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Delivering Confidence

Why Accurate Address Data Is the Backbone of Modern Retail

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In today's fast-evolving eCommerce landscape, consumer expectations have never been higher. Speed, convenience, and reliability are no longer luxuries, but necessities for retailers looking to thrive in a competitive marketplace. From same-day delivery and cross-border shipping to fraud prevention and sustainability, businesses must navigate complex logistical challenges while maintaining a seamless customer experience.

At the heart of these challenges lies a simple yet critical factor: address accuracy. Inaccurate or incomplete addresses can lead to failed deliveries, increased operational costs, customer dissatisfaction, and even security risks. This is where **address verification technology** becomes a game-changer.

By ensuring that every order is associated with a valid, properly formatted address, retailers can streamline fulfilment, reduce waste, enhance security, and improve overall efficiency.

This eBook explores how address verification plays a pivotal role in modern retail operations. We examine its impact across key areas, including:

- **Faster and more reliable deliveries** through same-day and express shipping optimisation.

- **Seamless cross-border commerce** by reducing shipping errors and compliance issues.

- **Enhanced fraud prevention and identity verification** to minimise chargebacks and cyber threats.

- **Improved sustainability efforts** by reducing failed deliveries and lowering carbon footprints.

- **Optimised omnichannel strategies** such as Buy Online, Pick Up In-Store (BOPIS) and curbside pickup.

- **Reduced checkout friction** by minimising manual errors and auto-completing accurate address details.

Whether you're an established retailer, a growing direct-to-consumer (DTC) brand, or an eCommerce entrepreneur, integrating **address verification technology** into your operations is no longer optional—it's a necessity.

This guide will provide insights, real-world examples, and best practices to help you harness the power of address verification and future-proof your business in an increasingly dynamic retail environment.

As eCommerce evolves, customers now expect ultra-fast delivery.

Same-day and express delivery are no longer premium options but essential services for retailers aiming to stay competitive.

With major players like Argos, John Lewis, and grocery delivery services setting new standards, consumers have grown accustomed to near-instant gratification.

According to a recent survey, the **same-day delivery market is projected to reach $12.52 billion by 2029**, reflecting increasing demand and industry adoption[1].

Key factors driving this trend include:

- **The rise of quick-commerce platforms** (e.g., Gorillas, Deliveroo, Glovo) promising deliveries in under an hour.

- **Increasing competition among retailers** to offer express shipping as a differentiator.

- **Advancements in logistics technology**, enabling real-time inventory and route optimisation.

How Address Verification Supports Same-Day and Express Delivery

For same-day and express delivery to be successful, precision is critical. **A single incorrect or incomplete address** can result in failed deliveries, delays, and increased operational costs.

Address verification ensures accuracy at every stage of the fulfilment process.

1. Eliminates Address Errors at Checkout, Reducing Delivery Failures

- **Ensures** customers enter valid, formatted addresses in real-time, minimising mistakes like typos or missing unit numbers.

- **Reduces** instances of packages being sent to incorrect or non-existent locations, lowering return and redelivery costs.

- **Prevents** last-minute order cancellations due to address-related issues.

Example: A food delivery service relying on ultra-fast fulfilment can't afford incorrect addresses. Address verification makes sure every order reaches the right location without manual intervention.

2. Ensures Real-Time Address Validation for Efficient Order Processing

- **Speeds up order fulfilment** by instantly validating and standardising addresses at checkout.

- **Reduces time spent** on manual address corrections, allowing retailers to focus on faster processing.

- **Improves automated** warehouse and logistics workflows by ensuring accurate shipping labels and routing.

Example: A fashion retailer offering same-day delivery can automatically verify an address during checkout, ensuring the correct warehouse location is selected for the fastest dispatch.

[1.] **https://fareye.com/resources/blogs/same-day-delivery-last-mile-logistics**

3. Improves Last-Mile Delivery Efficiency, Reducing Operational Costs

- **Provides precise location data**, enabling optimised delivery routes and reduced travel time.

- **Minimises delivery re-attempts** caused by incorrect or ambiguous addresses.

