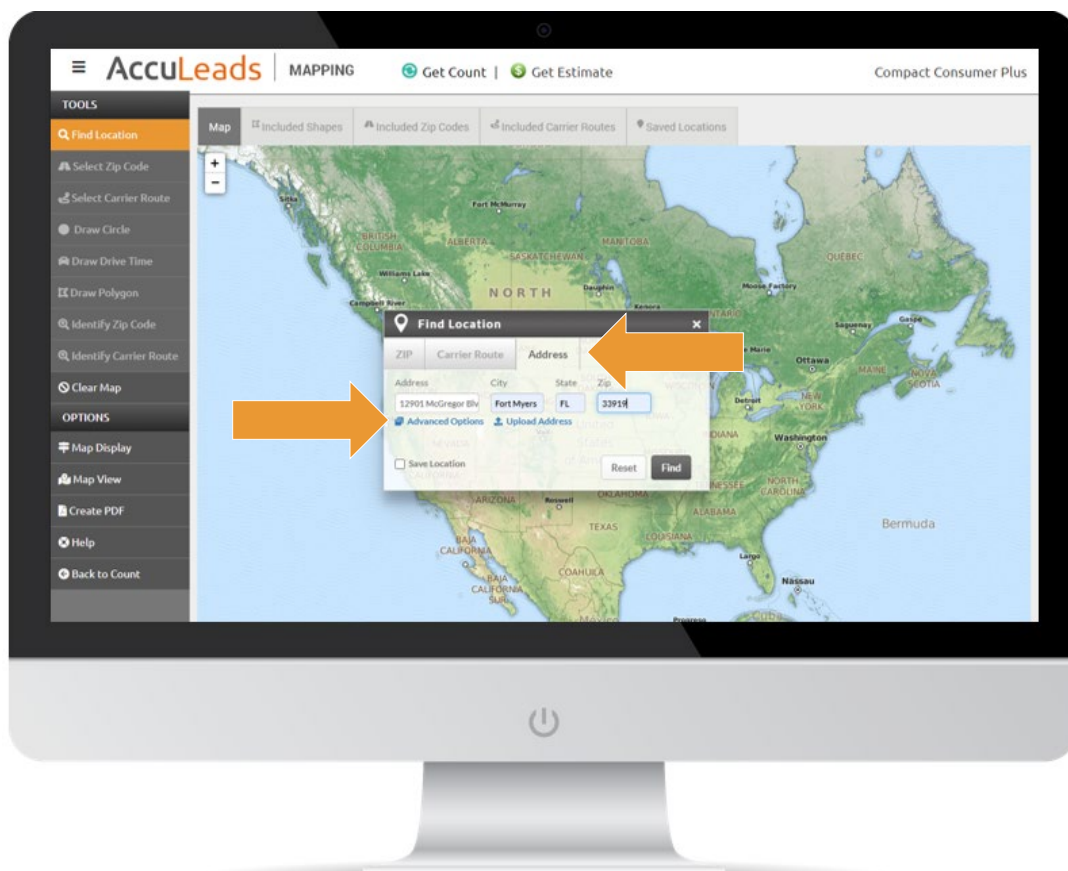


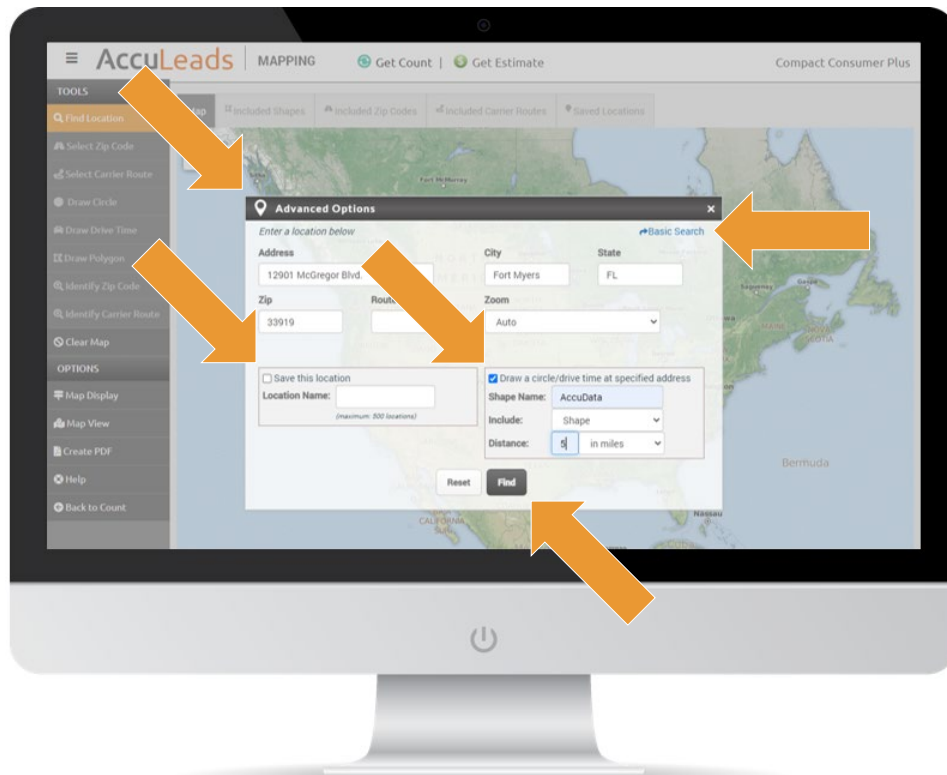
### Finding an Address

To find an address, enter the desired address, city, state, and Zip Code into the provided fields. To save the location for future use, click the “Save” check box. A field will open where you can add a name for the location that you are saving. Click “Find” to continue, or “Reset” to revert to the beginning. Once you click “Find,” the map will refresh and the address that you have entered will be identified with a green icon.

### Finding an Address – Advanced Options

One of the most common map creation tools is a radius, or circle. The easiest way to create a circle from a specific address is through the “Find Location” tool. On the “Address” tab, click the “Advanced Options” link; the “Advanced Options” pop-up will display.



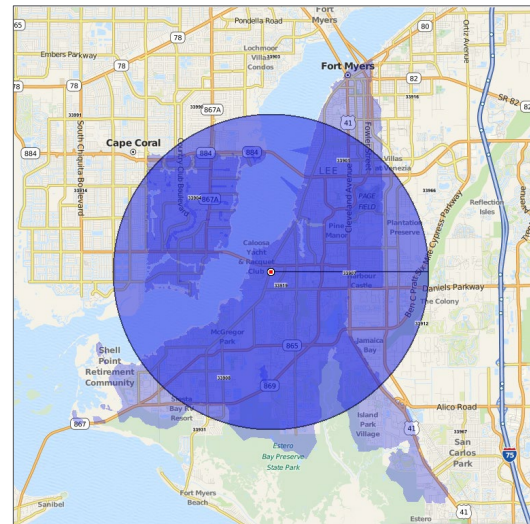


- Enter the desired address
- Modify the “Zoom” setting as needed
- Save the location using a meaningful description
  - This will allow the address to be accessible for future use
  - To find saved locations, click on the “Saved Location” tab within the “Find Location” window
- Click the “Draw a Circle/Drive Time at Specified Address” option
- Enter the name of the shape
- Include the type of shape needed
  - **Shape:** AccuLeads will identify the specified shape (radius or drive time)
  - **Zip Codes:** AccuLeads will identify the Zip Codes whose centroids fall within the radius
  - **Routes:** AccuLeads will identify the Routes whose centroids fall within the radius
- Choose the distance desired
  - **In Miles:** enter the number of miles for the radius
  - **In Minutes:** enter the number of minutes for the drive time radius
- Click “Reset” to begin again or “Find” to pinpoint the location on the map
- Click “Basic Search” to revert to the beginning

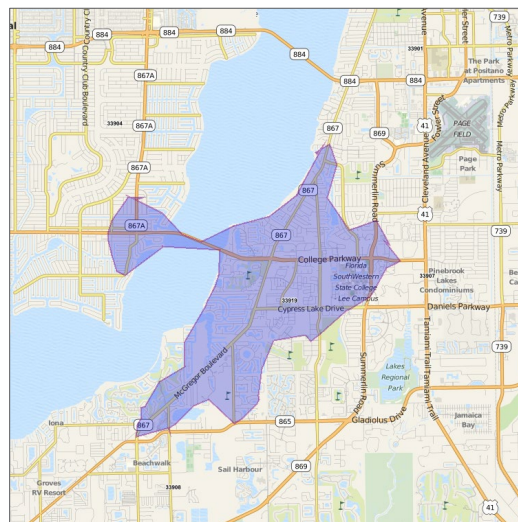
Once “Find” has been clicked, the screen will adjust to the appropriate geographical location with the desired shape displayed. Here are several examples of the mapping images that can be created – a circle (radius), Zip Code radius, and drive time, respectively.



*Circle (Radius in Miles)*



*Zip Codes (Radius in Miles)*



*Drive Time (Radius in Minutes)*

When a shape has been created to include Zip Codes or Carrier Routes, those geographical regions will be shaded. Shaded areas will be imported into AccuLeads for count and order processing. To see the shapes, Zip Codes, or Carrier Routes included on a map, look at the tool bar on the top of the map image. There are four options:

**Map**

An image of the map that has been created

**Included Shapes**

Details of the shape that has been created

**Included Zip Codes**

The actual Zip Codes that fall within the shape created (when selected)

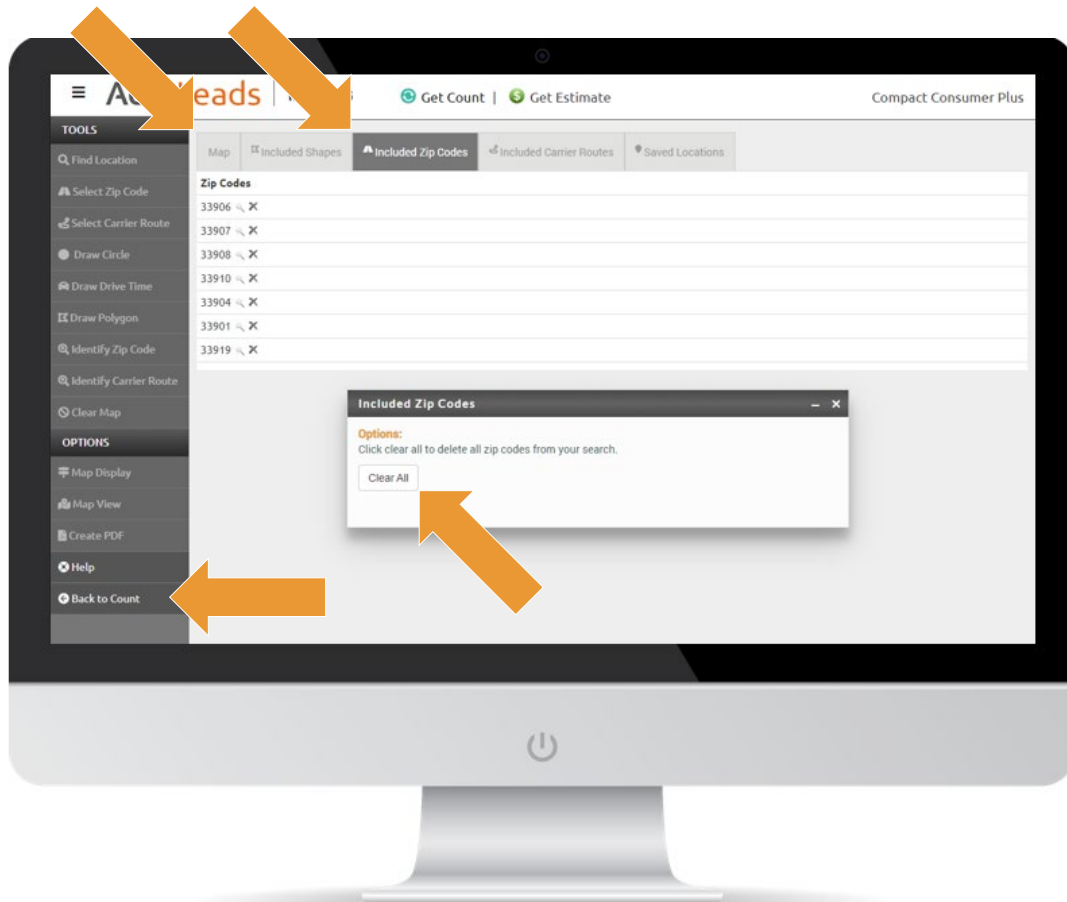
**Included Carrier Routes**

The actual Carrier Routes that fall within the shape created (when selected)

