

# 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 due to spelling mistakes, wrong house numbers, incorrect postal codes and formatting errors that don't comply with a country's postal regulations.

This in turn causes late or undeliverable shipments, logistical issues, fraud, and an overall bad customer experience, which can be a big and costly concern for organisations doing business domestically and across borders.

Luckily, address technology enabling verification across 250+ countries and territories at the point of entry and in batch ensures only valid billing and shipping addresses are captured and used in your systems.

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

<p><b>1 Target Marketing</b> </p> <p>Having accurate addresses empowers businesses to segment their audience according to locations and create targeted marketing campaigns!</p>	<p><b>2 Accurate Shipping</b> </p> <p>Avoid hiccups with logistics and undeliverable mail by ensuring deliveries are always made on time, the first time around - worldwide!</p>
<p><b>3 Addresses Are Always Up to Date</b> </p> <p>Address validation software will make sure that addresses in a database are updated when there are changes to a physical address, street name, area code, etc.</p>	<p><b>4 Simplified Checkout Process</b> </p> <p>Your webforms will offer a drop-down list of verified postal addresses worldwide, which will improve the checkout experience and reduce drop offs.</p>
<p><b>5 Protection Against Fraud</b> </p> <p>Verifying an address is a great KYC initiative. It also lowers fraudulent activity like flagging suspicious transactions, card-not-present purchases, and charge-backs.</p>	<p><b>6 Environmental Impact</b> </p> <p>Having correct and standardised addresses means deliveries are always made on time, the first time around. Avoid undeliverable mail due to incorrect addresses – worldwide!</p>
<p><b>7 Improves Brand Reputation</b> </p> <p>Having reliable addresses means quicker deliveries, improved communication efforts, protection against fraud and a huge boost to cost savings.</p>	<p><b>8 A Step Further</b> </p> <p>Go a step further by enriching your database with additional info such as geocoding and demographic insight to create customer profiles &amp; segmentation.</p>

# 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

INDIA  
+91 (0)80 4854 0142

GERMANY  
+49 (0) 221 97 58 92 40

US  
800 635 4772

AUSTRALIA  
+61 02 8091 6000

SINGAPORE  
+65 8 2997442

**melissa**  
www.Melissa.com/uk | +44 (0)20 7718 0070