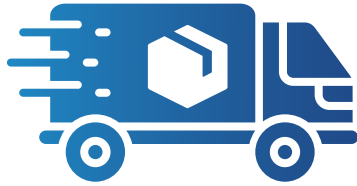


Eliminate the Hidden Costs of Address Correction

melissa

Achieve a **91%+** Delivery Success Rate



With Melissa Address Verification, achieve highly successful delivery rates while reducing costs.

**Demonstrated in customer implementations.*



Nearly **1/5**
Orders
Will Fail.

The Problem

For U.S. ecommerce sellers and retailers shipping domestically and/or internationally, every order carries the risk of extra costs due to address issues at checkout or in the database.

- ✗ **Incomplete, Invalid or Misspelled Addresses:** UPS® and FedEx® typically charge **\$18-\$25+ in address correction fees** per package.
- ✗ **Consequences:** Delays, returned packages, failed deliveries, increased operational costs, and poor customer experience.

The Reality of U.S. Addresses

- ✗ **Error Rates at Checkout:** Approximately 20% of addresses entered online contain errors – spelling mistakes, missing apartment/suite numbers, incorrect or incomplete ZIP Codes™, wrong street type, and formatting issues that don't meet USPS® standards.
- ✗ **Deliverability & Cost Impact:** USPS processes billions of Undeliverable-as-Addressed (UAA mail) annually. Businesses incur high costs from returns, re-shipments, and lost sales. Address errors contribute significantly to first-attempt delivery failures across carriers (UPS, FedEx, USPS).
- ✗ **Risk Factor:** Without proactive address verification and cleansing, a substantial share of orders risk hidden correction fees, delivery failures or degraded customer satisfaction – directly impacting margins and repeat business.



The Solution

Melissa instantly resolves address issues for U.S. and international addresses using official postal data.

- ✓ **Autocompletion:** Type-ahead suggestion feature recommends only valid postal addresses, ensuring only accurate data enters your database while maximizing conversions.
- ✓ **Verification:** Completes missing information (apartment/suite numbers, ZIP+4®) and validates against USPS records. CASS™/DPV® certified for maximum deliverability and postage discounts.
- ✓ **Correction:** Fixes spelling, standardizes street names/abbreviations (Street to St.), corrects city/ZIP mismatches and formats to USPS standards.
- ✓ **Integration:** Real-time API for seamless checkout validation or bulk processing for high volume order files and integrations for leading CRM and ecommerce platforms.

Before Verification

Mailing Address
530 East 74th Street
919
New York, NY 10021

After Verification

✓ **Verified Mailing Address**
530 E 74th St. Unit 919
New York, NY 10021-3459

melissa  **verified**

Melissa Address Verification is CASS and DPV certified for U.S. addresses, ensuring compliance with USPS standards and maximizing deliverability.

Metric	Result
Correction Fees	\$0 (zero fees)
Delivery Success Rate	91.3%
Customer Experience	Significant Improvement
Operational Impact	Fewer Returns & Lower Costs

Critical Requirement: Valid house/apartment numbers and complete address data enable full verification and correction. Incomplete data may limit results or still incur carrier fees. Real-time autocompletion and verification at checkout prevent most issues before orders are placed.

Proven Results with Melissa Address Verification

Implementing Melissa Address Verification, U.S. businesses achieve excellent delivery performance and eliminate avoidable fees.

Test Your Addresses For Free Today!

Ready to optimize your logistics, reduce shipping costs, and improve delivery success? Contact Melissa today to explore our address verification solutions and start your free trial.



Ready to Optimize Your Logistics?

Melissa has powered clean customer data for over 40 years as the Address Expert. Trusted by more than 10,000 businesses worldwide, Melissa delivers CASS-certified U.S. address verification and global data quality solutions that help organizations eliminate hidden shipping costs, improve delivery success rates, and provide better customer experiences across the United States and 250+ countries.

1-800-MELISSA

www.melissa.com