In the example that shows the Zip Codes included within a circle, an AccuLeads notification tells us that there are 7 Zip Codes selected. To view those, click on the “Included Zip Codes” tab at the top of the mapping application. From here, you can:

- Get a count for the selected Zip Codes by clicking “Get Count”
- Re-center the map on a specific Zip Code by clicking the Zip Code’s magnifying glass icon
- Delete individual Zip Codes by clicking the Zip Code’s “X” (delete) icon
- Click “Clear All” to remove all Zip Codes from your search (please note that clicking “Clear All” will not remove the shape you have created)
- Click “Back to Count” to apply your geography

To return to the map you created, simply click the “Map” tab at the top of the mapping application.



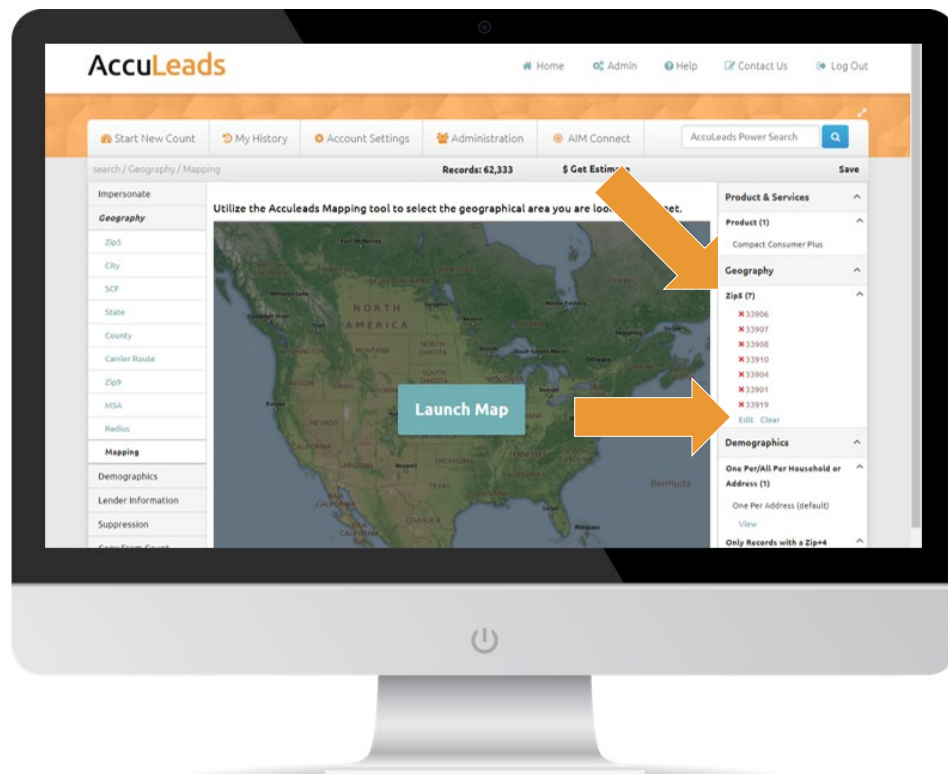
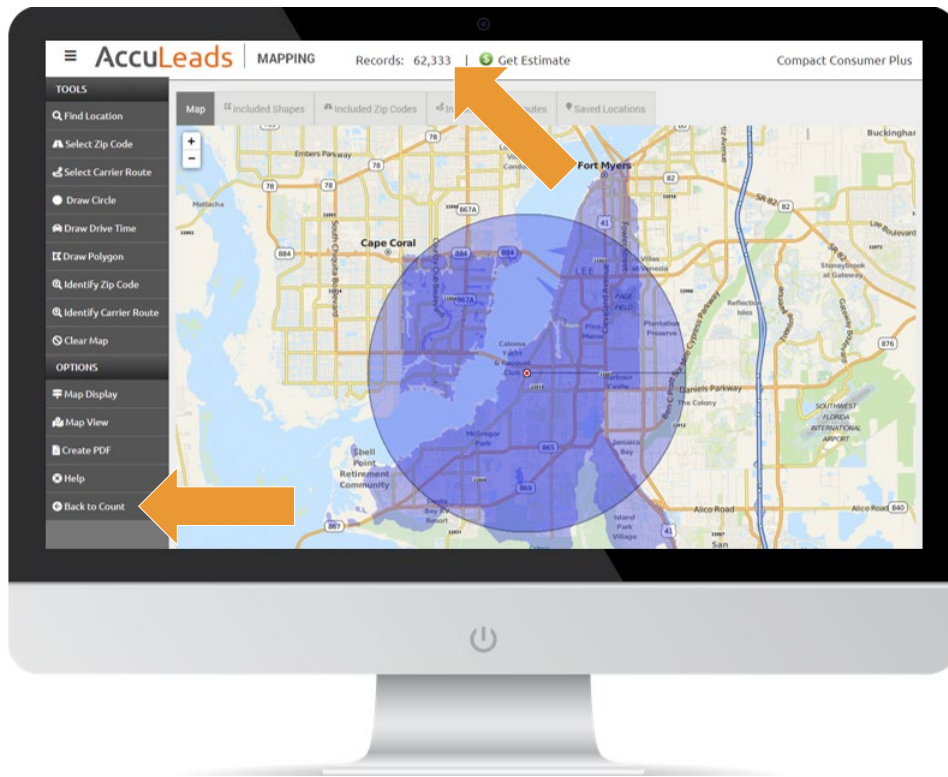
### Generate a Count for the Defined Shape

To generate a count for the shape that you have created, click the “Get Count” link at the top of the map. The number of available records will display.

To add demographic criteria to your count, click “Back to Count” in the navigation panel. You will be returned to the database of your choice, where you can add selection criteria and create count reports.

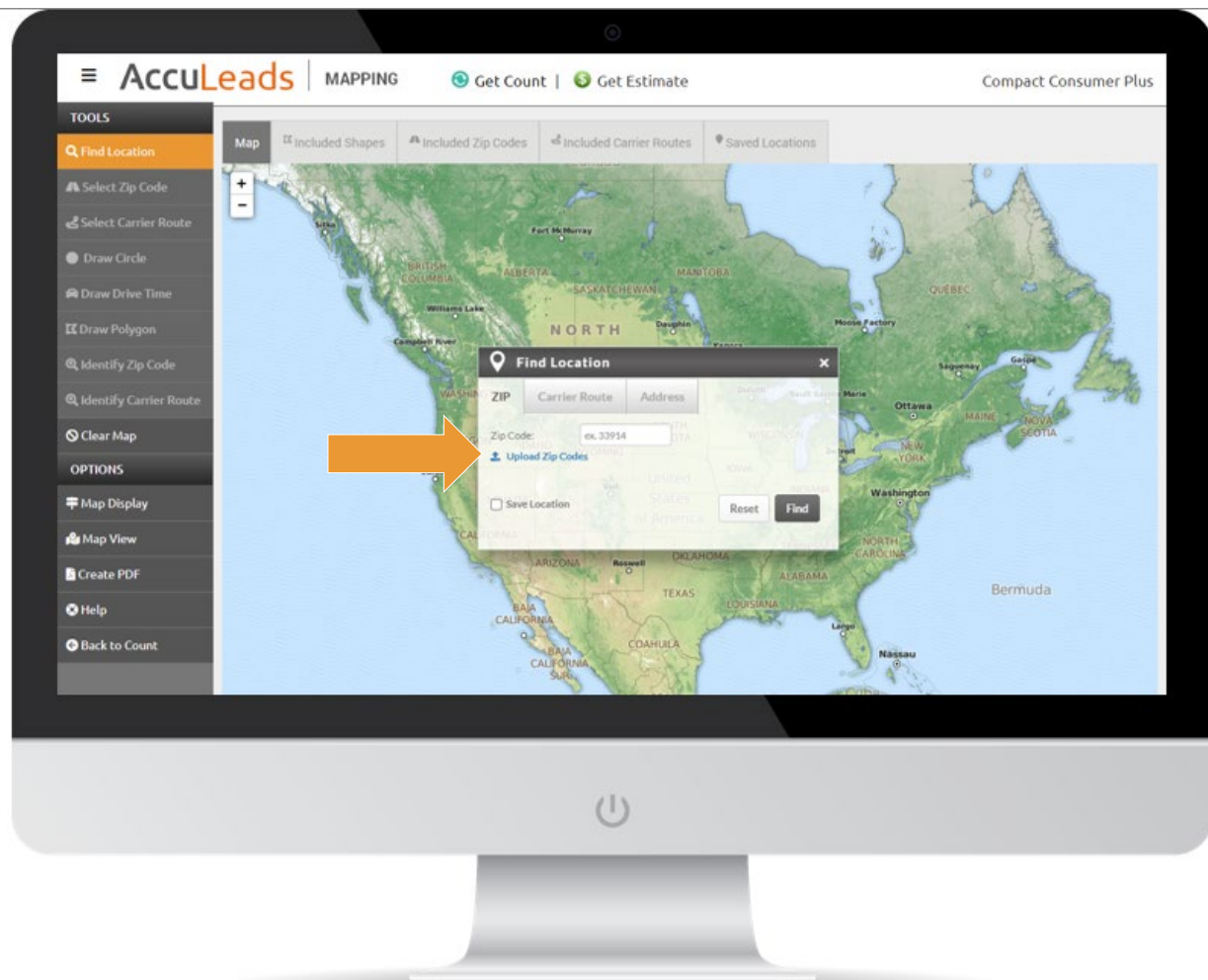
Once in the database, should you need to edit the map you have created, simply click the “Edit” option within the Geography section on the right-hand side of the screen.





