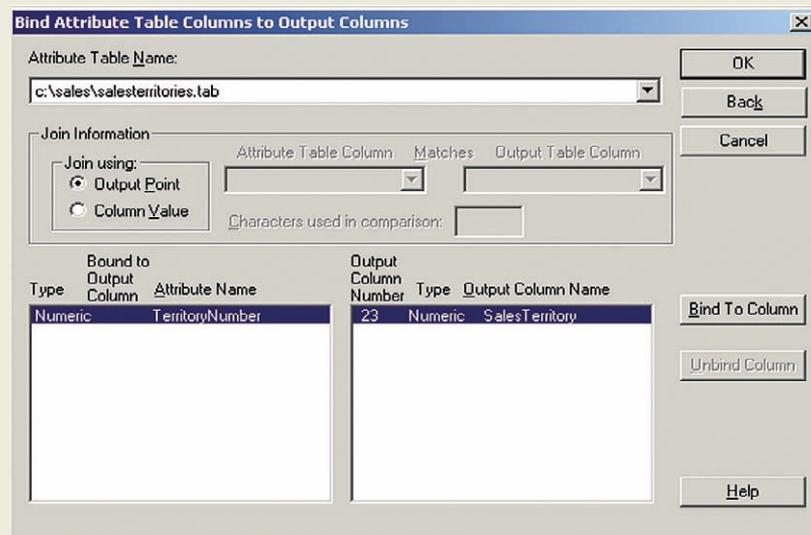


Attach Custom Data to Geocoded Records with MapMarker Attribution

GEOCODING IS THE ACT OF ASSIGNING GEOGRAPHIC COORDINATES TO AN ADDRESS. MAPINFO® MAPMARKER® IS A POWERFUL GEOCODING SOLUTION THAT MANY COMPANIES UTILIZE IN CREATING POINT LOCATIONS FROM A DATABASE OF ADDRESSES. ONCE A DATABASE IS GEOCODED, GEOGRAPHIC ANALYSES CAN BE CONDUCTED IN SOFTWARE LIKE MAPINFO PROFESSIONAL® OR MAPINFO® TARGETPRO® DEMOGRAPHIC ANALYZER. IN MOST CASES, GEOSPATIAL ANALYSES CONDUCTED IN THESE SOFTWARE PACKAGES ARE POINT-IN-POLYGON QUERIES OR UPDATES. A LITTLE KNOWN FEATURE OF MAPMARKER IS THE ABILITY TO CONDUCT POINT-IN-POLYGON-BASED ANALYSIS WHILE GEOCODING. THIS IS CALLED ATTRIBUTION.

Consider this case. A database of customers is being geocoded to determine the sales territory in which they live. This is useful information for redistricting, lead generation or demographic analysis. MapMarker can attach custom sales territory data through attribution, assuming that there is an existing MapInfo polygon table file that contains that information.

1. To begin, open the database of addresses, that has a blank column available, to be updated with sales territory information (for this example, customers.tab). If there are no output columns for georesult, longitude or latitude, the program will ask if you would like to add them.
2. The “Select input columns from your table” dialog allows you to specify which database fields represent the customer’s address information.
3. Clicking the “Next” button brings up the “Select output columns from your table” dialog, in which output fields can be selected. (Note: attribution output columns are not designated in this dialog.)
4. Click the “Finish” button when all input and output fields have been specified.
5. To set up attribution in MapMarker, click the “Cancel” button when the “Geocode” dialog is presented.
6. Selecting the “Table>Add Attributes>Select Attribute Files...” menu item will display the “Select Attribute Tables” dialog. Attribution can be done with multiple tables, but



for this example we will only select one sales territory table. Once the sales territory table has been selected and added to the list of attribute tables, click the “OK” button (for this example, salesteritories.tab).

7. The “Bind Attribute Table Columns to Output Columns” dialog is presented (above). The attribute table name dropdown list should be the table you specified in the previous dialog (salesteritories.tab). For this example, we will join using “Output Point”, which will update the address database if the geocoded point falls inside a polygon from the sales territory table.
8. In the bottom left pane of information (column list from the salesteritory.tab), select the field you would like to use to update the address table.

9. In the bottom right pane of information (available column list from customer.tab), select the field you would like to populate with the sales territory information. Click the “Bind to Column” button to associate the two columns of information.

10. When the fields are associated, click the “OK” button and this dialog box will be closed. Choose the “Table>Geocode” menu item to setup any desired geocoding options, and then press the “Geocode” button. All successfully geocoded addresses should receive a sales territory if the geocoded point is within a salesteritory.tab polygon. ★

For more information on using the attribution feature in MapMarker, see the MapMarker User’s Guide Advanced Geocoding chapter.

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