



Global Address Verification

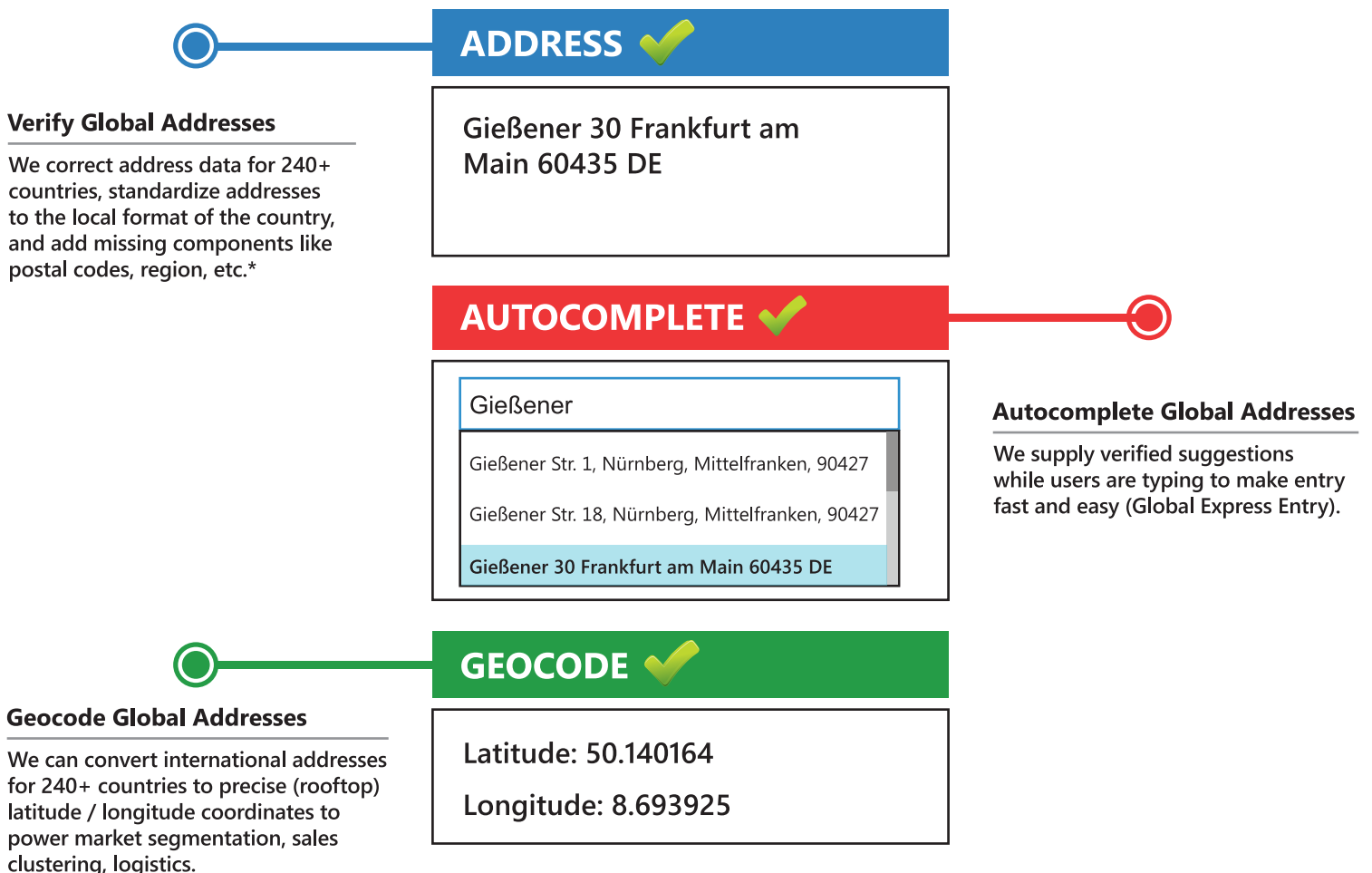
From Australia to Zimbabwe – Instantly Validate Addresses for 240+ Countries

20% of the addresses entered into systems contain errors: spelling mistakes, wrong house numbers, incorrect postal codes and sometimes formatting issues that don't conform to a specific country's postal regulations. If you have bad addresses, Melissa can help you fix them before shipping or mailing.

- **Correct, verify and standardize** addresses for 240+ countries
- **Reduce address correction charges** and costs of returned mail
- **Flexible APIs** (on-prem and Cloud) for real-time or batch processing

Keep Address Data Accurate – Here's How We Do It

Melissa Global Address Verification (GAV) combines a global knowledge database with location reference datasets for over 240 countries and proprietary parsing rules to correct, validate and enrich both partial and full address inputs.



*For U.S. addresses, our CASS-Certified engine returns a complete and standardized USPS address including ZIP+4, missing known suite/apartment number, and corrects spelling and formatting errors.

Get Started Today!

>> Get a FREE quote: www.melissa.com/GAV-uk

Address Transliteration Between Latin and Major Character Sets

Melissa’s Global Address Verification (GAV) supports many different language sets and can transform non-Latin writing systems into Latin characters so addresses can be easily validated and standardized. GAV supports the following character sets and writing systems:

- Mapping between 40 different character sets, including UTF-8, ISO 8859-1, GBK, BIG5, JIS, EBCDIC
- Correct “removal” of diacritics according to language specific rules
- Non-Latin writing systems:

- Cyrillic (Russia)
- Hellenic (Greece)
- Hebrew (Israel)
- Arabic (United Arab Emirates)
- Kanji (Japan)
- Simplified Chinese (China)
- Hangul (South Korea)
- Thai (Thailand)



Address Geocoding for Precise Mapping and Logistics

GAV can convert international addresses to precise (rooftop) latitude-longitude coordinates to power mapping applications, analytics, sales and market clustering and segmentation, and risk exposure.

Country Coverage

To see all of the countries around the world that GAV supports, and the accuracy level for address verification and geocoding, visit www.Melissa.com/gav-coverage or call our data specialists at 800.800.6345.

Technical Information

- Multiplatform on-prem API or SOAP/JSON/RESTful API
- Integrations for Microsoft® SSIS, Dynamics CRM®, Excel®, Pentaho® PDI, Talend®, and Salesforce®
- Sample code for C#, VB Script, Java, and PHP at: www.Melissa.com/gav-code.

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