

# World Premium Points of Interest

Version 4.11

**UNITED STATES**  
[www.pitneybowes.com/us](http://www.pitneybowes.com/us)  
**Technical Support:**  
<http://www.pbinsight.com/support>

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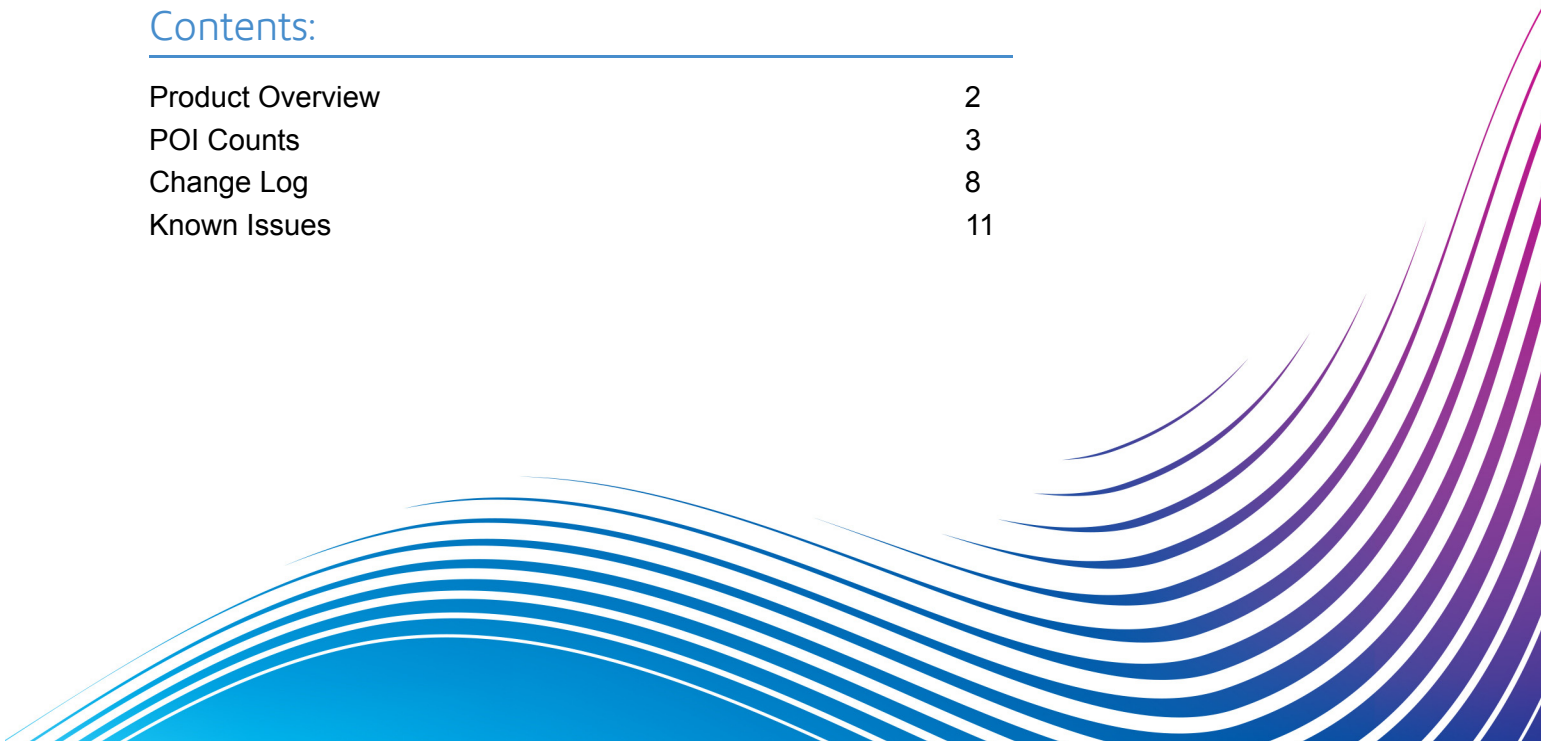
## Release Notes

The World Premium Points of Interest (WPPOI) is an innovative addition to our data portfolio. Pitney Bowes is committed to continually develop and build upon this state of the art Points of Interest product for our customers. We have an exhaustive roadmap to ensure that we bring the best product to the market so our customers can derive highest value for their business support. This document contains information about Version 4.11 dataset. Complete documentation is located at [our support site](#).

