

# Address Validation

Quickly validate, complete, format and enrich addresses globally

85% of businesses\* believe that poor quality contact data negatively impacts their operational processes and efficiency. We know that postal addresses entered by customers and employees often contain misspellings, abbreviations, formatting errors as well as missing or incorrect information. This makes the addresses unusable for billing, shipping and communication, but validating addresses up front is proven to help.

Powered by the most authoritative data, Experian Address Validation is the fastest way to validate, format and enrich addresses from 250 countries in real-time. The solution reduces data entry time by up to 80% and intelligently corrects mistakes to ensure that only valid residential and business addresses are captured. Addresses can also be enriched in real-time with a wealth of additional data for greater customer insight.

## Features

- 250 countries and territories in a single API with a [simple licensing approach](#)
- Validates against official postal sources, such as Royal Mail, USPS and Australia Post
- Multiple Residence and Not Yet Built data supported
- Wealth of additional data to enrich addresses
- Several address search options, including autocomplete and postcode lookup
- Regular and automatic data updates
- Volume-based or custom enterprise pricing
- Self-service portal to monitor credit usage
- Format addresses to postal authority standards, or design new layouts bespoke to your business needs
- Consultancy and integration assistance available
- 24/7 customer support

### Technical information:

- Cloud-based, RESTful API with secure
- HTTPs UK-based data processing
- 99.99% service uptime guarantee
- Simple integration guide and sample code
- Pre-built integrations for the most popular CRM, ERP and E-Commerce applications

## How it works

In just a few steps, our solution instantly validates, completes and enriches addresses at the point of data capture in any online form or application.

1. **Capture** - User enters an address, in their native characters or language, into single or multiple fields in an address form. Hundreds of address layouts are supported.
2. **Search** - There are many ways to search for an address, with advanced fuzzy matching in place to handle typos, missing information, abbreviations and more.
3. **Validate** - The address is checked against the authoritative postal data with a complete, valid and correctly formatted address returned in line with country best practice.
4. **Enrich** - Addresses can be enriched with additional data, including high precision geolocation insights, business, property, consumer demographics, government and health data.

## Benefits



### Improve customer engagement

Reach customers at their front door and maximise campaign ROI with accurate address data.



### Maximise employee efficiency

Remove the potential for human error in data entry to enable better sales and billing processes.



### Enhance your customer experience

Reduce data entry time by up to 80% and lower form abandonment rates using address autocomplete technology.



### Cut operational costs

Reduce the volume of undeliverable mail, failed deliveries and wasted shipping costs.



### Protect your brand reputation

Avoid misdirected communications and ensure that your correspondence reaches the right address.



### Better understand your customers

Enrich addresses in real-time with additional data attributes to build a more detailed customer profile.

## Why Experian?



### Global expertise

Experian has a deep customer data expertise. For over 30 years, our experienced team of consultants have delivered tailored solutions to clients of all sizes and sectors worldwide.



### Unparalleled data

Experian holds the most comprehensive and accurate data portfolio from official postal sources and trusted third parties. We cross-reference, cleanse and update our databases, as frequently as daily, to provide the best data.



### Complete solution

Experian offers the complete portfolio of address validation and cleansing solutions and managed services to ensure data integrity throughout the data lifecycle.



### Optimal performance

Experian's solution performance and security infrastructure is second to none. We processed 6 billion validation requests in 2023 alone and deliver rapid, sub-second responses.

Unlock the power of your customer data.

To start your free trial, contact your Account Manager or visit the [website](#).