

# Quick Benefits of Address Technology

Businesses need standout tools to thrive in today's digital age, and the use of address and location technology goes far beyond simply the right address.

Approximately 20% of all addresses entered online contain errors. This may be due to spelling mistakes, wrong house numbers, incorrect postal codes or formatting errors that don't comply with a country's postal regulations. This in turn causes late or undeliverable shipments, logistical issues, fraud, and overall bad customer experience – this can be a big and costly concern for organizations doing business domestically and across borders.

Luckily there is address technology that enables verification across 250+ countries and territories at the point of entry and in batch, to ensure only valid billing and shipping addresses are captured and used in your systems.

Let's look at some of the key benefits for businesses.

## 1 Target Marketing



Having accurate addresses empowers businesses to segment their audience according to locations and create targeted marketing campaigns!

## 2 Accurate Shipping



Integrate address verification to stop redeliveries from poor address data and ensure that deliveries are made the first time, every time.

## 3 Addresses Are Always Up To Date



Address validation software will make sure that addresses in a database are updated when cities change streets, names etc.

## 4 Simplified Checkout Process



Having an address lookup feature will offer a drop down list of verified postal addresses worldwide, improve UX and reduce drop-offs.

## 5 Protection Against Fraud



Address verification can be used to flag suspicious transactions, card not-present purchases and thus limit charge-backs.

## 6 Environmental Impact



Having correct and standardized addresses means deliveries are always made on time, the first time around. Avoid undeliverable mail due to incorrect addresses - worldwide!

## 7 Improves Brand Reputation



Having reliable addresses means quicker deliveries, improved communication efforts, protection against fraud and a huge boost to cost savings.

## 8 A Step Further



The address check tool goes a step further by enriching your database with info such as the name of the person linked to the address, contact details and other demographic inferences.

# 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. 37+ Years of Address Innovation



2. Multisourced Reference Data



3. Advanced Address Corrections



4. Unique Melissa Address Key (MAK) Technology



5. Compliance Certifications



**250+**

Countries & Territories



**1,000,555,787+**

Addresses Verified



**37+**

Years



**10,000+**

Customers Worldwide

UK  
+44 (0)20 7718 0070

CANADA  
800 635 4772

INDIA  
+91 (0)80 4854 0142

AUSTRALIA  
+61 02 8091 6000

GERMANY  
+49 (0) 221 97 58 92 40

SINGAPORE  
+65 8 2997442

**melissa**

[www.Melissa.com](http://www.Melissa.com) | 800.MELISSA (635-4772)