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## Product Overview

The WPPOI data product provides the location of and details relating to a diverse set of business locations, leisure hot spots and geographic features. The locational accuracy of this data has been further enhanced using Pitney Bowes Premium Spectrum Enterprise Geocoding solution to provide the most accurate position for each Point of Interest available. The following are the features of the product:

- It provides access to the largest, globally georeferenced POI dataset.
- The POIs (available in the product) are geocoded using Pitney Bowes comprehensive Global Geocoding capabilities.
- The POIs are classified using both the Pitney Bowes MiCode (providing a consumer-friendly classification across products) and the Standard Industrial Classification (SIC) codes.  
Please note that both these classifications are cross-referenced. The individual POI in the dataset have hierarchical relationships between themselves and others in their 'family'.
- The taxonomy used (within the product) ensures ease of use and global consistency.

As a result, the dataset allows users to make informed decisions around risk analysis, access to services, retail or recreational facilities, location-based marketing and "find my nearest" searches.

## POI Counts

<b>COUNTRY BUNDLES</b>	<b>COUNTRIES</b>	<b>ISO3</b>	<b>POI COUNTS</b>
ANGOLA	ANGOLA	AGO	42,867
ALBANIA	ALBANIA	ALB	6,392
UNITED ARAB EMIRATES	UNITED ARAB EMIRATES	ARE	233,488
ARGENTINA	ARGENTINA	ARG	4,027,758
AUSTRALIA	AUSTRALIA	AUS	1,612,995
AUSTRIA	AUSTRIA	AUT	622,812
BURUNDI	BURUNDI	BDI	2,679
BELGIUM & LUXEMBOURG	BELGIUM	BEL	1,837,362
BELGIUM & LUXEMBOURG	LUXEMBOURG	LUX	138,223
BENIN	BENIN	BEN	7,419
BURKINA FASO	BURKINA FASO	BFA	13,546
BULGARIA	BULGARIA	BGR	9,295
BAHRAIN	BAHRAIN	BHR	21,320
BOSNIA & HERZEGOVINA	BOSNIA & HERZEGOVINA	BIH	3,087
BELARUS	BELARUS	BLR	300
BRAZIL	BRAZIL	BRA	9,285,380
BRUNEI	BRUNEI	BRN	8,255
BOTSWANA	BOTSWANA	BWA	12,807
CANADA	CANADA	CAN	2,250,897
SWITZERLAND	SWITZERLAND	CHE	622,333
SWITZERLAND	LIECHTENSTEIN	LIE	8,297
CHILE	CHILE	CHL	171,893
CHINA	CHINA	CHN	9,428,404
CAMEROON	CAMEROON	CMR	27,331
DEMOCRATIC REPUBLIC OF CONGO	DEMOCRATIC REPUBLIC OF CONGO	COD	16,091
CONGO	CONGO	COG	7,048
COLOMBIA	COLOMBIA	COL	106,768
COSTA RICA	COSTA RICA	CRI	52,515
CYPRUS	CYPRUS	CYP	75,985
CZECH REPUBLIC	CZECH REPUBLIC	CZE	1,409,709
GERMANY	GERMANY	DEU	5,765,608

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<b>COUNTRY BUNDLES</b>	<b>COUNTRIES</b>	<b>ISO3</b>	<b>POI COUNTS</b>
DENMARK	DENMARK	DNK	628,500
ALGERIA	ALGERIA	DZA	39,201
EGYPT	EGYPT	EGY	104,163
SPAIN	ANDORRA	AND	2,582
SPAIN	SPAIN	ESP	3,600,971
SPAIN	GIBRALTAR	GIB	21
ESTONIA	ESTONIA	EST	193,161
FINLAND	FINLAND	FIN	511,519
FRANCE	SAINT-BARTHÉLEMY	BLM	2
FRANCE	FRANCE	FRA	4,457,015
FRANCE	GUADELOUPE	GLP	44,687
FRANCE	FRENCH GUIANA	GUF	9,223
FRANCE	SAINT-MARTIN	MAF	4
FRANCE	MONACO	MCO	1,315
FRANCE	MARTINIQUE	MTQ	42,980
FRANCE	MAYOTTE	MYT	528
FRANCE	REUNION	REU	54,569
GABON	GABON	GAB	6,196
GREAT BRITAIN	GREAT BRITAIN	GBR	4,414,403
GHANA	GHANA	GHA	44,704
GREECE	GREECE	GRC	551,955
GUATEMALA	GUATEMALA	GTM	35,138
HONG KONG	HONG KONG	HKG	381,766
HONDURAS	HONDURAS	HND	9,651
CROATIA	CROATIA	HRV	153,013
HUNGARY	HUNGARY	HUN	521,458
INDONESIA	INDONESIA	IDN	267,151
INDIA	INDIA	IND	6,973,364
IRELAND	IRELAND	IRL	325,913
IRAQ	IRAQ	IRQ	7,317
ICELAND	ICELAND	ISL	95,267
ITALY	ITALY	ITA	6,742,659

