



7

Keys to Unlocking E-Commerce
Success with Your Address Data

+ *Address Data Solution Cheat Sheet*



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Why This E-Book Matters

Global e-commerce continues to surge, creating more opportunity—and more complexity—for retailers and brands. Customers expect fast, accurate delivery wherever they live. Yet behind the scenes, one hidden issue continues to cost companies money, time, and customer trust: **bad address data**.

Inaccurate, incomplete, or improperly formatted addresses lead to undeliverables, cart abandonment, failed identity checks, wasted marketing spend, and poor customer experiences. According to industry benchmarks, it costs **\$1 to fix an address at the point of entry... \$10 to correct it later in batch... and \$100+ if nothing is done at all**.

In a world where first impressions happen at checkout, clean address data is your competitive advantage.

How to Use This Guide

This e-book breaks down the seven most common address-related challenges in e-commerce and turns them into simple, actionable keys you can implement today. Each page includes:

- **Why it Matters**
- **Quick Fix** (immediate ways to improve)
- **Tech Tip** (developer-friendly guidance)
- **Checklist** (to validate your progress)

Use it as a quick reference, an onboarding tool for your team, or a way to assess gaps in your current data workflows.



Mini Self-Diagnostic

How healthy is your address data today?

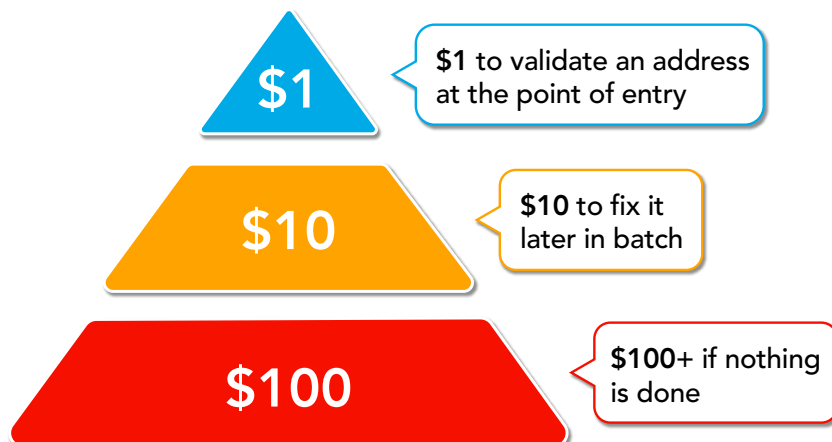
- ☐ We experience delivery issues or returned mail
- ☐ Our checkout form causes friction or confusion
- ☐ We lack confidence in our international address coverage
- ☐ Customer data varies across systems
- ☐ Fraud checks fail due to mismatched or fake addresses

If you checked **2 or more**, this guide is for you.

Why It Matters

Every country structures their addresses differently. When customers struggle to enter their address—or when your system mishandles those formats—you lose sales, damage customer experience, and introduce costly errors into your data. Remember, clean entry = clean data.

The **1-10-100 Rule** says it all:



Quick Fix

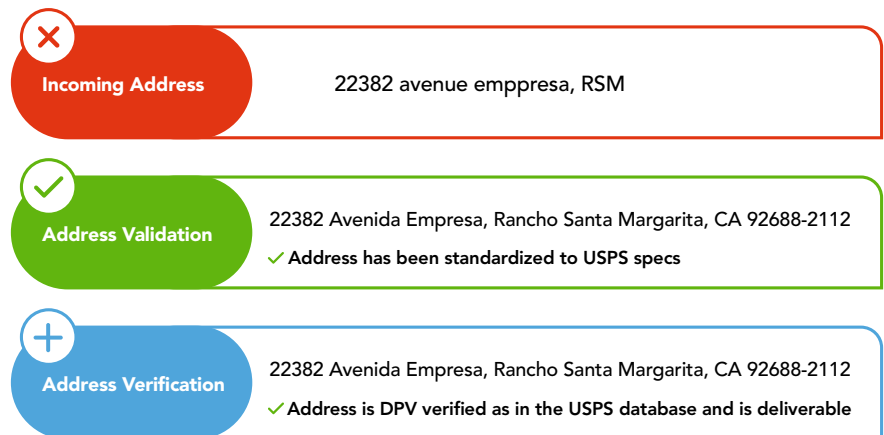
Implement Melissa's Global Address Verification solutions into your workflow to reduce keystrokes, eliminate guesswork, and stop inaccurate data from entering your systems.

Think of it as a data-quality firewall for your checkout operations.



Tech Tip

Use Melissa's Global Address Verification Solutions for both single-record lookups and batch processing. It returns not only deliverability status, but also the properly formatted and standardized version of the address with preferred casing.



