October 1, 2014

PEACOCK DATA ISSUES AN OCTOBER SURPRISE

Our massive pdSuite Master Collection bundle is on sale this month (October 1, 2014—October 31, 2014) for **$200 off the list price** (list, $995; now, $795). It is available for immediate download from our website.

The package offers eight full Peacock Data software products and multiple bonus add-ons, providing more than 160 million database records and totaling more than 350 GB, including:

FOUR FLAGSHIP PRODUCTS

pdNickname Pro: **a highly-regarded name and nickname product.** Matching and merging names can be tricky. How do you relate William Smith with Bill Smith? The answer is **pdNickname**. It is an easy-to-use, comprehensive, and up-to-date software package designed to facilitate matching names that are dissimilar because one is a given first name while another is a nickname or other variation. It covers more than 200 languages and comes equipped with fuzzy logic which allows matching even when lists have typographical errors or stylized spellings.

pdGender Pro: **a powerful gender coding creation**. Male and female identification is essential for businesses and organizations. It allows you to send mail with a personal touch. Gender Coding also allows you to filter, map, and analyze your data based on this critical demographic. **pdGender** lets you accomplish this in ways not before possible on this scale. It covers more than 200 languages and comes equipped with fuzzy logic which allows matching even when lists have typographical errors or stylized spellings.

pdGeoTIGER Pro: **a precision ZIP+4 and address range GeoCoding offering**. Location data plays a central role in decision making, from market analysis and risk assessment to targeting and customer management, and it is important precise GeoCoding information is employed from the start. **pdGeoTIGER** was developed to provide exactly this. Drawn from the most recent edition of the U.S. Census Bureau *TIGER/Line® Shapefiles,* it permit exceptionally precise assignment of United States latitude and longitude coordinates, area size data, urban and rural indicators, legal and statistical area identifiers and indicators, and other geographic information.

pdZIP Pro: **an advanced 5-digit ZIP Code and ZIP+4 package**. There are more than 41,000 United States Postal Service (USPS) 5-digit ZIP Codes, and more than 46 million USPS ZIP+4 records, in the 50 U.S. states, the District of Columbia, military posts, and island areas. **pdZIP** provides core USPS information about them, along with time zones, area codes, GeoCoding data, a host of useful demographic variables, and some new twists on the concept of ZIP Code databases. It is designed for those who want to create custom databases or applications, stylize the address information on their mailings, or go beyond what is available from USPS address cleaning services. The software also includes an alternate places reference file.

…AND MORE

pdCensus2010 Pro: **demographics from 2010 American census tabulations**. U.S. Census demographics are an indispensable tool for businesses, organizations, schools, researchers, students, and government. **pdCensus2010** provides 150 of the most important 2010 Census variables along with latitude and longitude coordinates, land and water area, and urban and rural information. Built from U.S. Census 2010 *Summary File 1* data, including updates, and tabulated at multiple summary levels and geographic components, it is a comprehensive United States demographics database encompassing the subject areas of population, households and population in group quarters, and housing units.

pdCensus2000: **demographics from 2000 American census tabulations and estimates**. U.S. Census data from 2000 continues to be an essential resource. **pdCensus2000** offers more than 150 of the most vital 2000 Census variables in an easy-to-use format. Constructed from U.S. Census 2000 *Summary File 1* and *Summary File 3* data, including updates, and tabulated at multiple summary levels, it is a comprehensive United States demographics database encompassing the subject areas of population, households and population in group quarters, housing units, income, and employment.

pdACS2013 Pro: **demographics from American Community Survey (ACS) estimates**. The ACS is an ongoing statistical review conducted by the U.S. Census Bureau that samples a percentage of the population every year. **pdACS2013** is drawn from recent ACS data collected between 2007 and 2011 and published in 2012. The package includes three summary files (2011, 2009-2011, and 2007-2011) tabulated for 137 summary level and geographic component combinations. It is a comprehensive United States demographics database encompassing the subject areas of population, educational attainment, foreign birth, Hispanic origin, race, school enrollment, housing, and other topics.

pdCountry Pro: **an international country reference and demographics product**. The world is becoming a smaller place and a handy collection of key country data is invaluable. **pdCountry** fits the bill in good fashion representing the entire globe. This easy-to-use, comprehensive, and up-to-date reference package provides core country information, GeoCoding data, and a host of useful demographic variables. Uses are innumerable, and no company or organization that does international business should be without it. Financial companies, travel agents, webmasters, news agencies, research institutions, schools, students, and government will find it of particular value. Demographic subject areas encompass population, GDP (and its breakdown), value added by economic activity, implicit price deflators, GNI, and exchange rates.

BONUS ADD-ONS

pdNickname Fuzzy Logic Hybrid Add-on Bundle and **pdGender Fuzzy Logic Hybrid Add-on Bundle**. These bonus packages expand the fuzzy logic capabilities of **pdNickname** and **pdGender**. Fuzzy logic allows matching when lists of names have typographical errors and stylized spellings.

FEATURES

- Wide variety of data resources
- Eight full editions of Peacock Data software products
- Latest versions at the time of sale (including new versions **pdZIP** and **pdCountry**)
- Includes seven **Pro** editions
- Includes multiple bonus add-ons
- Comes in multiple file formats:
    - Comma Delimited (CSV)
    - Fixed Length
    - DBF
- Full documentation
- Perpetual Site License—allowing installation on all computers in the same building within a single company or organization
- **Now on sale (October 1, 2014—October 31, 2014) for more than 75 percent off combined list prices** (regular, $995; now $795)
- Available for immediate download

View more product information…

ABOUT PEACOCK DATA

California-based Peacock Data are the makers of database software products used by business, organizations, churches, schools, researchers, and government. We have been in business since 2003.

AFFILIATES PROGRAM

DO YOU WANT TO SELL PEACOCK DATA PRODUCTS?

Our affiliates program offers a unique way for your website or app to link to the Peacock Data product line. You will be provided with all of the tools necessary to convert your existing traffic into sales along with full support from dedicated affiliate managers. Apply now to join the program and earn substantial rewards!

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