- **Enhances courier** and delivery partner efficiency by ensuring accurate drop-off locations.

Example: A grocery delivery service leveraging address verification can optimise driver routes based on verified addresses, reducing delays and fuel costs while improving customer satisfaction.

Conclusion

Same-day and express delivery depend on speed, accuracy, and efficiency—all of which are supported by robust address verification.

By eliminating errors, streamlining order processing, and optimising last-mile logistics, businesses can meet rising customer expectations, reduce costs, and enhance operational performance.

Investing in address verification technology is no longer optional; it's a necessity for any retailer offering fast delivery services.

Over 50% of shoppers expect same-day delivery options, and 25% would abandon their cart if same-day shipping isn't available[2, 3].

2. https://www.storyly.io/post/11-most-common-reasons-for-shopping-cart-abandonment-and-what-to-do-about-it

3. https://www.smartcompany.com.au/marketing/four-ps-marketing-delivery

Global eCommerce is booming, but customs and address issues remain.

Cross-border eCommerce is experiencing significant growth, with global online retail sales expected to surpass **$7 trillion by 2027** and accounting for **31.2% of all global online sales**[4, 5].

Consumers are increasingly shopping from international retailers, drawn by competitive pricing, unique products, and expanding global marketplaces like Amazon and TEMU.

However, selling across borders comes with logistical complexities, including varying address formats, customs regulations, and fraud risks.

The demand for cross-border shopping continues to rise due to:

- **Increased global access to online marketplaces** offering international shipping.

- **Consumer preference for unique and cost-effective products** from overseas brands.

- **Improvements in global logistics and fulfilment networks** supporting faster international delivery.

Despite these opportunities, businesses face challenges such as:

- **Inconsistent address formats across different countries**, leading to shipping errors.

- **Customs clearance issues**, delaying delivery times.

- **Higher risks of fraudulent transactions**, particularly in international payments.

How Address Verification Helps With Cross-Border Barriers

For global retailers to provide a seamless shopping experience, accurate address data is essential.

Address verification helps standardise addresses, comply with international regulations, and prevent fraud, leading to **faster, more reliable deliveries and improved customer trust.**

1. Standardising International Addresses to Reduce Shipping Errors

Every country has its own address format, which can cause fulfilment issues if not properly validated. **Address verification:**

- **Automatically converts** international addresses into the correct format, reducing manual entry errors.

- **Identifies missing or incorrect** address components, ensuring that parcels are correctly labelled.

- **Improves last-mile delivery** success rates, reducing returns and reshipment costs.

Example: A UK-based fashion retailer selling to customers in Japan can ensure that addresses follow Japan's postal formatting rules, preventing failed deliveries.

2. Facilitating Compliance with Customs and Postal Regulations

Customs delays are a major pain point in cross-border eCommerce. Address verification helps by:

- **Ensuring addresses match the recipient's official records**, speeding up customs clearance.

- **Reducing returned shipments** due to incorrect or non-compliant addresses.

- **Enhancing documentation accuracy**, making the declaration and duty calculation process smoother.

Example: An electronics retailer shipping to the US from Europe can avoid customs delays by verifying addresses against official postal databases, ensuring smooth processing.

4. **https://capitaloneshopping.com/research/cross-border-online-shopping-statistics**
5. **https://www.linkedin.com/pulse/global-e-commerce-set-reach-usd-7-trillion-2027-driven-yuecel-yelken-iatvf/**

3. Strengthening Fraud Detection and Preventing Chargebacks

Cross-border fraud is a growing concern, with international transactions carrying a higher risk of fraudulent activities. Address verification enhances security by:

- **Verifying customer locations against known databases,** flagging suspicious transactions.

- **Reducing payment fraud risks** by ensuring billing and shipping addresses match legitimate records.

- **Minimising chargebacks** by ensuring legitimate deliveries to verified addresses.

Example: A high-end luxury brand selling to international customers can prevent fraudulent transactions by confirming that the shipping address is valid and matches the customer's profile.

Conclusion

As cross-border eCommerce expands, businesses must overcome logistical and security challenges to ensure smooth operations. Address verification plays a vital role by standardising addresses, facilitating customs compliance, and reducing fraud risks.