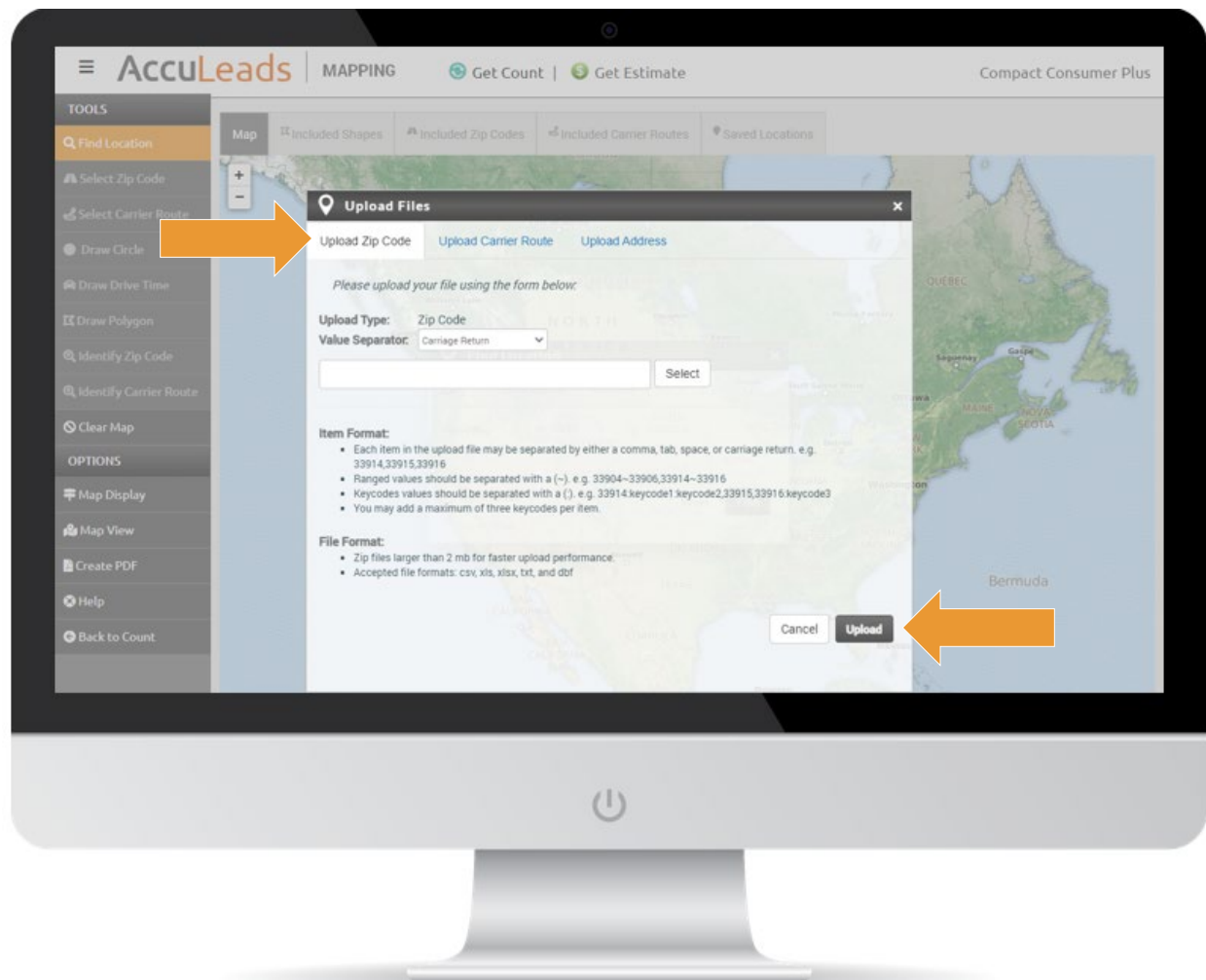
## Upload Files

When creating maps, you have the option to upload your desired geography. In the Find Location tool, click on the desired geography type (Zip Codes, Carrier Routes, or Address) and then click the “Upload” link. The “Upload Files” menu will display.



First, choose your value separator and then click “Select” to navigate to the location of your file. Once your file is uploaded, you will see the name of the file in the “Select” field. Click “Upload” to complete the process.

Please note that the “Upload Files” menu contains valuable information regarding file formatting and sizes.



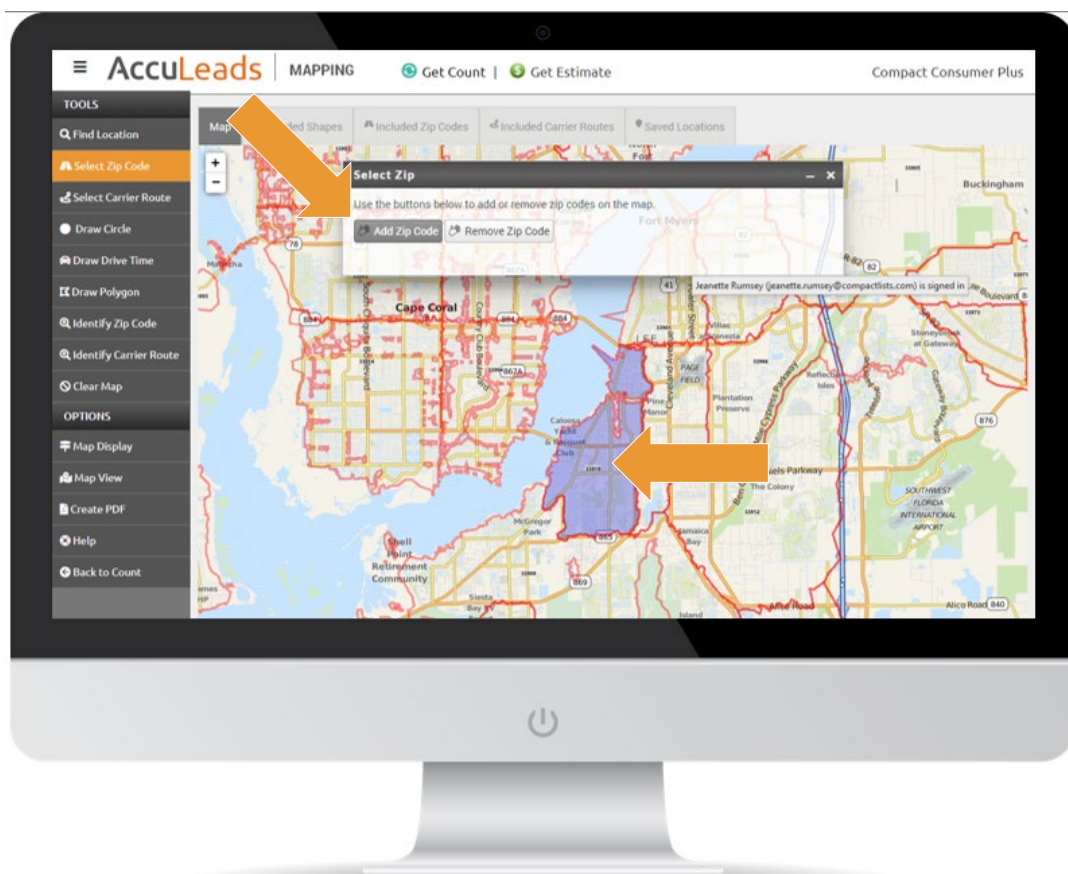
## Additional Map Creation Methods

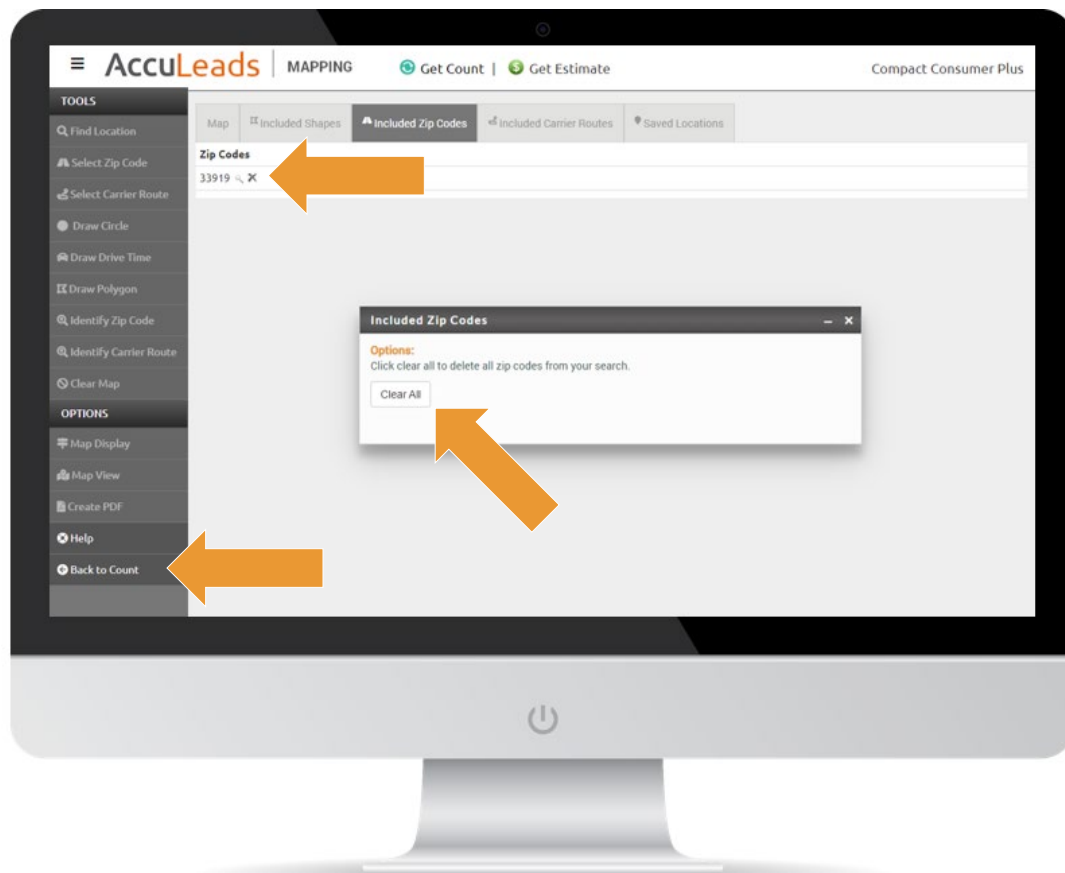
In the next part of this guide, we will cover the additional tools that you can use to create maps on AccuLeads.

### Select Zip Code

Use “Select Zip Code” to manually select individual Zip Codes on the map. Upon clicking “Select a Zip Code” in the navigation panel, the “Select Zip” menu will display. Click “Add Zip Code” to add the desired Zip Codes; click “Remove Zip Code” to remove Zip Codes. Your selected Zip Codes will be shaded on the map

Click “Included Zip Codes” to view a list of the Zip Codes selected. Click “Back to Count” to apply your geography.



