

WHY YOUR BUSINESS NEEDS ADDRESS VERIFICATION

ECOMMERCE GROWTH



63% of all shopping journeys now begin online

FAST DELIVERY



41% of consumers call fast delivery the most important aspect of shopping online

RELIABLE DATA



Too often, retailers rely on the default address verification built into ecommerce platforms. At the core of fast delivery is capturing accurate address data at checkout.

INLINE VALIDATION



40% of retailers lack inline validation, which corrects addresses as they are entered

AUTO - COMPLETE SERVICES



Adding best-of-breed global address verification and autocomplete services to your ecommerce platform ensures addresses are accurate as soon as the consumer enters them

IMPROVE CX



56% of shoppers wouldn't buy from the same store again if they were unsatisfied with their shipping experience

LOWER COSTS



IBM estimates that 20-40% of customer records in a marketing campaign are duplicates. Moreover, carriers charge \$10-\$15 per parcel for address correction

INCREASED CONVERSIONS



The average large-sized ecommerce site can gain a 35% increase in conversion rates by improving checkout design

For more details, visit melissa.com/address-verification