Checklist

- ✓ Adapt address form fields dynamically by country
- ✓ Enable autocomplete / type-ahead capabilities
- ✓ Turn on address validation

Why It Matters

Checkout forms that ask for too much or present confusing address fields frustrate users. Address autocomplete can dramatically speed up form filling, eliminating common errors like misspellings or truncated city names.

Real-time validation helps catch issues before the user hits "Submit," reducing the risk of errors and making the checkout experience smoother and more predictable.

Quick Fix

Optimize your form by minimizing required fields, leveraging validated suggestions, and providing immediate error feedback.



Tech Tip

Monitor address submission errors via your API logs. Melissa's Global Address Verification solutions return validation status and correction suggestions, letting you identify and address high-friction zones.

Delivery

Country/Region
Germany

First name Last name

Company (optional)

Address
Hauptstraße 17

SUGGESTIONS

- Hauptstraße 17, 10115 Berlin, Deutschland
- Hauptstraße 17, 80331 München, Deutschland
- Hauptstraße 17, 50667 Köln, Deutschland
- Hauptstraße 17, 20095 Hamburg, Deutschland
- Hauptstraße 17, 70173 Stuttgart, Deutschland

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Cart > Information > Shipping > Payment

Express checkout

shopify PayPal Google Pay FACEBOOK Pay

OR

Shipping address

Address
Hauptstraße 17 ✓

Apartment, suite, etc. (optional)
Wohnung 4B

City/Locality
Berlin ✓

Country/region
Germany ✓

State/Province
Berlin ✓

Postal Code
10115 ✓

Continue to shipping Return to cart

Checklist

- ✓ Optimize checkout fields
- ✓ Instant error messages / suggestions
- ✓ Integrate autocomplete

Why It Matters

Melissa's Address Verification solutions don't just check the postal code or city, it confirms deliverability down to the **delivery point** data (suite, apartment, unit, etc.) where available.

With our Global Address Verification solutions, you'll see whether an address is actually deliverable—not just theoretically correct—and that dramatically reduces return rates.

Quick Fix

Always validate addresses before shipping. Use batch cleansing for existing records, and real-time verification for new entries.



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Address
987 Demo Parkway

Apartment, suite, etc. (optional)
Suite 501

City / Locality
Rancho Santa Margarita

Country / Region
United States

State / Province
California

Postal Code
92688

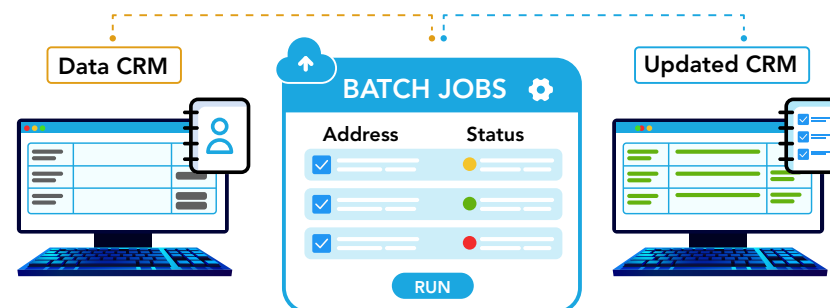
✓ Address has been standardized to USPS specs
✓ Address is DPV verified as in the USPS database and is deliverable

[Continue to Shipping](#)



Tech Tip

Schedule nightly batch jobs to run verification checks and standardize addresses. Sync the cleaned, validated data back into your CRM and fulfillment systems.



Checklist

- ✓ Enable DPV-based validation if you're a U.S. based business
- ✓ Flag invalid or undeliverable addresses
- ✓ Monitor return / "undeliverable as addressed" (UAA) rates

Why It Matters

Fraudsters often use mismatched or fake addresses. Without strong address verification, you risk chargebacks, disputes, and compliance issues.

Melissa's Identity Verification solutions can cross-check address data with other identity fields—name, email, and phone—to surface suspicious or high-risk addresses.

Quick Fix

Integrate address validation into your identity verification workflow. Don't just validate the address itself; match it against other customer data.



Tech Tip

Use Melissa's Identity Verification solutions to score addresses in real time. When someone enters an address, you can instantly check whether it aligns with known identity data and flag anomalies.