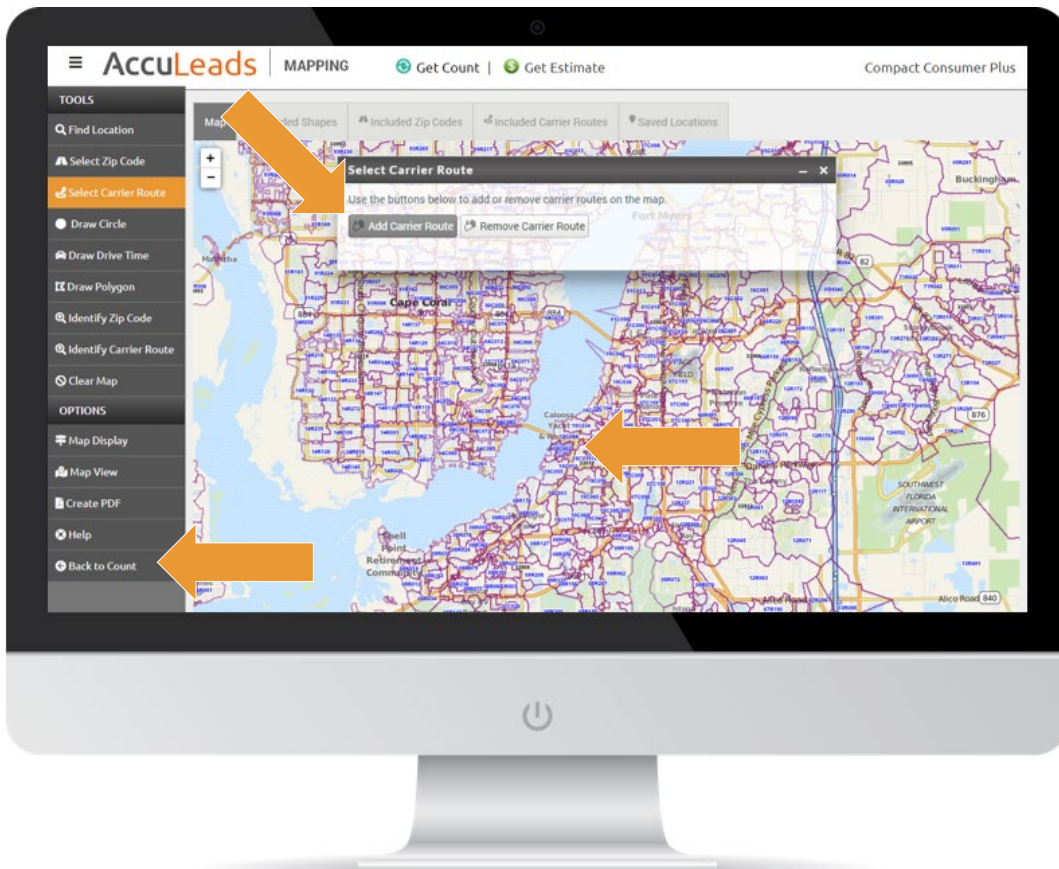




### Select Carrier Route

Use “Select Carrier Route” to manually select individual Carrier Routes on the map. Upon clicking “Select Carrier Route” in the navigation panel, the “Select Route” menu will display. Click “Add Carrier Route” to add the desired Carrier Routes; click “Remove Carrier Route” to remove Carrier Routes. Your selected Carrier Routes will be shaded on the map.

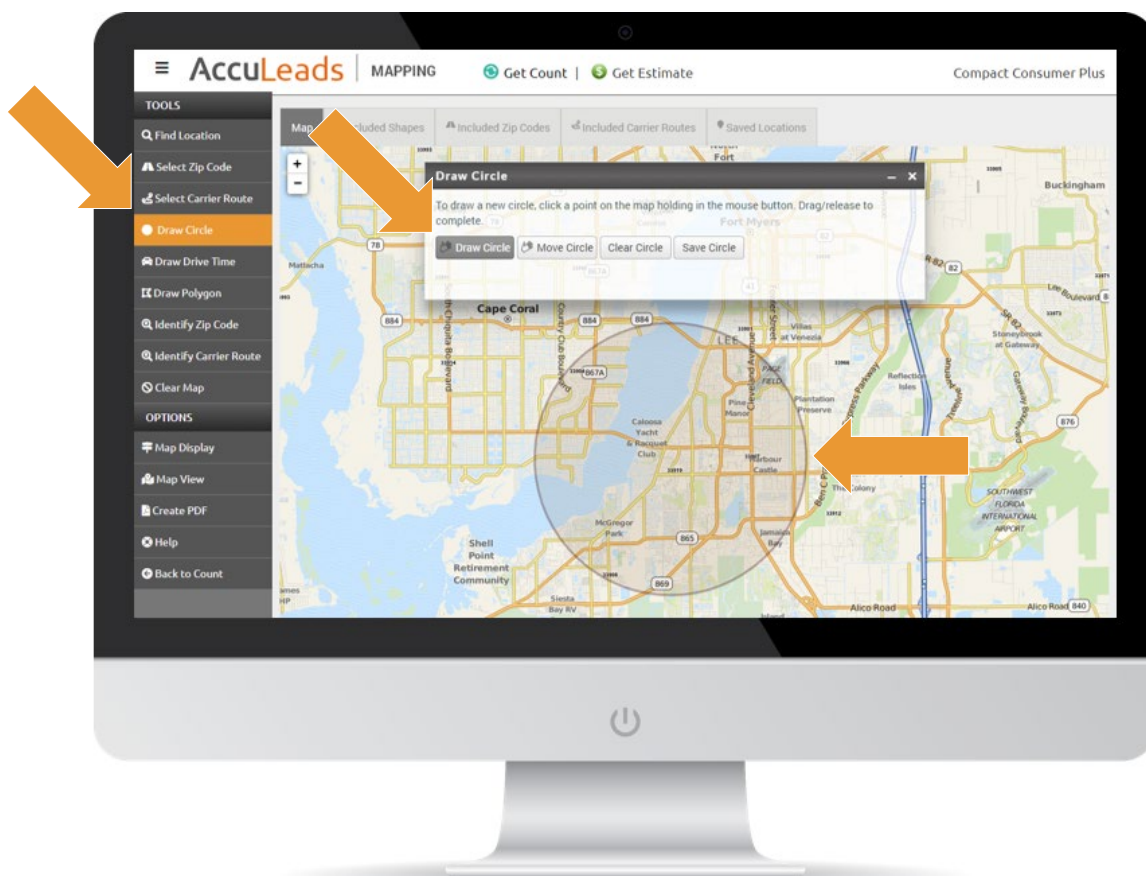
Click “Included Carrier Routes” to view a list of the Carrier Routes selected. Click “Back to Count” to apply your geography.



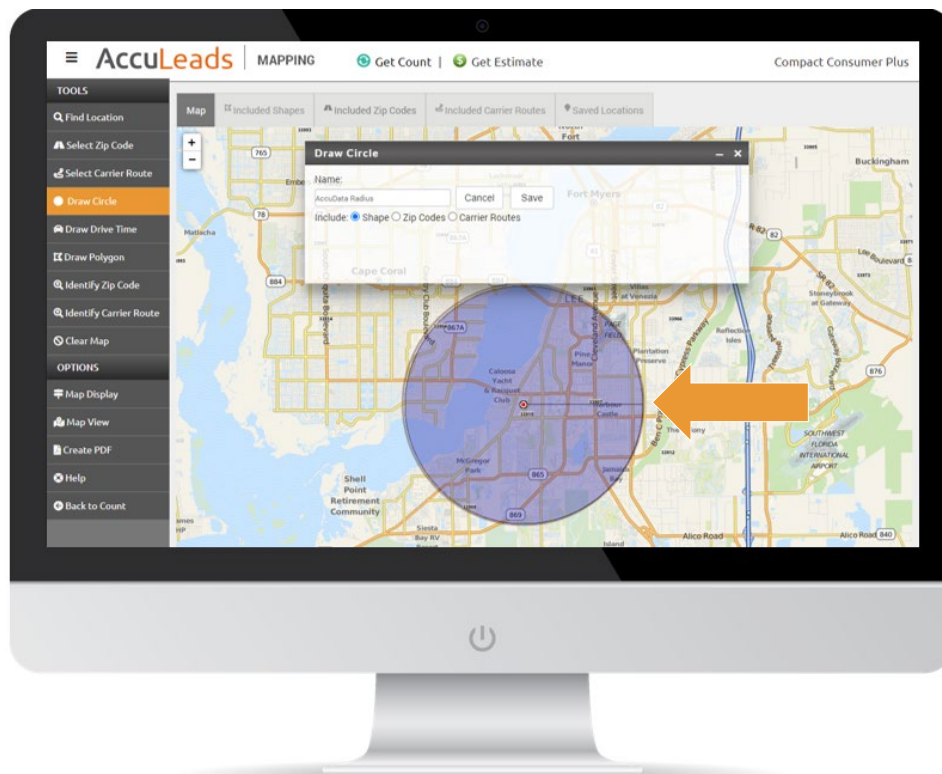
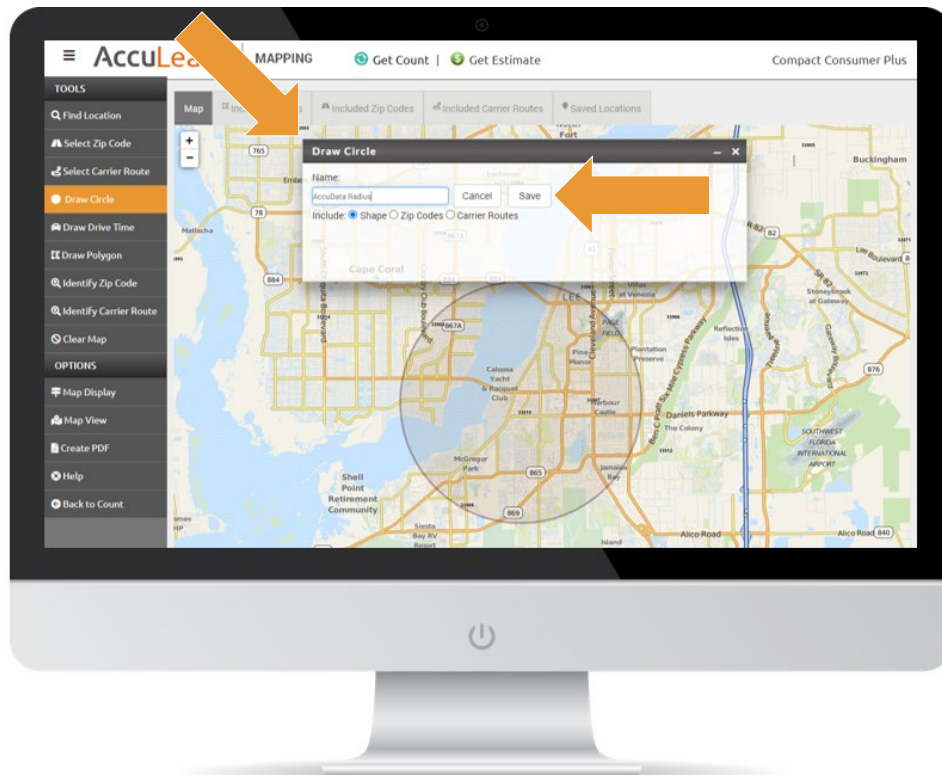


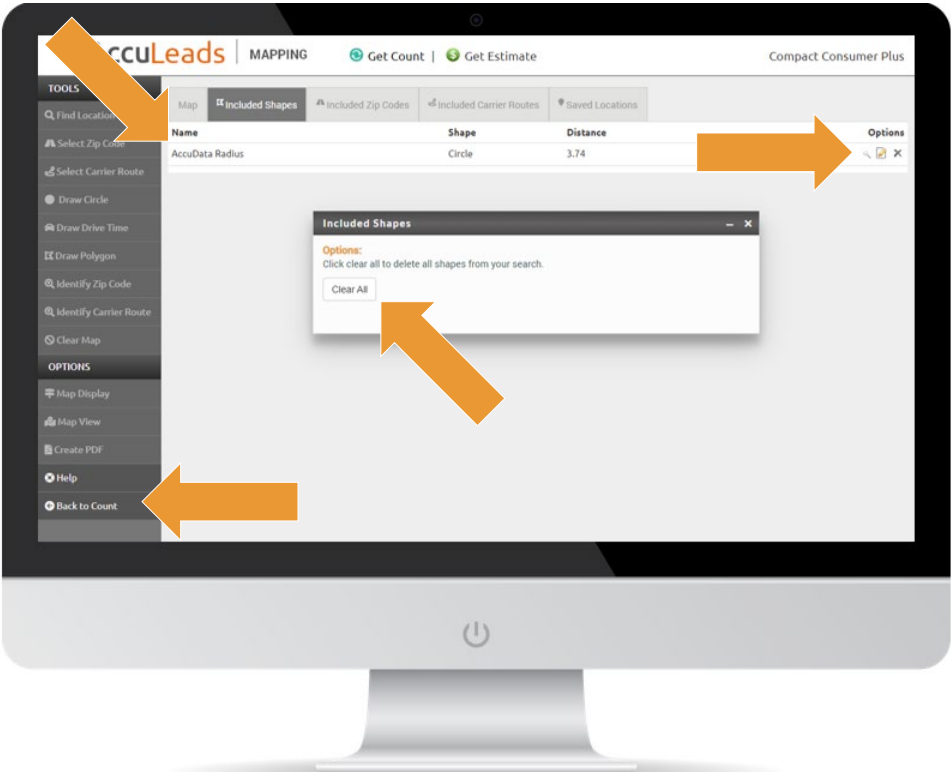
### Draw Circle

Use “Draw Circle” to manually create a circle (radius) on the map. Upon clicking “Draw Circle” in the navigation panel, the “Draw Circle” menu will display. Click “Draw Circle” and use your mouse to click the desired point of origin on the map and drag until you reach your anticipated distance; as you draw your circle, the distance will display. Click “Move Circle” to select and move your circle to a different location on the map, click “Clear Circle” to remove your circle, or click “Save Circle” to name the shape you’ve created and save it to the map.