Retailers investing in address verification technology can improve delivery success rates, enhance customersatisfaction, and scale their global operations with confidence.

As omni-channel retail grows, BOPIS and curbside pickup are now key fulfilment options.

Consumers increasingly demand speed, convenience, and flexibility, with retailers responding by integrating seamless in-store pickup services. However, successful BOPIS and curbside pickup experiences depend on accurate location data—both for customers and store locations.

The adoption of BOPIS and curbside pickup is driven by:

- **Changing consumer preferences** – Shoppers want the ability to collect orders quickly without waiting for shipping.

- **Retailers optimising omnichannel strategies** – BOPIS reduces shipping costs while increasing in-store foot traffic and sales.

- **Advancements in real-time inventory management** – Retailers can now offer accurate stock visibility, enabling instant order fulfilment.

Despite these benefits, challenges like misrouted orders, incorrect store assignments, and inefficient pickup coordination can negatively impact the customer experience.

How Address Verification and Geocoding Enhances BOPIS and Curbside Pickup

For BOPIS and curbside pickup to work efficiently, retailers must ensure that customer addresses, store locations, and inventory data are accurately mapped.

Address verification helps streamline the entire fulfilment process, reducing delays and enhancing customer satisfaction.

1. Ensures Accurate Mapping of Store Locations and Customer Addresses

- **Prevents customers from selecting the wrong store** by verifying their location and mapping them to the nearest, most relevant pickup point.

- **Reduces delivery errors for store fulfilment centres**, ensuring that the correct location receives the order.

- **Enhances real-time store availability visibility**, allowing customers to see only pickup options within a practical range.

Example: A home improvement retailer offering curbside pickup can ensure that a customer in Manchester is directed to the nearest store rather than one in a different city due to an incorrect address entry.

2. Reduces Order Misrouting, Ensuring Customers Pick Up Orders at the Right Store

- **Verifies addresses at checkout** to prevent customers from mistakenly selecting a store that's too far or out of stock.

- **Enhances backend logistics**, ensuring that inventory is routed to the correct store location.

- **Prevents operational inefficiencies** caused by last-minute reassignments or order modifications.

Example: A grocery chain with multiple locations can verify a customer's address in real-time, ensuring that their selected pickup store aligns with their actual location to avoid frustration.

3. Enhances Efficiency for Real-Time Inventory and Pickup Coordination

- **Improves synchronisation** between online orders and store inventory, ensuring product availability at the correct location.

- **Reduces pickup wait times** by ensuring orders are prepared and staged at the correct store.

- **Enhances communication** by providing precise pickup location details, guiding customers to the right parking spots for curbside pickup.

Example: A fashion retailer offering same-day pickup can use address verification to match customers with stores that have the desired items in stock, reducing cancellations due to inventory mismatches.

Conclusion

BOPIS and curbside pickup provide the convenience modern consumers expect, but their success depends on precise location accuracy and efficient fulfilment.

Address verification ensures that customers select the right store, orders are routed correctly, and pickup coordination runs smoothly. By leveraging address verification technology, retailers can minimise errors, streamline logistics, and create a frictionless omnichannel shopping experience.

As online transactions rise, so do fraud risks like fake identities, chargebacks, and account takeovers.

Cybercriminals are continuously evolving their tactics to exploit vulnerabilities in digital transactions, causing significant financial losses for businesses and frustration for customers.

With global eCommerce fraud losses projected to reach **$206 billion in 2025**, the financial impact of online fraud is escalating, making fraud prevention a critical priority for retailers[6].

The surge in eCommerce and digital payments has resulted in:

- **A rise in chargeback fraud** – Customers (or fraudsters) dispute legitimate purchases, causing revenue loss for merchants.

- **Increased synthetic identity fraud** – Criminals create fake profiles using real and fake data combinations.

- **More sophisticated payment fraud tactics**, including stolen card information and account takeovers.

Without proper fraud detection measures, businesses risk financial losses, damaged reputations, and customer trust issues.

