

Salesforce Audience Reports Based on Address ^[1]

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Option 1 (Free)

A Free Map Tool can be used in combination with Salesforce Reports to capture audiences based on geography ^[3]. When requesting an audience based on geographic location from an eComm specialist, either:

- Specify the Input for your eComm Specialist (Radius and Central Zip Code, ie. 10-mile radius of 80203) OR
- Use the Radius Search yourself and provide the Zip Codes

There are two options to identify zip codes, one by radius and another by drawing on the map.

- Free Map Tool by Radius ^[4]
- Free Map Tool by Drawing on Map ^[5]

Once the zip codes are identified, they will be added to a Salesforce Report filter criteria.

Option 2 (Paid)

GeoPointe is a paid Salesforce add-on that the CU Boulder Alumni/Advancement unit leverages due to frequent geo-targeting needs*. eComm specialists (already with Reporting access) can submit a help ticket ^[6] if interested in accessing GeoPointe.

- ***One potential downside to GeoPointe is that the audience is not dynamic.** In other words, the eComm specialist must re-run the query in GeoPointe before each send to ensure the audience is accurate. For most users, this is a barrier and makes the free map tool (above) more appealing.

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