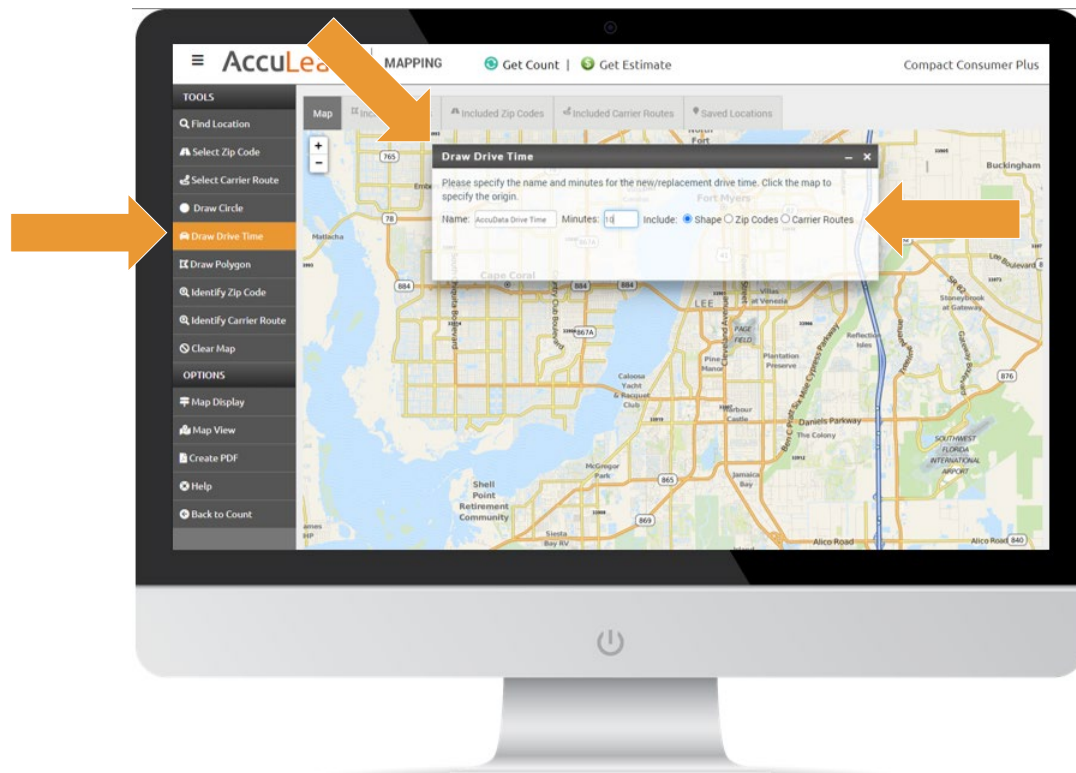
When you click “Save Circle,” a new “Draw Circle” menu will display. Enter the name of your circle and choose whether you want to save the shape, the associated Zip Codes, or the associated Carrier Routes. Click “Save” to continue. You will receive a notification that your shape has been saved. Click “Included Shapes” to view, edit, or delete the shape you created. Click “Back to Count” to apply your geography.



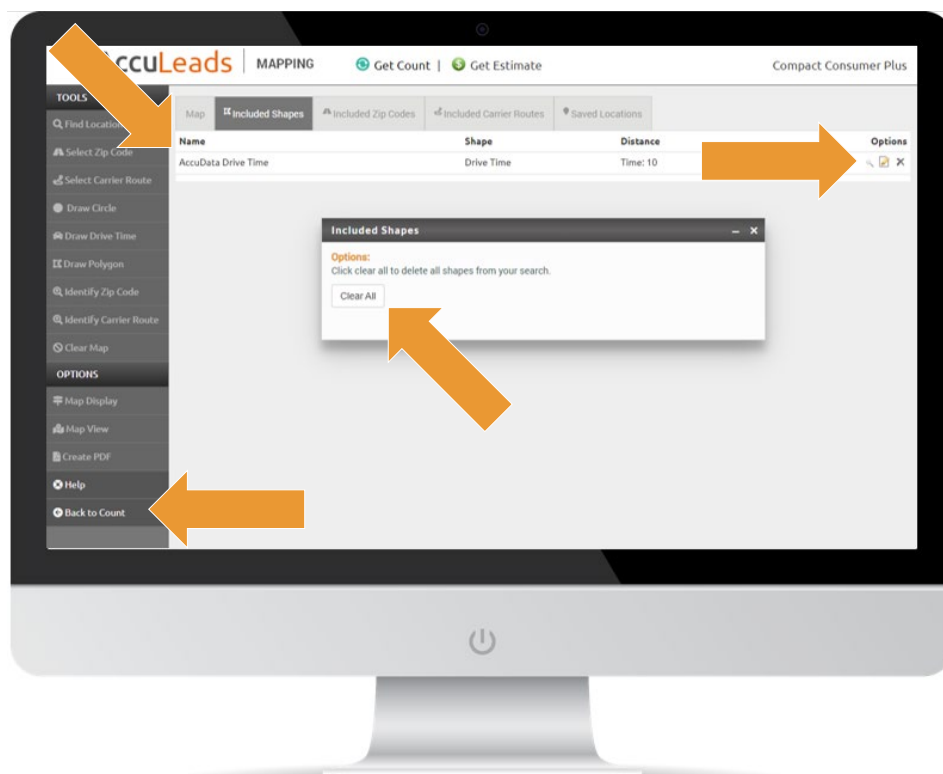
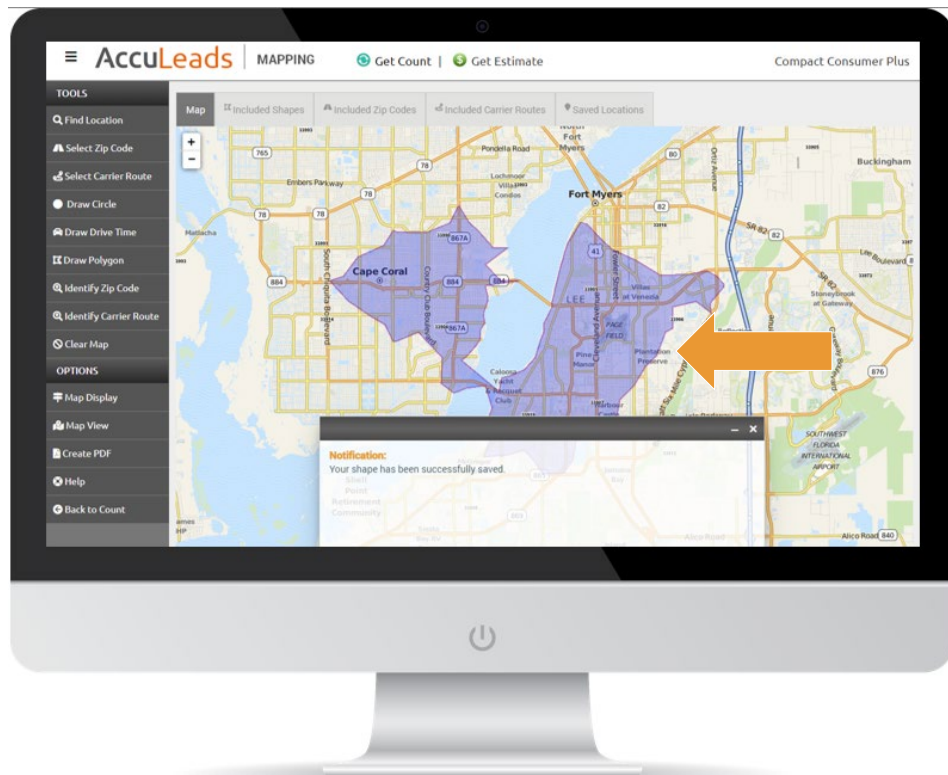


### Draw a Drive Time

Use “Draw Drive Time” to manually click a point on the map and set the desired drive time distance from that point. Upon clicking “Draw Drive Time” in the navigation panel, the “Draw Drive Time” menu will display. Enter the name for the shape that you are creating along with the number of minutes. Next, choose whether you want to save the shape, the associated Zip Codes, or the associated Carrier Routes.



Click on the map to select your desired point of origin. Your selected drive time will be shaded on the map. Click “Included Shapes” to view, edit, or delete the shape you created. Click “Back to Count” to apply your geography.



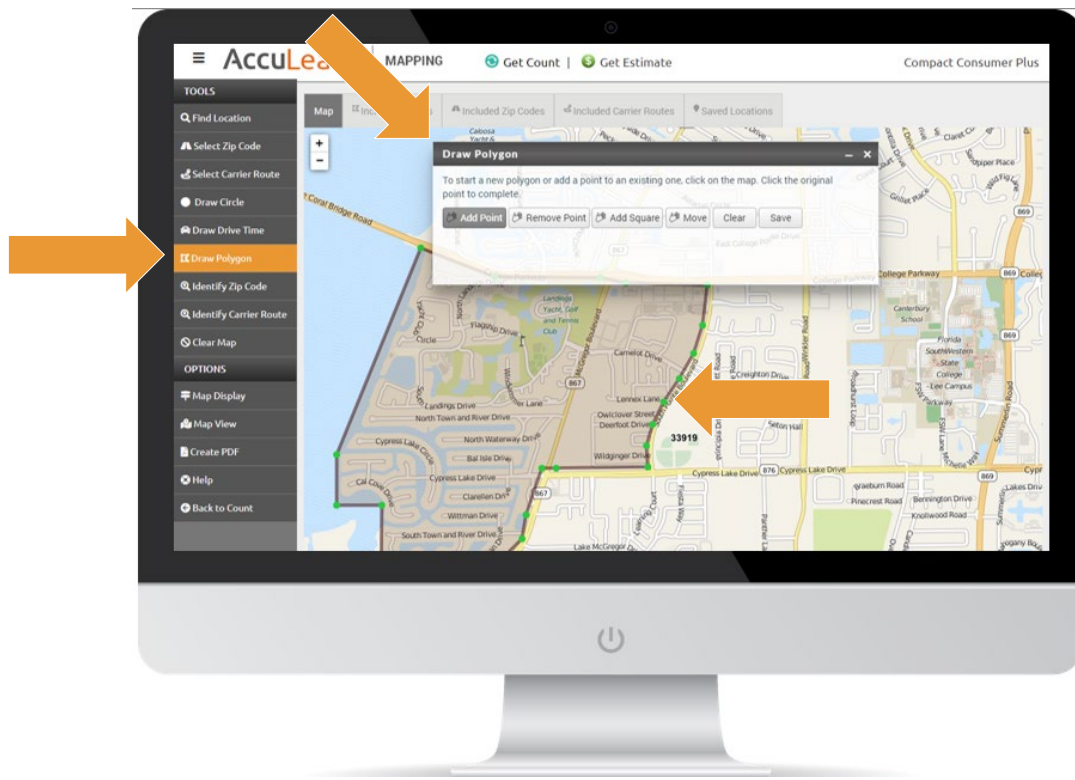


### Draw a Polygon

AccuLeads' Mapping supports the ability to draw a polygon. This multi-sided freeform shape allows users to develop highly detailed areas of geographical concentration. Use "Draw Polygon" to manually click multiple points on the map. Upon clicking "Draw Polygon" in the navigation panel, the "Draw Polygon" menu will display. You can:

- Start a new polygon or add a point to an existing polygon by clicking "Add Point"
- Remove points from an existing polygon by clicking "Remove Point"
- Begin with a square shape on the map by clicking "Add Square;" add or remove additional points as needed to customize your shape
- Move your polygon to a different location on the map by clicking "Move"
- Clear any points you have created by clicking "Clear"
- Save your polygon by clicking "Save"

To complete the polygon you have created, click the original point.



