Address Validation

Improve your customer experience with optimal delivery

Our latest research study found that 89% of businesses are using postal address data or have plans to use it in the future. As competition for customer attention and loyalty rises, prioritizing accurate address data is one way to deliver a superior customer experience, while saving on operational costs. The right data can help you better understand customer demographics and optimize package delivery so that you can keep pace with customer expectations, earn goodwill, and avoid the risk of costly address correction fees.

Experian can help

Experian Address Validation determines the accuracy and completeness of physical addresses, flags inaccuracies, and corrects errors. Leveraging the most up to date USPS® address data, our software will establish correct spelling, formatting, and address type (residential or business) so that you can send packages and communications to the right mailbox.

Top features

✓ Flexible deployments suit a range of technical environments and improve customer experience

✓ CASS certified based on carrier route, 5-digit ZIP+4 codes, and Delivery Point Barcode (DPBC)

✓ National Change of Address (NCOALink®) bureau processing available

✓ More than 245 country data sets, including county code, geolocation, and more

✓ RDI USPS dataset integration enables the most accurate residential vs. commercial classification

✓ Collect valid addresses in 7 keystrokes, compared to the industry standard of 25

Deployments

Real-time verification at the point of capture
Validate postal addresses at the point of collection as part of both internal and external applications, leveraging our unique type-down engine without impacting user experience.

Automated batch hygiene
Automatically cleanse large volumes of postal addresses on a recurring basis.

List validation
Address lists can be validated on an ad hoc basis depending on your need or preference. We will process your file and provide you with a summary of the results.

How it works

Address correction examples

Address entered	Type of error	Correction
1889 breadway apt 106 sanfranciscoca 94109	Street name error City/state formatting error	1889 Broadway Apt 106 San Francisco CA 94109-2231
130 appleton #2b boston ma 02118	ZIP code error and reformatting	130 Appleton St Apt 2B Boston MA 02116-6086

Ready to get started? With Experian's address verification solution, you can be confident that you are only collecting accurate and complete postal addresses.

Start your free trial