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<b>COUNTRY BUNDLES</b>	<b>COUNTRIES</b>	<b>ISO3</b>	<b>POI COUNTS</b>
ITALY	SAN MARINO	SMR	3,370
ITALY	VATICAN CITY	VAT	2
JORDAN	JORDAN	JOR	36,467
JAPAN	JAPAN	JPN	4,527,433
KENYA	KENYA	KEN	59,645
KUWAIT	KUWAIT	KWT	9,146
LEBANON	LEBANON	LBN	39,800
LESOTHO	LESOTHO	LSO	5,928
LITHUANIA	LITHUANIA	LTU	99,487
LATVIA	LATVIA	LVA	186,540
MACAU	MACAU	MAC	11,463
MINOR AMERICAS	ARUBA	ABW	2
MINOR AMERICAS	ANGUILLA	AIA	3
MINOR AMERICAS	ANTIGUA AND BARBUDA	ATG	4
MINOR AMERICAS	BAHAMAS	BHS	73
MINOR AMERICAS	SAINT-BARTHÉLEMY	BLM	2
MINOR AMERICAS	BERMUDA	BMU	238
MINOR AMERICAS	BARBADOS	BRB	100
MINOR AMERICAS	CUBA	CUB	350
MINOR AMERICAS	CAYMAN ISLANDS	CYM	39
MINOR AMERICAS	DOMINICA	DMA	120
MINOR AMERICAS	DOMINICAN REPUBLIC	DOM	4,114
MINOR AMERICAS	GRENADA	GRD	132
MINOR AMERICAS	HAITI	HTI	10
MINOR AMERICAS	JAMAICA	JAM	74
MINOR AMERICAS	SAINT KITTS AND NEVIS	KNA	71
MINOR AMERICAS	SAINT LUCIA	LCA	12
MINOR AMERICAS	SAINT-MARTIN	MAF	4
MINOR AMERICAS	MONTserrat	MSR	3
MINOR AMERICAS	TURKS AND CAICOS ISLANDS	TCA	12
MINOR AMERICAS	TRINIDAD AND TOBAGO	TTO	33
MINOR AMERICAS	SAINT VINCENT AND THE GRENADINES	VCT	6

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<b>COUNTRY BUNDLES</b>	<b>COUNTRIES</b>	<b>ISO3</b>	<b>POI COUNTS</b>
MINOR AMERICAS	BRITISH VIRGIN ISLANDS	VGB	11
MOROCCO	MOROCCO	MAR	479,991
MOLDOVA	MOLDOVA	MDA	628
MEXICO	MEXICO	MEX	4,633,776
MACEDONIA	MACEDONIA	MKD	17,618
MALI	MALI	MLI	16,547
MALTA	MALTA	MLT	44,726
MONTENEGRO	MONTENEGRO	MNE	34,877
MOZAMBIQUE	MOZAMBIQUE	MOZ	20,830
MAURITANIA	MAURITANIA	MRT	3,642
MAURITIUS	MAURITIUS	MUS	94,158
MALAWI	MALAWI	MWI	21,964
MALAYSIA	MALAYSIA	MYS	119,922
NAMIBIA	NAMIBIA	NAM	40,618
NIGER	NIGER	NER	20,591
NIGERIA	NIGERIA	NGA	40,028
NICARAGUA	NICARAGUA	NIC	11,931
NETHERLANDS	BONAIRE SINT EUSTATIUS AND SABA	BES	5
NETHERLANDS	CURAÇAO	CUW	1
NETHERLANDS	NETHERLANDS	NLD	1,528,312
NETHERLANDS	SINT MARTEN	SXM	2
NORWAY	NORWAY	NOR	780,312
NEW ZEALAND	NEW ZEALAND	NZL	581,869
OMAN	OMAN	OMN	6,587
PANAMA	PANAMA	PAN	11,816
PERU	PERU	PER	106,557
PHILIPPINES	PHILIPPINES	PHL	400,304
POLAND	POLAND	POL	4,974,853
PORTUGAL	PORTUGAL	PRT	706,710
QATAR	QATAR	QAT	6,397
ROMANIA	ROMANIA	ROU	1,424,186
RUSSIA	RUSSIA	RUS	3,512,748