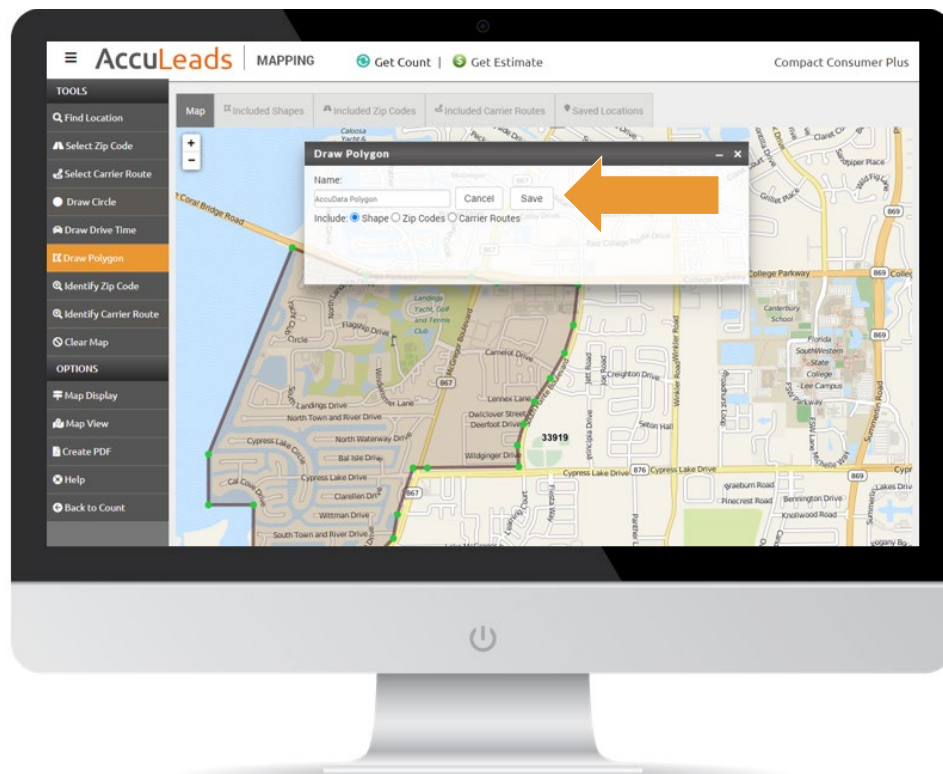


### User Tip: Editing Polygon Shapes

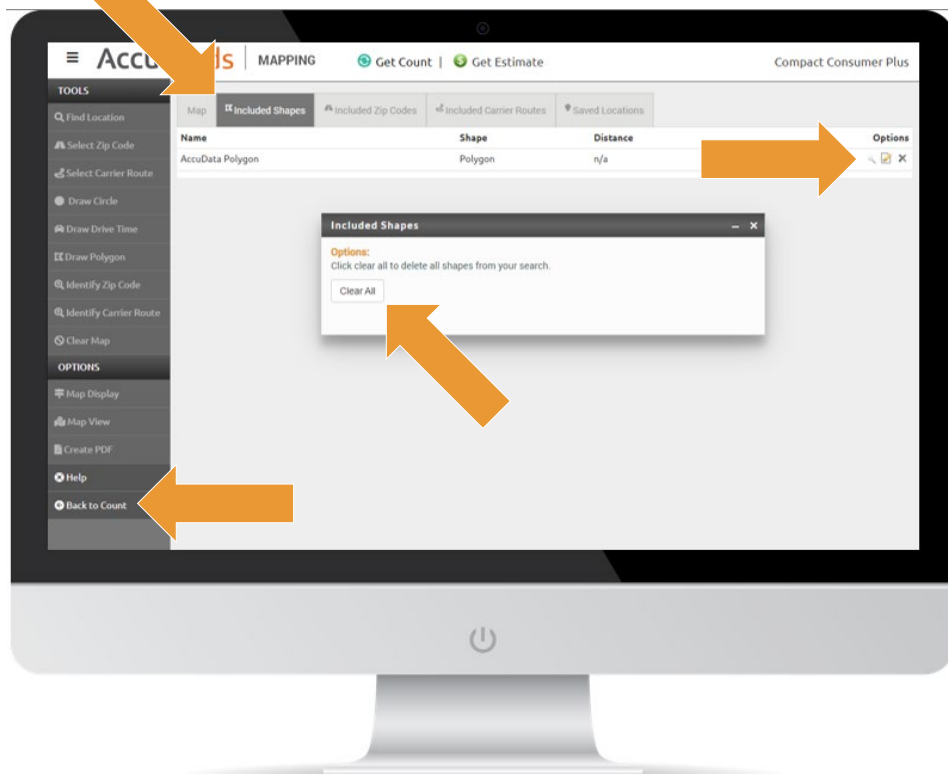
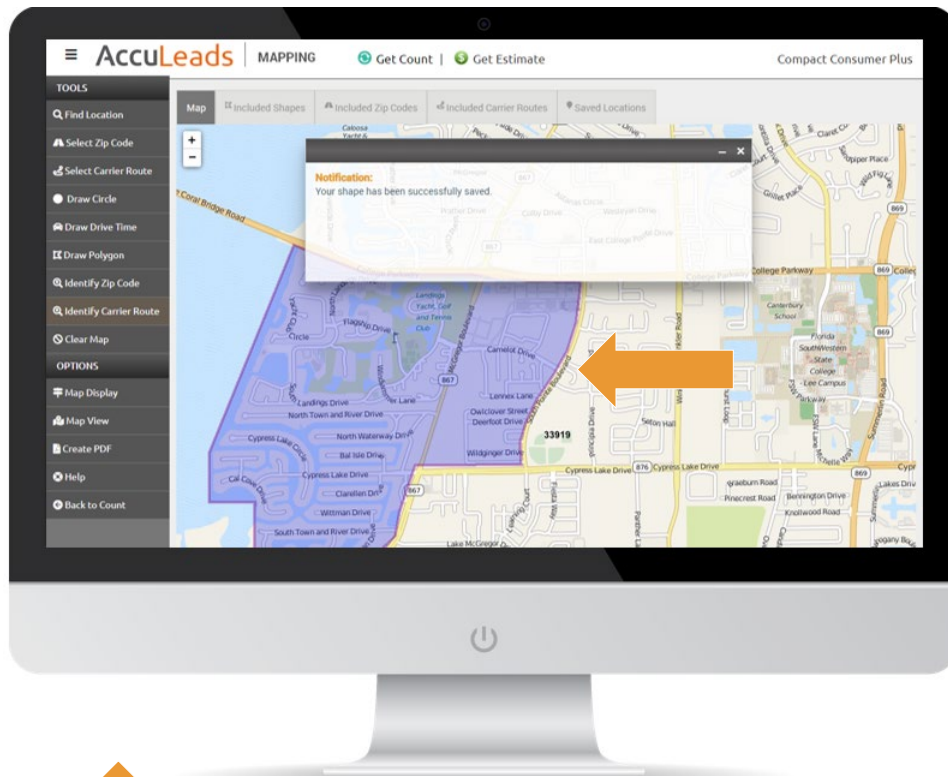
To quickly edit your polygon shape as you are creating it, simply click and hold the green point that you wish to move. Drag the point to the desired location and then release. Your point will be in the selected position.

Additionally, use the wheel on your mouse to zoom in and out to see the desired level of detail.

When you click “Save,” a new “Draw Polygon” menu will display. Enter the name of your polygon and choose whether you want to save the shape, the associated Zip Codes, or the associated Carrier Routes. Click “Save” to continue.

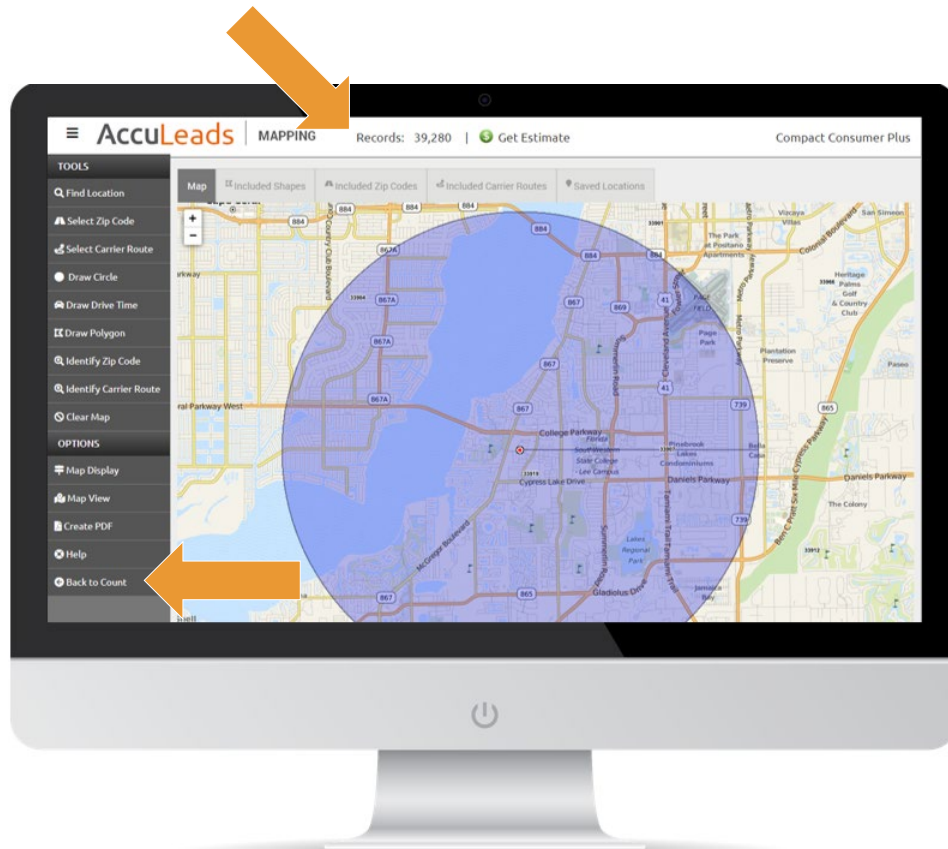


Click “Included Shapes” to view, edit, or delete the shape you created. Click “Back to Count” to apply your geography.