How Address Verification Enhances Fraud Prevention and Identity Verification

Address verification plays a key role in mitigating fraud risks by ensuring that customer address details are accurate, valid, and legitimate. By flagging inconsistencies and anomalies, businesses can identify suspicious transactions, reduce chargebacks, and prevent unauthorised purchases.

1. Flags Suspicious Orders with Mismatched Billing and Shipping Addresses

- **Detects potential fraud** by identifying transactions where the billing and shipping addresses don't match, a common indicator of stolen credit card use.

- **Helps businesses apply additional security checks** (e.g., requiring manual review or two-factor authentication) for high-risk orders.

- **Reduces fraudulent purchases** by preventing unauthorised users from shipping orders to unverified locations.

Example: An electronics retailer detects a high-value purchase where the billing address is in the UK, but the shipping address is in a high-risk fraud zone. The system flags the order for further verification before processing.

2. Helps Detect Synthetic Identity Fraud by Verifying Address Validity

- **Cross-checks addresses against official postal databases** to ensure they exist and are not fabricated.

- **Identifies anomalies**, such as multiple fraudulent accounts linked to the same address.

- **Prevents criminals from using fake or non-existent addresses** to create synthetic identities for fraudulent transactions.

Example: A financial services provider uses address verification to confirm that a new account applicant's address is real and has historical records, preventing fraudsters from using made-up addresses.

[6.] **https://stripe.com/au/resources/more/online-and-ecommerce-fraud-statistics**

3. Reduces Chargebacks and Fraudulent Transactions by Ensuring Address Legitimacy

- **Verifies that the provided address matches the cardholder's registered address**, reducing disputes over unauthorised purchases.

- **Minimises chargebacks due to undeliverable orders**, preventing fraudsters from using fake addresses to claim non-receipt of goods.

- **Enhances compliance with fraud prevention regulations**, ensuring transactions meet security standards.

Example: An online luxury goods retailer uses address verification to ensure high-value orders are shipped only to verified addresses, reducing chargeback risks from fraudulent claims.

Conclusion

As fraud threats evolve, businesses must strengthen their fraud detection and identity verification processes. Address verification is a powerful tool for identifying suspicious transactions, preventing identity fraud, and reducing chargebacks.

By integrating address verification into fraud prevention strategies, businesses can protect revenue, enhance security, and build customer trust in an increasingly digital marketplace.

84% of online merchants in the US alone have reported experiencing fraud attacks, indicating that no business is immune to such threats[7].

7. https://cybernewslive.com/ecommerce-fraud-stats/

SUSTAINABILITY AND
GREEN LOGISTICS

*As sustainability gains importance,
green logistics is reshaping eCommerce.*

Sustainability is becoming a top priority for both businesses and consumers, driving a shift towards greener eCommerce operations. Retailers are actively reducing their carbon footprints, optimising delivery efficiency, and minimising waste to create more environmentally friendly supply chains.

The demand for greener logistics is being driven by:

- **Consumer preference for eco-friendly brands** – shoppers are more likely to support businesses that prioritise sustainability.

- **Corporate sustainability goals** – companies are setting carbon reduction targets to align with environmental regulations and brand values.

- **Efficiency and cost savings** – reducing failed deliveries and optimising routes not only benefit the planet but also improve profitability.

Despite the push for greener logistics, challenges such as failed deliveries, inefficient routing, and excessive packaging waste contribute to unnecessary environmental impact.

How Address Verification Supports Sustainability and Green Logistics

By ensuring address accuracy and optimising delivery routes, address verification helps businesses minimise their environmental footprint, lower costs, and improve operational efficiency.

1. Reduces Re-Delivery Attempts by Ensuring First-Time Delivery Success

- **Prevents failed deliveries** caused by incorrect or incomplete addresses, reducing the need for multiple delivery attempts.

- **Improves courier efficiency**, ensuring packages reach the recipient the first time.

- **Lowers fuel consumption** and emissions associated with redeliveries.

Example: A furniture retailer ensures that bulky home deliveries are correctly routed by verifying customer addresses in advance, avoiding costly and environmentally harmful reattempts.