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Address

4567 Sample Ridge Road

Apartment, suite, etc. (optional)

Apt 12B

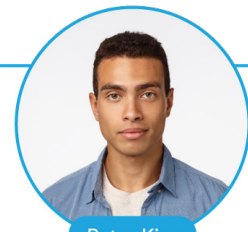
City / Locality

Mission Viejo

Country / Region
United States

State / Province
California

Postal Code
92692



Peter King

Identity Check

- ✓ Address Match
- ✓ National ID Match
- ✓ Mobile Phone Match
- ▲ Confidence Score: High

Checklist

- ✓ Link address & identity verification processes
- ✓ Flag high-risk mismatches
- ✓ Enable real-time risk scoring


Why It Matters

When expanding into new regions, you must grapple with different scripts (Cyrillic, Kanji, Arabic, etc.), unique formats, and postal rules. Melissa supports transliteration, converting non-Latin scripts into Latin characters so systems can process them reliably.

Melissa's global engine supports 250 countries and territories, with built-in postal reference data (e.g., USPS, Canada Post, Royal Mail) and lexicons for normalization.

Quick Fix

When you accept international orders, make sure your address validation system supports transliteration and can standardize inputs from non-Latin scripts.

SHIP TO: Hikaru Aoyama 〒 5 4 1 - 0 0 5 7 大阪府大阪市中央区北久宝寺町 1 - 7 - 7 JAPAN	FROM: Jinlong Innovations Ltd. 123 Beijing Road, Haidian District 100080 Beijing, CHINA
ORDER ID: 465734201	REMARKS: NO REMARKS
WEIGHT: 1.4 KG	
DIMENSIONS: 11cmx6cmx6cm	
SHIPPING DATE: 2025-09-23	
	



Tech Tip

Enable transliteration via Melissa's Global Address Verification solutions. This ensures that scripts like Japanese Kanji, Arabic, Cyrillic, or Chinese are consistently transformed and validated, enhancing both deliverability and data hygiene.

Inputted Address

Building Name: Tokyo Midtown Tower
Street Address: 9-7-1 Akasaka
City: Minato
State/Prefecture: Tokyo
Postal Code: 107-0052
Country: Japan

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〒107-0052
東京都港区赤坂9丁目7番1号
東京ミッドタウン・タワー

- ✓ Address is Deliverable
- ✓ Validated & Transliterated Address

Checklist

- ✓ Integrate language / script support for all key markets
- ✓ Enable transliteration for non-Latin inputs
- ✓ Monitor validation success by region

Why It Matters

Melissa offers both Web APIs (cloud-based) and on-premise APIs. Both options deliver the same high-accuracy address verification results, covering over 240 countries and territories with postal authority-certified standards. The key decision hinges on your priorities: convenience and low maintenance (web APIs) versus control, security, and customization (on-premise APIs).

Quick Fix

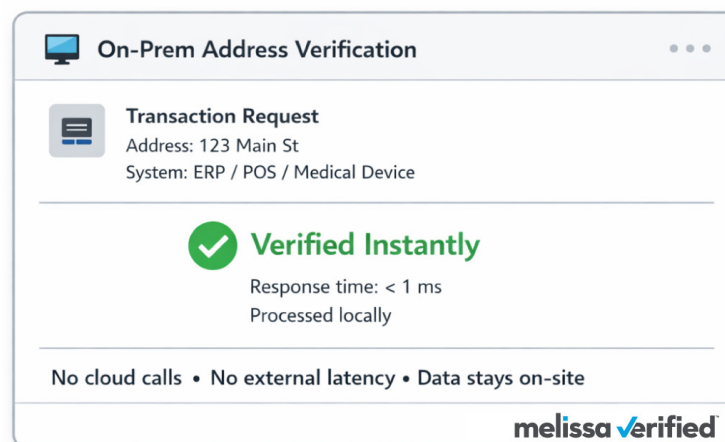
Opt for Melissa's Web APIs if your e-commerce platform prioritizes ease of integration, scalability, and rapid deployment. These cloud-hosted solutions allow quick setup with RESTful endpoints, automatic updates to the latest postal data, and seamless handling of high-volume traffic without managing infrastructure. They're ideal for businesses focused on fast checkout experiences, real-time address validation at point-of-entry, and global reach without heavy IT overhead.

Choose Melissa's On-Premise APIs if your e-commerce operations handle highly sensitive customer data, require strict regulatory compliance (such as GDPR or country-specific data protection laws), or demand maximum control over data privacy and security. On-premise deployment keeps all data within your own systems, offering greater customization, potentially faster processing for large batches, and no external data transmission.



Tech Tip

Applications that demand ultra-low latency — like real-time transaction systems or instant payment gateways — benefit from local infrastructure and Melissa's On-Prem APIs.



Checklist

- ✓ Set quarterly data audit cadence
- ✓ Enrich existing contact data
- ✓ Sync data flows between systems

Why It Matters

Not all address data providers are created equal. Long-term success depends on strong certification, global reach, and technical flexibility. Melissa is CASS™ Certified in the U.S. and powers Global Address Verification with official, government-verified data from Canada Post, Royal Mail, La Poste, and other postal agencies. Our engine also transliterates between non-Latin scripts and Latin characters and geocodes addresses down to rooftop-level coordinates.



