melissa

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 & Standardization
- [ ] Standardize formatting for names, addresses, and other key fields *(e.g., capitalize 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 minimize user entry errors.
- [ ] Regularly cleanse address data using authoritative databases *(e.g., USPS and CASS)*.
- [ ] 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
- [ ] Standardize 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- [ ] Implement monitoring systems to flag stale or outdated records.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 optimize 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 More Info On Improving Your eIDV Processes

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

Improve Your eIDV Process with Better Data Quality

LEARN MORE

About Melissa

Since 1985, Melissa has been a trusted single-source provider for global address management, data hygiene, and verification solutions. Our industry-leading technology has processed over 1 trillion records, helping organizations worldwide harness accurate, reliable data for a 360-degree customer view. That's why thousands of businesses trust Melissa to enhance their data quality, compliance, and fraud prevention efforts. To learn more, visit www.melissa.com or call 1-800-MELISSA.