2. Supports Optimised Routing, Lowering Fuel Consumption and Emissions

- **Enables precise geolocation mapping**, helping logistics providers plan the most efficient delivery routes.

- **Reduces miles driven per delivery**, leading to lower fuel usage and fewer emissions.

- **Enhances last-mile delivery efficiency**, cutting down on unnecessary travel and delays.

Example: A grocery delivery service optimises driver routes using verified address data, reducing overall mileage and minimising its carbon footprint.

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3. Minimises Waste from Undeliverable Shipments and Unnecessary Packaging

- **Prevents wasted resources** by eliminating shipments to non-existent or incorrect addresses.

- **Reduces packaging waste** from returned or undeliverable goods.

- **Helps businesses align with eco-friendly logistics practices**, improving sustainability credentials.

Example: An online fashion retailer integrates address verification at checkout to prevent misdeliveries, reducing the environmental impact of return shipments and excess packaging.

Conclusion

Sustainability in eCommerce logistics is no longer just a trend—it's a necessity. Address verification plays a critical role in reducing delivery inefficiencies, minimising waste, and lowering carbon emissions.

By integrating address verification into their logistics strategies, businesses can not only improve their environmental impact but also enhance customer satisfaction and operational efficiency.

64% of consumers consider environmental sustainability one of their top three purchasing factors, after price[8].

8. **https://www.simon-kucher.com/en/insights/sustainabilitys-new-normal-what-2024-consumers-expect**

> *Subscription and DTC brands rely on smooth fulfilment and reliable delivery to keep customers satisfied.*

The rise of subscription-based and direct-to-consumer (DTC) models has transformed how brands engage with customers, offering personalised experiences, recurring deliveries, and direct brand relationships. However, these models rely on seamless fulfilment and delivery accuracy to maintain customer satisfaction and retention.

Brands are embracing subscription and DTC strategies to:

- **Strengthen customer relationships** – direct engagement allows brands to build loyalty and offer personalised experiences.

- **Increase revenue predictability** – subscription models provide steady income and long-term customer retention.

- **Reduce reliance on third-party retailers** – selling directly eliminates intermediary costs and improves profit margins.

However, failed or delayed deliveries due to incorrect addresses, outdated customer information, or fulfilment inefficiencies can lead to frustration, churn, and increased operational costs.

How Address Verification Enhances Subscription and DTC Fulfilment

By ensuring address accuracy and optimising fulfilment workflows, address verification helps subscription and DTC brands deliver a seamless experience, reduce costs, and retain loyal customers.

1. Ensures Accurate Delivery of Recurring Shipments, Reducing Churn

- **Validates addresses at checkout and during subscription renewals**, preventing misdeliveries.

- **Reduces undeliverable shipments** by ensuring customers provide up-to-date address details.

- **Enhances long-term customer retention**, as failed deliveries can lead to cancellations and lost revenue.

Example: A meal kit subscription service uses address verification to confirm new and returning customers' addresses, ensuring fresh ingredients arrive on time without delivery failures.

2. Prevents Lost or Delayed Packages, Enhancing Subscriber Satisfaction

- **Reduces delivery disruptions** caused by incorrect or incomplete addresses.

- **Ensures packages are delivered to the right recipient**, minimising lost shipments.

- **Improves the overall customer experience**, increasing loyalty and reducing complaints.

Example: A beauty subscription box service verifies customer addresses before monthly shipments, preventing lost packages and ensuring a consistent experience.

73% of customers say they will not return after just one poor delivery experience[9].

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3. Improves Efficiency in Automated Fulfilment and Shipping Workflows

- **Ensures accurate address data feeds into automated fulfilment systems**, reducing errors.

- **Enhances warehouse efficiency** by minimising manual address corrections and returns processing.

- **Optimises last-mile delivery**, ensuring cost-effective and on-time shipments.

Example: A premium coffee brand operating on a DTC model integrates address verification with its automated fulfilment system, reducing failed shipments and improving logistics efficiency.

Conclusion

For subscription-based and DTC brands, delivery accuracy is crucial for customer retention and operational efficiency.