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<b>COUNTRY BUNDLES</b>	<b>COUNTRIES</b>	<b>ISO3</b>	<b>POI COUNTS</b>
RWANDA	RWANDA	RWA	12,923
SAUDI ARABIA	SAUDI ARABIA	SAU	110,223
SENEGAL	SENEGAL	SEN	14,079
SINGAPORE	SINGAPORE	SGP	319,347
EL SALVADOR	EL SALVADOR	SLV	25,623
SERBIA	SERBIA	SRB	35,061
SLOVAKIA	SLOVAKIA	SVK	414,228
SLOVENIA	SLOVENIA	SVN	178,621
SWEDEN	SWEDEN	SWE	1,353,099
SWAZILAND	SWAZILAND	SWZ	3,594
TOGO	TOGO	TGO	6,079
THAILAND	THAILAND	THA	676,426
TUNISIA	TUNISIA	TUN	143,477
TURKEY	TURKEY	TUR	1,878,548
TAIWAN	TAIWAN	TWN	361,897
TANZANIA	TANZANIA	TZA	24,503
UGANDA	UGANDA	UGA	10,285
UKRAINE	UKRAINE	UKR	719,101
URUGUAY	URUGUAY	URY	8,310
UNITED STATES OF AMERICA	UNITED STATES OF AMERICA	USA	24,102,977
VENEZUELA	VENEZUELA	VEN	623
VIETNAM	VIETNAM	VNM	750,488
KOSOVO	KOSOVO	XKS	288
YEMEN	YEMEN	YEM	3,634
SOUTH AFRICA	SOUTH AFRICA	ZAF	880,576
ZAMBIA	ZAMBIA	ZMB	13,042
ZIMBABWE	ZIMBABWE	ZWE	14,331
<b>Cumulative</b>			<b>124,737,843</b>

Pitney Bowes understands that Australia has a significant volume of businesses that are self-employed, single operator, SOHO style businesses which are difficult to both monitor and ensure they are in business. Pitney Bowes is actively reviewing these businesses and will include those that we can positively identify as being “in business”. However, we believe focusing on businesses with employees that will provide our clients the most sig-

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nificant points of interest for their use cases, applications and business success. Australia World Premium Points of interests is built to ensure we include businesses that employ 1 or more people, this ensures that Pitney Bowes provides a product that covers a business universe which contributes 85% of Australia's economic output.

## Change Log

- Record count increase in Germany, South Africa and United Arab Emirates (UAE)
- Quality enhancements in the following brands for USA only:

BRANDNAMES	
ADVANCE AUTO PARTS	KROGER
AMERIPRISE FINANCIAL	LA QUINTA INN
APPLE	LOWE'S
AUTOZONE	LUMBER LIQUIDATORS
AVIS BUDGET	MACY'S
BED BATH & BEYOND	MARRIOTT
BEST BUY	MCDONALD'S
BIG LOTS	MOBIL
BOJANGLE'S	NORDSTROM
BRINKER INTERNATIONAL	PANERA BREAD
BUFFALO WILD WINGS	PARTY CITY
CATO	PIZZA HUT
CHICO'S	REGAL CINEMAS
CHIPOTLE MEXICAN GRILL	SALLY BEAUTY SUPPLY
CITI TRENDS	SEARS
COSTCO	STAPLES
CRACKER BARREL	STARBUCKS
CVS	TACO BELL
DENNY'S	TARGET
DOLLAR GENERAL	TESLA
DOLLAR TREE	THE HOME DEPOT
DSW	THE VITAMIN SHOPPE
EXXON	T-MOBILE



BRANDNAMES	
GAMESTOP	TUESDAY MORNING
GOODYEAR	URBAN OUTFITTERS
H & R BLOCK	VALERO ENERGY
HILTON	WALMART
HYATT	WENDY'S
JC PENNEY	WYNDHAM HOTELS & RESORTS
KFC	ZIONS FIRST NATIONAL BANK

- Following new brands have been added for USA:

