

Global address and location validation

Quickly capture, standardise and validate addresses and enrich with geocoordinates

Businesses worldwide are under increasing pressure to strengthen customer loyalty, improve operational efficiency and deliver exceptional customer experiences. However, 69% of businesses* believe that inaccurate data has undermined their ability to provide an excellent experience. This starts with having the correct contact data for your customers and prospects.

Powered by the most accurate address and location data, Experian Address Validation is the fastest way to capture, complete, format, validate and enrich addresses from 245 countries in real-time. With flexible address searching methods, our solution is relied upon to reduce data entry time by up to 80% and ensure that only accurate billing, shipping and contact addresses enter your database with the latitude/longitude coordinates to pinpoint your customers locations.

Features and coverage

- Real-time validation and enrichment, via REST API
- Corrects, completes, formats, validates and enriches addresses globally
- 245 country coverage
- Validates against official postal address sources, such as Royal Mail, USPS and Australia Post
- Auto-complete, single-field, and multi-field address search methods available
- Multiple Residence and Not Yet Built datasets available for complete UK address coverage
- Global geocode enrichment for location insight
- Simple and actionable validation response codes
- Regular and automatic data updates
- Purchase data on a transactional or annual basis
- Self-service portal to monitor credit usage
- Integration guides readily available, with assistance if needed
- 99.95% service uptime
- Customer support via phone and email globally

*Source: Experian 2020 Global Data Management Research Report

How it works

The solution works by standardising, validating and enriching addresses at the point of data entry. Whether you use in your website, at a point of sale, or in a call centre or CRM, the API integrates seamlessly for faster data capture. The search methods available are:

Autocomplete - User starts to type an address into the form, and a suggested picklist appears with results for the user to choose from. The picklist results are continually refined as the user types.

Single-field - User types the address into a single field, separated by commas. Once submitted, a list of matching or similar addresses are returned for the user to select from.

Multi-field - User types the address into multiple fields in a form. Once submitted, a list of matching or similar addresses are returned for the user to select from.

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Benefits



Improve conversion rates

With accurate customer and prospect contact data to use, drive better engagement and improve your marketing campaign ROI.



Cut operational costs

Correcting data issues is costly. Reduce the amount of undeliverable mail and improve employee productivity by capturing correct addresses first time.



Maximise sales opportunities

Remove the potential for human error in data entry and reduce delays in sales processing with accurate address data.



Capture addresses quickly

Entering addresses line by line is time consuming. Reduce data entry time by up to 80% with a solution that auto-populates addresses from minimal input.



Enhance your customer service

Avoid the potential for a misdirected quote or important communications due to incorrect addresses. Accurate address data enables you to successfully reach your customers every time.



Pinpoint your customers locations

Locate and map your customer base to reach them more efficiently, help them to find your nearest service, deliver localised promotions and enhance their experience.

Unlock the power of your customer data today.
For more information, please email dataquality@experian.com.