

The True Cost of Failed Deliveries

In today's competitive retail environment, businesses need advanced tools to reduce the high costs of failed deliveries.

Nearly 20% of all addresses entered online contain errors such as spelling mistakes, incorrect house numbers, wrong postal codes, and non-compliant formatting.

These errors result in delayed or undeliverable shipments, logistical issues, potential fraud, and a poor customer experience—issues that can be both costly and damaging for businesses operating locally and internationally.

Implementing address verification and geocoding allows couriers to locate destinations more accurately, reducing delivery times, fuel consumption, and the need for redeliveries which significantly improves delivery success rates.

Let's look at 6 costly impacts from failed deliveries.

How Much is Bad Address Data Costing You?

[Calculate Now](#)



1 Wasted Time & Resources

Failed deliveries increase costs for carriers such as UPS, FedEx, and DHL by requiring re-attempts, extra customer service, address correction fees, additional warehousing, and re-routing, all escalating fuel, labor, and operational expenses.

2 Customer Dissatisfaction

Leaves customers unhappy, resulting in a negative brand perception and a loss of loyalty, bad reviews, and overall reduced likelihood of repeat business.

3 Lost Revenue

Missed sales opportunities arise from failed deliveries, while increased return rates lead to revenue loss and a higher potential for refund requests.

4 Operational Inefficiencies

Failed deliveries cause logistics delays, slowing the entire delivery chain. This leads to increased customer support calls, inventory mismanagement, and warehouse strain from backlogs. The result is higher costs from handling escalations and customer complaints.

5 Global Expansion Limitations

High failed delivery rates hinder a brand's ability to expand globally, as inconsistent international delivery success reduces customer confidence in new markets.

6 Regulatory Risks

Increased chances of failing to meet delivery-related consumer protection regulations can result in potential fines or penalties for unmet delivery commitments.

7 Increased Environmental Impact

Additional trips for redelivery not only heighten the carbon footprint but also contribute to traffic congestion and inefficient routes, leading to higher emissions.

8 Brand Reputatuion

Consistent delivery issues can damage the brand's reputation, reducing customer trust and loyalty, which impacts long-term profitability.

Melissa – The Address Experts

As the leader in address verification, Melissa combines decades of experience with unmatched technology and global support to offer solutions that quickly and accurately verify addresses in real-time, at the point of entry. Melissa is a single-source vendor for address management, data hygiene and identity verification solutions, empowering businesses all over the world to effectively manage their data quality.



1. Address Innovation Since 1985



2. Multisourced Reference Data



3. Advanced Address Corrections



4. Geocoding Enrichment and Route Optimization



5. Compliance Certifications



250+

Countries & Territories



1,000,555,787+

Addresses Verified



1985

Est.



10,000+

Customers Worldwide

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800 635 4772

INDIA
+91 (0)80 4854 0142

GERMANY
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