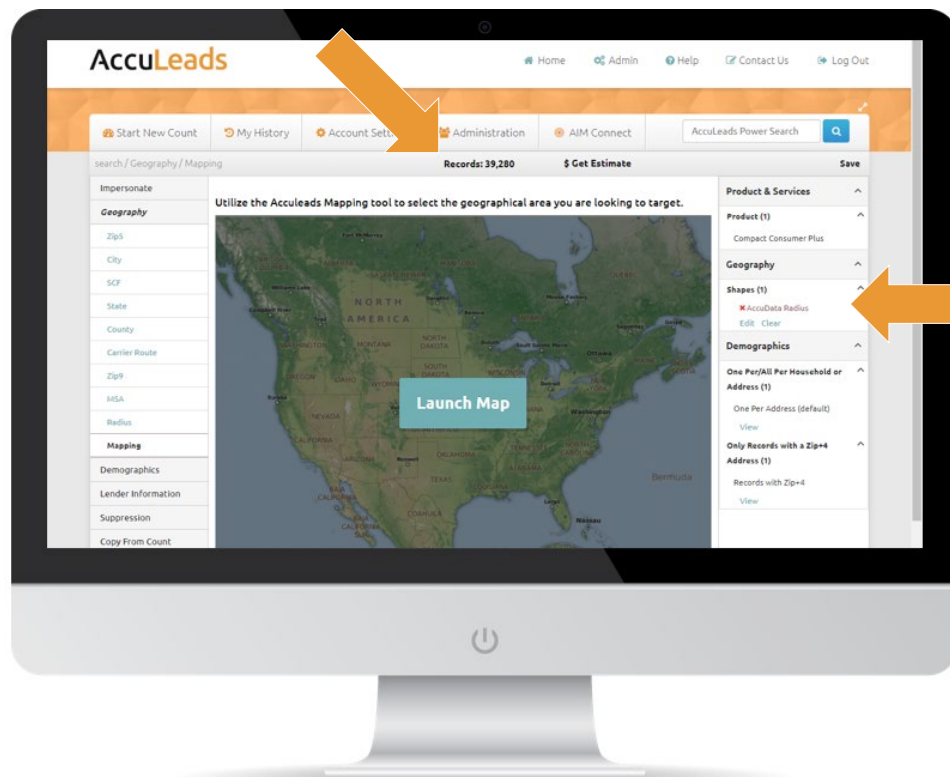


### Generate a Count for the Defined Shape

To generate a count for the shape that you have created, click the “Get Count” link at the top of the map. The number of available records will display. To add demographic criteria to your count, click “Back to Count” in the navigation panel. You will be returned to the database of your choice, where you can add selection criteria and create count reports.



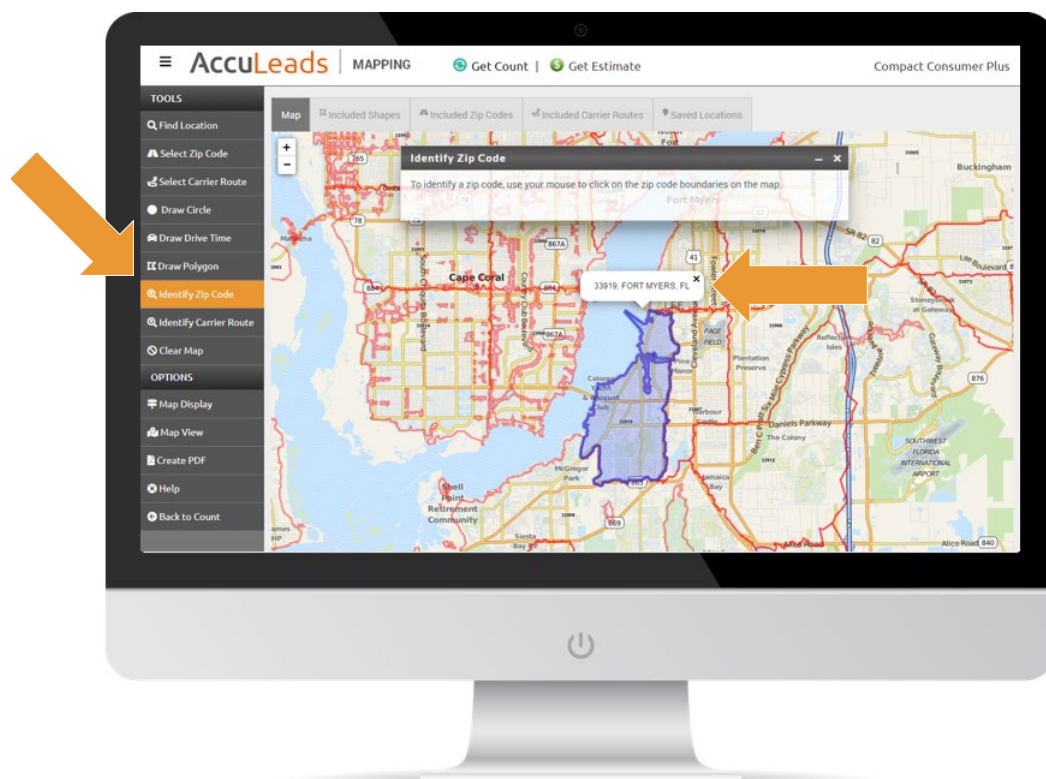
Once in the database, should you need to edit the map you have created, simply click the “Edit” option within the Geography section on the right-hand side of the screen.



## Geographical Identification Options

### Identify Zip Code

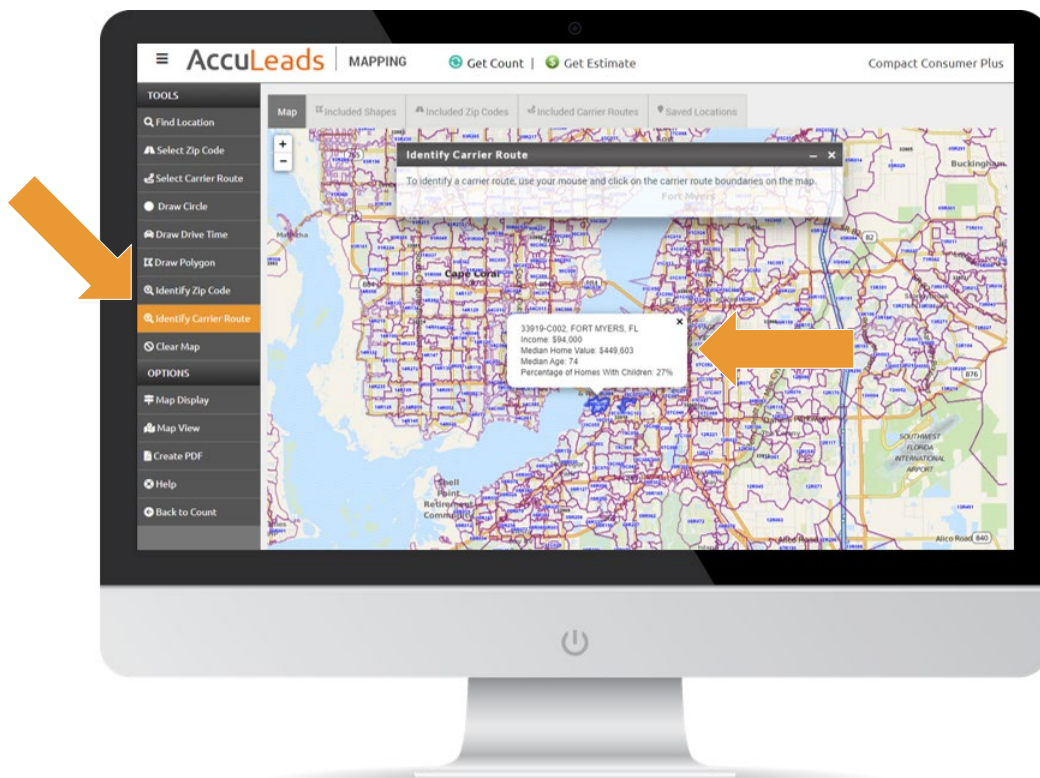
Click “Identify Zip Code” in the navigation panel to display Zip Code boundaries; click an area on the map to see the Zip Code and corresponding city name.



### Identify Carrier Route

Click “Identify Carrier Route” in the navigation panel to display Carrier Route boundaries; click an area on the map to see the Carrier Route and associated median demographic statistics for the selected area. The following demographics are included:

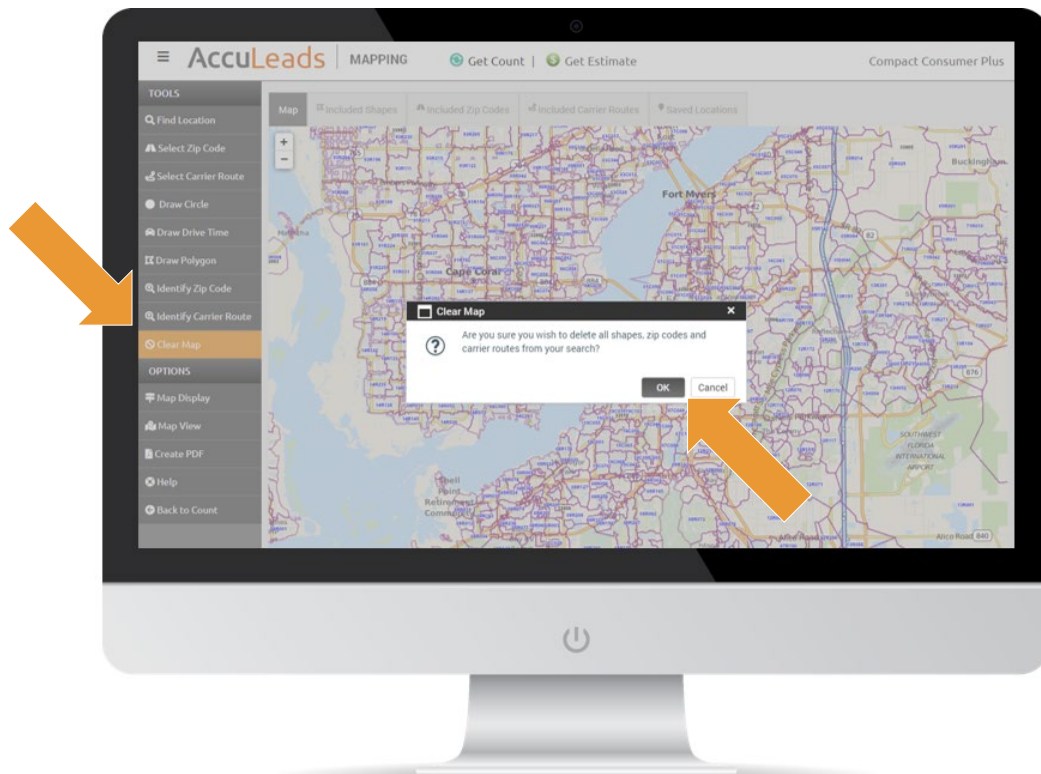
- Income
- Median Home Value and Median Age
- Percentage of Homes with Children





### Clear Map

Click “Clear Map” in the navigation panel to remove all shapes, Zip Codes, and Carrier Routes from the map. To begin with a new location, click “Find Location.”

