

Locate more customers with Whereis API

At Sensis Data Solutions we don't just validate your customer contact data, we can also enrich your information using detailed demographic and geographic data that's accessible only to Sensis through our Whereis API.

Whether you want to know your customers' geolocation or you're interested in finding out more about their spending habits, Whereis API can deliver this information, giving you a detailed picture that helps tailor and deliver your marketing activity, track assets and advise a smart route to deliver goods.

How it works

An Australian mapping source since 1997, Whereis API knows Australia inside out, drawing on a vast range of trusted local data sources to bring you maps with more than 1 million kilometers of road and thousands of points of interest and businesses across the country. We then use this information to provide a suite of intelligent mapping tools including:

Geocoding

Appends a geocode for addresses so you can see their location in relation to major roads, hospitals, police stations, schools, restaurants, shopping centres etc. This valuable information can be applied to geo fencing for eCommerce applications, nearest location queries, sales districting, customer mapping, routing and delivery processes, setting insurance premiums and to make underwriting decisions.

Demographics

Matches your customers' geo-coded address to a statistical area defined by the Australian Bureau of Statistics. You can then use the ABS demographic data on this area to paint a clear customer picture.

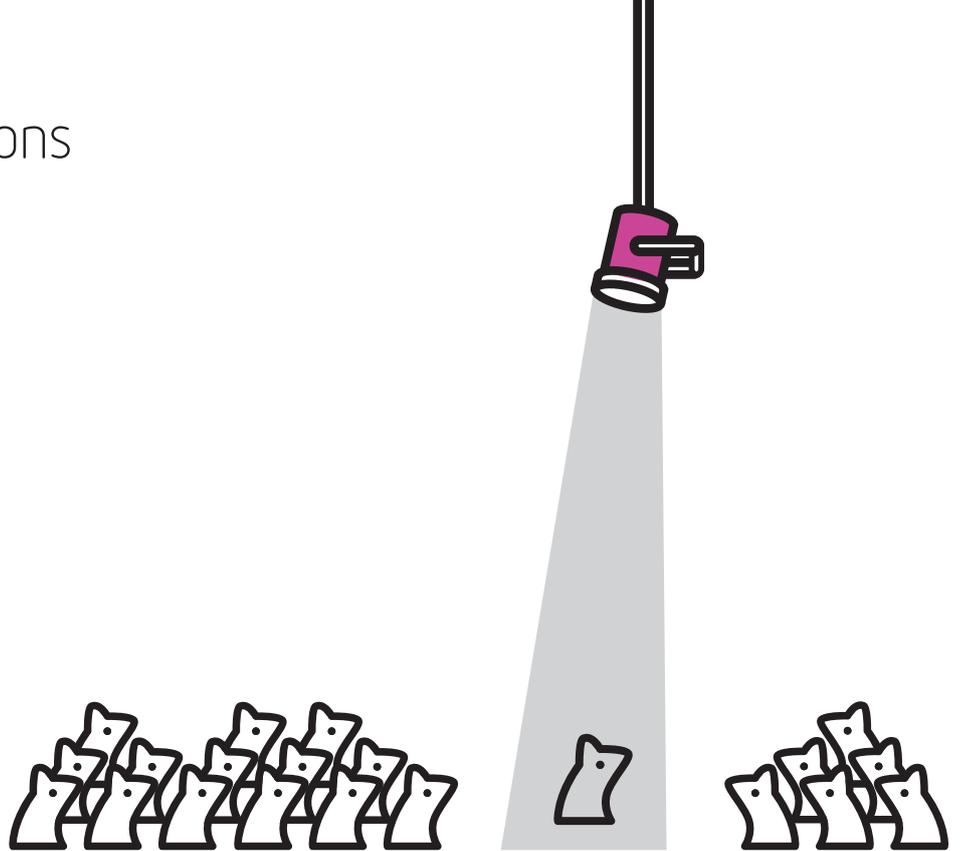
Mapping

Get value from location by seeing where customers are located on a map and determine an optimal travel route to reach them.

Smart routing

An online map that provides turn-by-turn instructions on how to reach your business by foot or by car, with alternative route options and areas to avoid.





How Whereis API is used

With a suite of products and support across a large number of applications, Whereis API offers the flexibility to be used in many different ways including:

- Customer location
- Store or property locators
- Sales territory
- Route planners
- Mobile applications
- Customer segmentation
- Asset tracking
- Fleet management



Want to know more?

For more details on how Whereis API can help your business, talk to the Sensis Data Solutions team today on **1800 033 807** or visit **sensisdata.com.au**

Who's using Whereis API?

With tools for both database enrichment and mapping displays, we're benefiting a wide range of businesses, from small startups to large corporates and government bodies. Here are some of the companies we work with:

- Vodafone
- National Public Toilet Map
- Commonwealth Bank of Australia
- National Australia Bank
- BMW Australia
- ALDI supermarkets
- Secure Parking
- Defence Housing Australia
- Xora
- Mobile Muster
- Trafficinfo.com.au
- Cross City Tunnel