Address verification helps reduce failed shipments, improve satisfaction, and streamline fulfilment processes, ensuring brands maintain strong relationships with their customers.

By integrating address validation into their logistics and CRM systems, subscription and DTC businesses can enhance both the customer experience and long-term profitability.

Manual address entry is a common checkout failure point, especially on mobile.

Manual address entry is a common point of failure in the online checkout process—especially on mobile devices, where the "fat finger" problem leads to frequent typing errors.

Mistyped street names, missing apartment numbers, or incorrect postcodes can result in failed deliveries, unhappy customers, and increased operational costs for retailers.

Retailers are turning to this technology to:

- **Reduce cart abandonment** caused by frustrating or lengthy checkout forms.

- **Prevent delivery errors** due to typos or missing address elements.

- **Improve conversion rates** by offering a smoother, faster path to purchase.

These small improvements at checkout lead to significant benefits downstream, improving delivery success rates, customer satisfaction, and overall operational efficiency.

How Address Autocomplete Enhances Checkout and Reduces Human Error

By intelligently suggesting validated address options as the customer types, autocomplete helps retailers deliver a faster, more accurate, and frictionless checkout experience—while protecting against costly errors.

1. Reduces Typing Errors and Incomplete Addresses

- **Identifies and corrects common mistakes** like transposed numbers, misspellings, and missing elements (e.g postal codes, apartment numbers).

- **Prevents delivery delays** caused by inaccurate or invalid shipping details.

- **Improves** the quality of customer data at the source.

Example: A customer on a mobile phone types "12 Barkley Avn". The system suggests "12 Barkley Avenue, London, W5 1AB", preventing a misdelivery caused by an incomplete entry.

2. Speeds Up Checkout, Reducing Friction and Cart Abandonment

- Autocomplete requires fewer keystrokes, streamlining form completion.

- Improves mobile UX, where typing is slower and more error prone.

- Reduces the time and effort needed to complete a purchase.

Example: A fashion retailer improves checkout speed by integrating address lookup, resulting in a noticeable drop in cart abandonment during mobile transactions.

Approximately 20% of addresses entered online contain errors such as incorrect house numbers, misspelled street names or invalid postcodes[10].

[10.] **https://martech.zone/what-is-address-standardization-verification-validation/**

3. Improves Delivery Accuracy and Post-Purchase Satisfaction

- **Ensures addresses are deliverable**, formatted correctly, and recognised by carriers.

- **Reduces failed delivery attempts**, customer service issues and return costs.

- **Supports accurate routing** and logistics planning downstream.

Example: An electronics retailer integrates address lookup to reduce delivery errors and improve NPS scores, leading to higher repeat purchases and fewer support tickets.

Conclusion

Accurate address entry is critical for smooth fulfilment, customer satisfaction, and operational efficiency—but it starts at checkout.

Address Autocomplete and Lookup software reduces manual entry errors, speeds up the buying process, and ensures that customers provide deliverable, complete addresses. This small but powerful enhancement to the checkout experience helps retailers increase conversions, reduce operational costs, and strengthen brand trust.

For forward-thinking retailers, investing in address autocomplete is a simple step towards building a smarter, more reliable customer journey—from cart to doorstep.

> *Map data alone can mislead retailers—only verified postal points ensure true delivery accuracy.*

Many eCommerce platforms rely on mapping tools like Google Maps to capture customer addresses—assuming that if an address appears on the map, it must be deliverable.

However, this assumption can result in costly errors, as mapping platforms are designed for navigation, not logistics. They often display nearby landmarks, businesses, or even ATMs as valid addresses, despite these locations not being suitable for delivery.

To ensure a package reaches the right doorstep, retailers must rely on verified postal delivery points—addresses confirmed through postal networks and enriched by decades of real-world delivery experience.

Unlike generic coordinates from mapping tools, these verified addresses are geo-matched to actual delivery infrastructure, ensuring precision, reliability, and successful last-mile fulfilment.

Retailers are increasingly recognising the need to:

- **Avoid false address confirmations** from non-deliverable locations like ATM's or generic map pins.