BRANDNAMES
BAHAMA BREEZE
BLUE MERCURY
BUY BUY BABY
CHEDDAR'S SCRATCH KITCHEN
CHRISTMAS TREE SHOPS
DARDEN RESTAURANTS
EDDIE V'S
LUMBER LIQUIDATORS
SEASONS 52
TESLA
THE CAPITAL GRILLE
THE VITAMIN SHOPPE
T-MOBILE
YARD HOUSE

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- The following brands have been updated in USA with the new names as mentioned below-

OLD BRANDNAMES	UPDATED BRANDNAMES
EB GAMES	GAMESTOP
WHITE HEN PANTRY	7-ELEVEN
WILCO	SPEEDWAY

- Brandname 'SHARP' has been destandardized in USA.
- Updated the address format for approximately 26500 records, namely **Mountain Peaks, Valleys**, etc for USA only.
- False positives brandnames have been untagged from approximately 5000 PB IDs
- Increase in brand coverage for few brands like Falabella, Easy, Sodimac, and Walmart in Argentina.
- There maybe changes in few Latitude and Longitude values, due to geocoding improvements
- There may be some changes in Formattedaddress, mainaddressline as the data is undergoing continous improvements.
- Removed few junk characters from the data like, (\, <, >, %, ^, ||).
- Significant improvement in the geographic accuracy for USA, Canada, Great Britain and New Zealand.
- Improved the Brand Name standardization in the data and it has been standardized for respective countries:

Country	Brandname Counts
Argentina	8
Australia	225
Bahrain	11
Canada	231
Czech Republic	14
Germany	19
Great Britain	514
Greece	13
Kuwait	16
Netherlands	22
Oman	5

Country	Brandname Counts
Poland	10
Qatar	22
Romania	10
Russia	19
Saudi Arabia	19
Slovakia	8
Spain	20
Switzerland	21
United Arab Emirates	26
United States Of America	1940

- De-standardization of records with non-commercial or ceased brandnames in Great Britain.

For detail view click [here](#).

## Known Issues

There are some known issues with the source data. We will strive to address these issues in subsequent releases in a timely fashion. Please contact Technical Support with any questions you may have.

This section covers known issues and behaviors that require further explanation:

- Non-Standardized attributes for few records in countries such as, United Arab Emirates (ARE), Argentina (ARG), Bahrain (BHR), Canada (CAN), Switzerland (CHE), Czech Republic (CZE), Germany (DEU), Spain (ESP), Greece (GRC), Kuwait (KWT), Netherland (NLD), Oman (OMN), Poland (POL), Qatar (QAT), Romania (ROU), Russia (RUS), Saudi Arab (SAU) and Slovakia (SVK).
- Some invalid values exist in the Name, areaName1, areaname2 and areaName, TradeName and Postcode column including instances where the Postcode column has values as 'zeroes'.
- Non Standardized formattedAddress, mainAddressLine and addressLastLine for few records in Australia.
- Some diacritic loss in Name, TradeName, formattedAddress, mainAddressLine, addressLastLine, areaName1 and areaName3, CEO name, Domestic Ultimate Address, Global Ultimate Address and Parent Address columns.

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- There are a few instances of text truncation exist for the Name, TradeName, Business\_Line, areaName3, formattedAddress, mainAddressLine, Http, Email and areaName2 columns.
- There are a few instances where the Employee\_Here (number of employees at the current location) count mismatches the Employee\_count (total number of employees).
- There are a few instances that have inconsistent Status\_Code and Subsidiary\_Indicator mapping.
- The Email, Http, Ticker\_symbol, and Exchange\_Name columns are not populated for many countries.
- The SIC8 (code) descriptions are undergoing updates. As a result, some values may not have any or updated description(s) and may have been removed.
- The administrative layer names of countries are not standardized. As a result, some areaname4 values may be blank. There are a few instances where different variations of the same name are encountered in the areaName1 column.
- There are few mismatches in areaName1 and Stabb field as areaName1 is not necessarily the highest hierarchical administrative region, whereas, Stabb field is the highest available administrative region.
- Mainaddressline and formattedaddress are not standardized in few records.
- There are a few instances where House number / Street Name is appearing twice in mainaddressline.
- There are a few instances where the areaname3 is populated with the name of a different admin level.
- Two ISO3 (BLM, MAF) are included in both country bundles of France(FRA) and Minor Americas(MAM).
- Brandname standardization is work in progress, so there maybe some minor discrepancies.