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. This may be due to spelling mistakes, wrong house numbers, incorrect postal codes or formatting errors that don't comply with a country's postal regulations. This in turn causes late or undeliverable shipments, logistical issues, fraud, and overall bad customer experience – this can be a big and costly concern for organizations doing business domestically and across borders.

Luckily there is address technology that enables verification across 250+ countries and territories at the point of entry and in batch, to ensure only valid billing and shipping addresses are captured and used in your systems.

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

1 Target Marketing

Having accurate addresses empowers businesses to segment their audience according to locations and create targeted marketing campaigns!

2 Accurate Shipping

Integrate address verification to stop redeliveries from poor address data and ensure that deliveries are made the first time, every time.

3 Addresses Are Always Up To Date

Address validation software will make sure that addresses in a database are updated when cities change streets, names etc.

4 Simplified Checkout Process

Having an address lookup feature will offer a drop down list of verified postal addresses worldwide, improve UX and reduce drop-offs.

5 Protection Against Fraud

Address verification can be used to flag suspicious transactions, card not-present purchases and thus limit charge-backs.

6 Environmental Impact

Having correct and standardized addresses means deliveries are always made on time, the first time around. Avoid undeliverable mail due to incorrect addresses - worldwide!

7 Improves Brand Reputation

Having reliable addresses means quicker deliveries, improved communication efforts, protection against fraud and a huge boost to cost savings.

8 A Step Further

The address check tool goes a step further by enriching your database with info such as the name of the person linked to the address, contact details and other demographic inferences.

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. **40 Years of Experience**

   We literally invented the address verification industry in 1985 with the introduction of ZIP*Data to instantly verify 5-digit ZIP Codes.

2. **Multisourced Reference Data**

   We leverage official postal data from many postal authorities around the world, plus unique property, demographic and georeferenced data to enrich addresses.

3. **Advanced Address Corrections**

   Our USPS® CASS™ and SERP-certified address engine can correct or provide missing address elements to turn problematic addresses into accurate addresses.

4. **Melissa Address Key (MAK), Melissa Identity Key (MIK), & Melissa Enterprise Key (MEK) Technology**

   We assign a persistent lookup key to every individual, business and address to improve efficiency in managing accurate customer data over time.

5. **Compliance Certifications**

   We are SOC 2 certified, HIPAA/HITECH compliant and FedRAMP® authorized to ensure data security and privacy.

250+	1,000,555,787+	40	10,000+
Countries & Territories	Addresses Verified	Years	Customers Worldwide

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