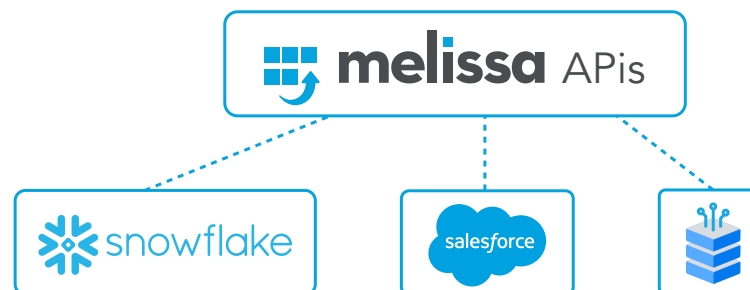
Quick Fix

Evaluate vendors using proven criteria: certification, coverage, integration capacity, and data intelligence (like transliteration and geocoding).



Tech Tip

Use Melissa's developer-friendly APIs to plug into your systems whether you're using Snowflake, Salesforce, or a custom tech stack.



Checklist

- ✓ Vendor has global coverage
- ✓ Supports geocoding and transliteration
- ✓ Integration options: API & batch processing

Core Capabilities

- ✓ Global Coverage (250 countries) **using Postal Reference Data** (USPS, Canada Post, Royal Mail, Austrian Post, Swiss Post, SingPost, PostNL, Deutsche Post, etc.)
- ✓ Autocomplete / Type-Ahead & Real-Time Validation
- ✓ Batch & Real-Time Processing

Data Intelligence

- ✓ **Transliteration:** Supports non-Latin scripts & maps to Latin characters for global consistency
- ✓ **Geocoding:** Rooftop-level latitude/longitude for mapping & analytics

Security & Compliance

- ✓ GDPR Compliant
- ✓ SOC 2-Ready / Enterprise-Grade Security

Integrations

- ✓ APIs: On-Prem or Cloud
- ✓ Platforms: Snowflake, Salesforce, Shopify, Excel, SQL / ETL tools
- ✓ Batch Cleansing

Questions to Ask When Evaluating

Your Scorecard

- ☐ Do you support transliteration of non-Latin scripts?
- ☐ Can you geocode addresses reliably?
- ☐ How secure is your handling of Personally Identifiable Information (PII) data? What is your uptime for handling PII data?
- ☐ What is your global postal coverage (How many countries / territories)?
- ☐ Can you integrate with our existing systems (CRM, Snowflake, e-commerce)?



Week 1:

Run a sample list through Melissa's Address Verification API (it's easy with our Developer Portal with its complimentary 1,000 credits).

Assesses:

- ✓ Match rate
- ✓ Standardization issues
- ✓ Deliverability

Week 2:

Enable Melissa's Address Verification solutions in your checkout flow.

Week 3:

Clean your CRM / customer database using batch verification.

Week 4:

Run metrics: UAA rate, returned parcels, validation success, checkout friction. Use the insights to refine.

NOTE: Have unique requirements? Contact us and we'll help you produce a proof of concept (POC), something that works for your company! Melissa has a specialized white-glove service bureau for complex projects.

Metrics Dashboard

Track:

- ✓ Percentage of validated addresses (post-cleanse)
- ✓ Percentage of confirmed (deliverable) addresses
- ✓ Return / "undeliverable-as-addressed" (UAA) rate
- ✓ Checkout abandonment rate before vs after Melissa's Address Verification solutions

Glossary

► Address Validation vs Address Verification

- **Address Validation:** Confirming address accuracy, completeness, and postal formatting.
- **Address Verification:** Determines that an address exists and can receive mail or deliveries by comparing it against third party reference data (such as the USPS) and involves address correction when possible.

► CASS™ Certification: USPS program for evaluating address-matching accuracy.

► Geocoding: Converting a location description into a precise point on Earth.

► Standardized Address: Conforms an address to USPS address validation standards or local country format.

► Transliteration: Converts alternative scripts (e.g., Cyrillic, Kanji, Arabic) into Latin characters for validation.



About Melissa

Since 1985, Melissa has delivered industry-leading address verification and identity solutions to help thousands of organizations unlock accurate data for a clear customer view. Our flexible solutions help businesses gain critical insight and drive meaningful customer relationships.

- ✓ Real-time APIs for global address and identity verification
- ✓ Batch services for address cleansing and data enrichment
- ✓ Developer tools and enterprise connectors
- ✓ Postal-certified address matching

Transform your e-commerce operations with Melissa's address intelligence.

Get Started