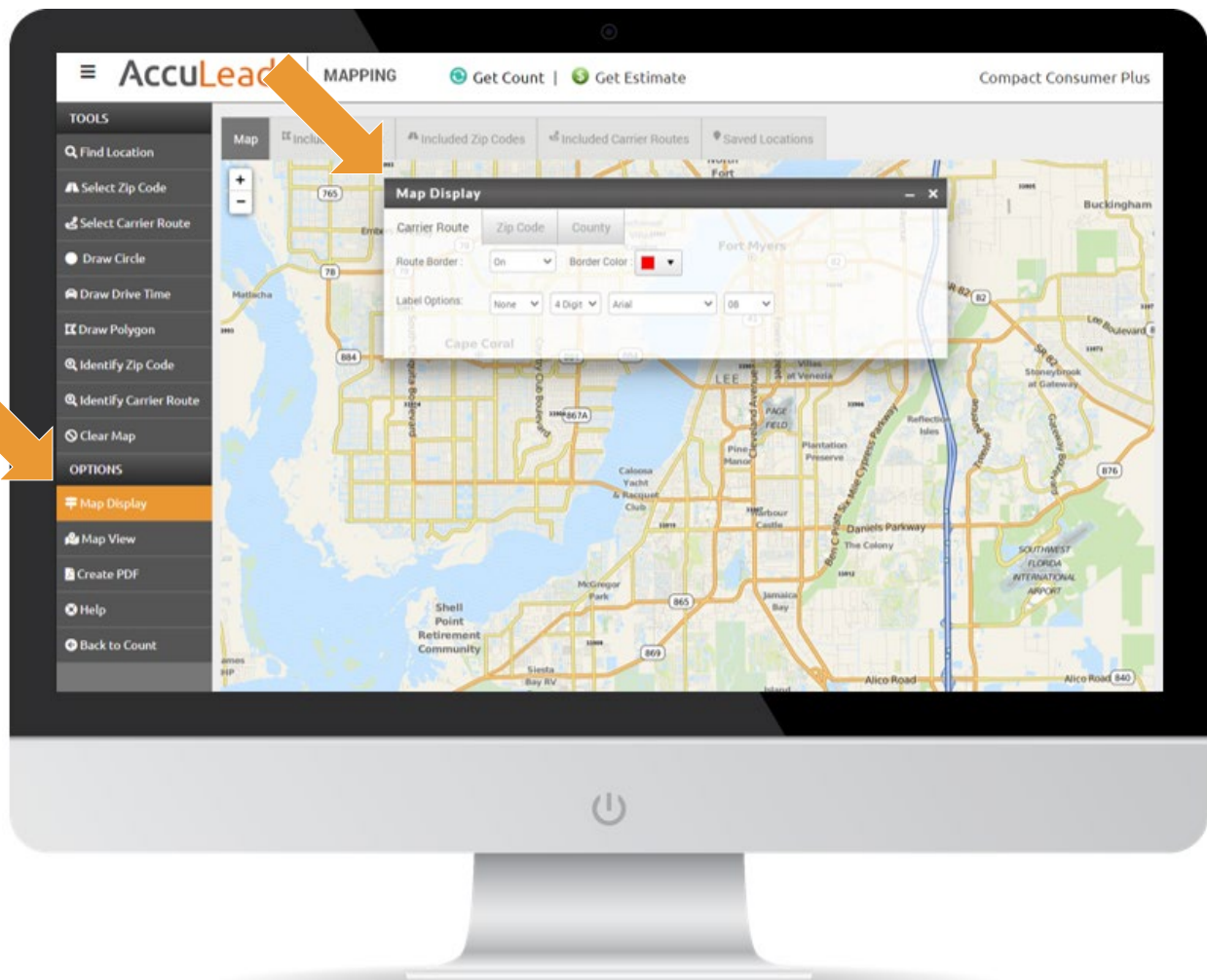


## Map Options

To further customize your map, review the features within the “Map Options” section.

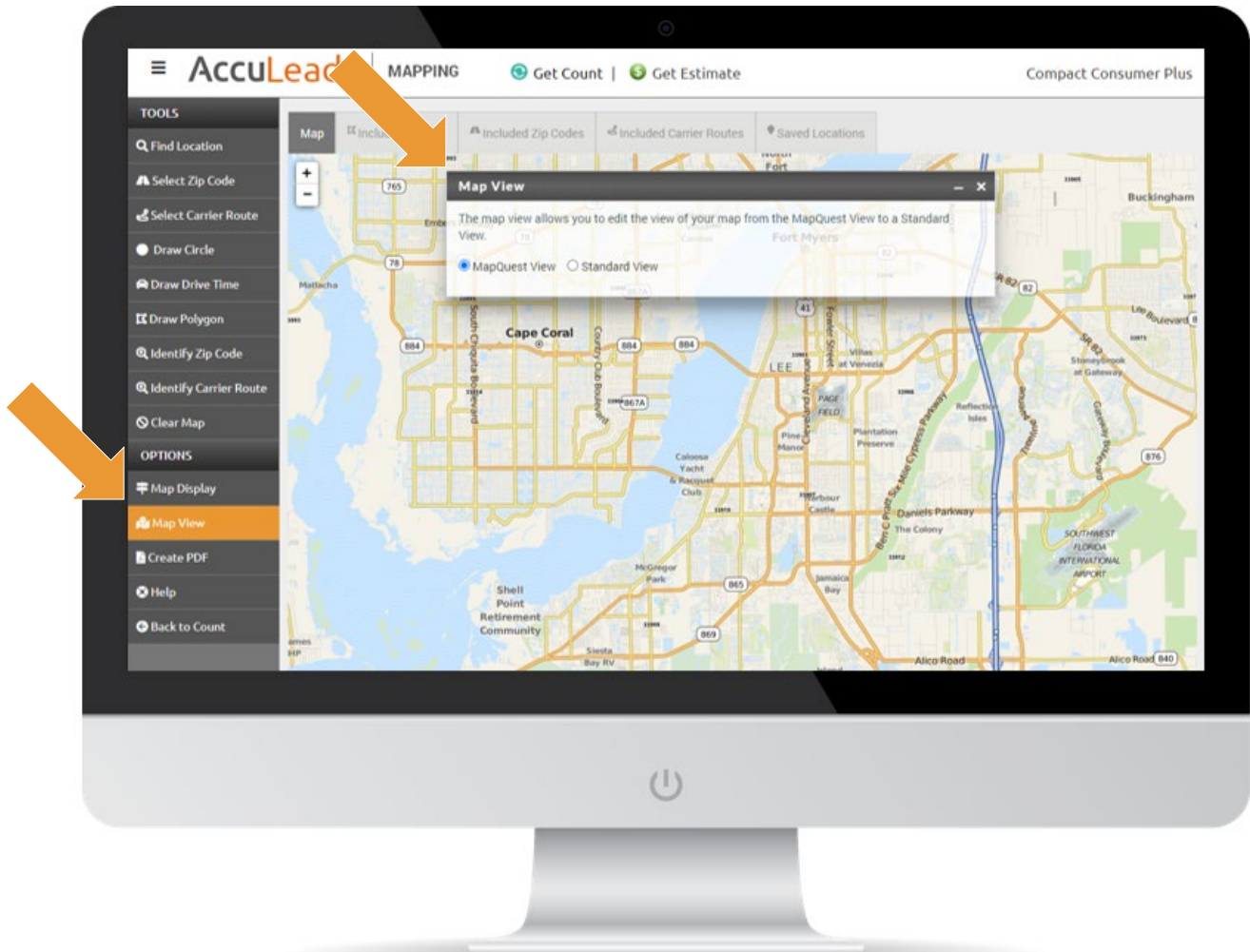
### Map Display

The Map Display option allows you to customize route borders and label options for the following geographies: Carrier Routes, Zip Codes, Cities, and Counties. To begin, click “Map Display” on the navigation panel and the Map Display menu will appear. Choose the geography option you would like to customize; from there, you can toggle borders on and off, choose border colors, and update label/font options.



## Map View

The Map View option allows you to toggle your map from the MapQuest view to a standard view. Please note that AccuLeads defaults to the MapQuest view.

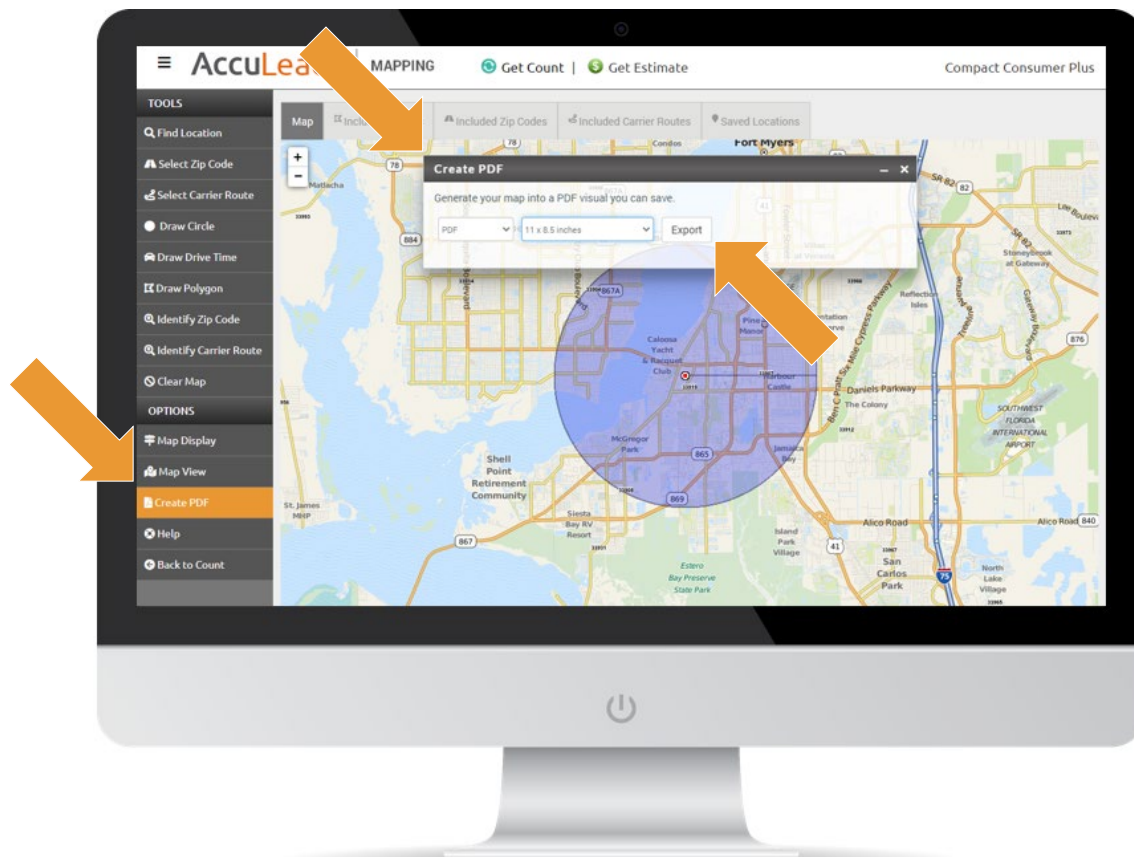


### Create PDF

The Create PDF Option allows you to save your map as a PDF-formatted file. Available size options for your map are:

- 8.5 x 11 inches
- 11 x 8.5 inches
- 11 x 17 inches
- Auto Size (which will adjust the map based on the size of your monitor)

Once you have selected the desired size, simply click “Export” and your PDF will be generated.



### **Help**

Questions about Mapping on AccuLeads? The Help option will provide useful resources to help you optimize your experience and information on how to contact AccuData for additional support.

### **Back to Count**

The Back to Count option will take you back to the AccuLeads count and order workflow. Any geography created in the map will be retained automatically when this option is used.

As always, should you require any assistance with AccuData's mapping technology, AccuLeads, or our other product and service offerings, please contact your Account Representative at 800-732-3440.