



eIDV Data Quality Checklist

Use this checklist to identify data quality challenges that may be impacting your electronic ID verification (eIDV) process. Addressing these issues can help reduce verification failures, prevent fraud, and improve user onboarding — ensuring a smoother, more secure experience for both businesses and customers.

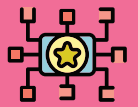
Data Integrity & Standardisation

- ☐ Standardise formatting for names, addresses, and other key fields (e.g., capitalise names, follow postal address standards).
- ☐ Ensure all records comply with international data standards (e.g., ISO formats for phone numbers).
- ☐ Check for incomplete or inconsistent data entries, and validate at the point of collection.



Address Data Quality

- ☐ Use address autocomplete tools to minimise user entry errors.
- ☐ Regularly cleanse address data using authoritative databases (e.g., Royal Mail PAF, USPS CASS, Deutsche Post).
- ☐ Validate addresses against geolocation data to detect mismatched or invalid entries.



IP Location & Geolocation Validation

- ☐ Verify that IP address matches the declared country and region of the user.
- ☐ Identify potential fraud risks by flagging VPN, proxy, or TOR usage.
- ☐ Cross-check IP geolocation with other submitted information (e.g., billing address).



Email Verification

- ☐ Perform syntax validation to ensure emails follow correct formatting.
- ☐ Use an email verification API to check if the domain exists and the email is active.
- ☐ Flag disposable or temporary email domains as high-risk.
- ☐ Assess email domain reputation (e.g., identifying suspicious or blacklisted domains).



Phone Number Verification

- ☐ Standardise phone number formatting using international standards.
- ☐ Validate phone numbers through a phone verification API (e.g., check carrier and status).
- ☐ Flag high-risk phone numbers (e.g., virtual or VoIP numbers often used in fraud).



Identity Enrichment & Data Matching

- ☐ Enrich records with additional verified data (e.g., linking phone numbers to names or emails).
- ☐ Use advanced fuzzy matching to reconcile duplicate records across systems.
- ☐ Ensure all datasets align across multiple channels to eliminate data silos.



Data Freshness & Maintenance

- ☐ Automate periodic updates to ensure data remains accurate and current.
- ☐ Implement monitoring systems to flag stale or outdated records.
- ☐ Remove or archive records that exceed regulatory retention periods.



Fraud Prevention Through Data Quality

- ☐ Flag mismatched data across different fields (e.g., IP location doesn't match declared country).
- ☐ Check if multiple identities are using the same phone number, IP, or email address.
- ☐ Validate new records against historical fraud patterns in your database.



API & System Data Handling

- ☐ Ensure data validation APIs provide consistent, real-time results without errors or downtime.
- ☐ Monitor API response times and optimise for high-volume transactions.
- ☐ Encrypt all sensitive data in transit and at rest, ensuring compliance with data protection laws.



Continuous Data Quality Monitoring & Reporting

- ☐ Deploy real-time monitoring tools to identify and correct data quality issues on the go.
- ☐ Regularly audit and benchmark data quality KPIs (e.g., match rates, validity percentages).
- ☐ Provide comprehensive reporting to internal stakeholders to drive quality improvements.








Get Started Today!

>> Get More Info on Improving Your eIDV Processes: www.melissa.com/eu/identity-verification

NEXT STEPS:

If you've checked any of the boxes above, it may be time to explore solutions to enhance your eIDV data quality processes. Improving data quality and leveraging advanced verification technology can help resolve these issues and create a more secure, compliant, and efficient identity verification system.

Stronger Fraud Prevention Validating data points further reduces fraudulent risk. 	Better User Experience Improve onboarding, reduce errors and friction for legitimate users. 	Higher Match Rates Improve ID matches & minimise false positives and rejections. 	Adapt to Market Needs Agile verification adapts to fraud trends and customer needs. 	Competitive Differentiation Superior data quality unlocks more capabilities and differentiation. 
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Improve Your eIDV Process
With Better Data Quality

LEARN MORE



About Melissa

Melissa is a leading provider of data quality, identity verification and address management solutions. Melissa helps companies acquire and retain customers, validate and correct contact data, optimise marketing ROI and manage risk. Since 1985, Melissa has been a trusted partner in improving customer communications for companies such as Mercury Insurance, Xerox, Disney, AAA and Nestlé. For further information, visit www.melissa.com or call +49 (0)221 97 58 92 40.

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