- **Improve delivery accuracy** with real, geo-verified postal delivery points.

- **Ensure compliance and confidence** when scaling globally with trusted address infrastructure.

How Postal Address Verification Outperforms Mapping Data

Relying solely on mapping data can mislead retailers into thinking an address is serviceable, when in reality, only a properly validated delivery point ensures successful fulfilment.

1. Mapping Platforms Show Nearby Locations, Not Always Deliverable Addresses

- **Services like Google Maps** may identify places that are mappable – but not postal delivery points.

- **These tools may confirm** an address is valid, even if it leads to a business front, ATM or a nearby street.

- **This leads to misdeliveries**, costly returns, and customer frustration.

Example: An online furniture order is placed to "Greenview Apartments". Google Maps confirms the pin, but without specifying a unit number, the package is left in a communal lobby and goes missing. The customer contacts support frustrated and empty-handed.

### 2. Verified Postal Points Are Grounded in Delivery Expertise

- **Postal address databases** are built from real-world delivery operations and logistics infrastructure.

- **They distinguish between** actual front doors and approximate locations, ensuring pinpoint accuracy.

- **Geo-verification ensures** the address is tied to a known, active delivery point – not just a map marker.

Example: A logistics provider using postal-verified data correctly identifies "22A Elm Crescent" as an occupied residential address, complete with correct unit number and entrance metadata.

3. Precision and Reliability That Scales Across Borders.

- **Global address databases** combine local postal knowledge and delivery data to ensure reliable results.

- **Supports cross-border logistics** by preventing mapping inconsistencies and ensuring international compliance.

- **Provides the data integrity** needed for customers, carrier routing and smooth fulfilment.

Example: A retailer expanding into Germany switches from map-based validation to postal address verification, reducing international delivery failures by over 30%.
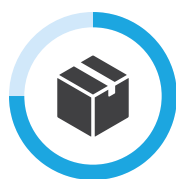
74% of businesses attribute up to a quarter of their delivery failures to bad address data, highlighting the critical need for accurate address verification[11].

Conclusion

Mapping tools are essential for directions—but they weren't built for delivery. When eCommerce platforms rely on them for address verification, they risk confirming non-deliverable or imprecise locations, leading to failed shipments and unhappy customers.

Verified postal delivery point data is purpose-built for fulfilment. It reflects real-world delivery paths, grounded in decades of logistics knowledge, and ensures that every confirmed address is a valid destination.

To improve operational accuracy and reduce delivery issues, retailers must move beyond simple map validation and embrace the precision of geo-verified postal data. It's a smarter way to scale fulfilment, support global growth, and deliver on customer expectations with confidence.

[11] **https://info.loqate.com/hubfs/Loqate_Fixing%20failed%20deliveries.pdf**

The eCommerce landscape is evolving rapidly, shaped by rising customer expectations, faster delivery models, and the demand for seamless omnichannel experiences. As businesses scale—whether through same-day shipping, cross-border sales, or hybrid models like BOPIS—they face growing complexity in fulfilment, fraud prevention, and customer retention.

Address verification technology is a foundational solution that helps businesses overcome these challenges. It reduces failed deliveries, prevents fraud, ensures real deliverable locations (not just map points), and supports sustainable logistics by minimising waste and inefficiencies.

Beyond logistics, it also improves the customer journey—from reducing cart abandonment at checkout to ensuring subscriptions arrive on time. As the future of retail becomes faster, smarter, and more global, accurate address data gives brands the operational confidence to scale and provide the experience that customers expect.

Ready to Deliver Smarter?

Start Optimising with Address Verification Today!

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About Melissa

Since 1985, Melissa has specialised in global intelligence solutions to help organisations unlock accurate data for a more compelling customer view. Our breadth of data and flexible API technology integrates with numerous third-party platforms, so it works for you and makes sense for your business. More than 10,000 clients worldwide in key industries like insurance, finance, healthcare, retail, education, and government, rely on Melissa for full spectrum data quality and identity verification software, including data profiling, cleansing, matching, and enhancement services, to gain critical insight and drive meaningful customer relationships.

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