

Experian product

Data quality for retail

Customer contact data is the backbone of retailer operations, and it is leveraged for everything from digital innovation and marketing campaigns to ensuring optimal delivery and superior customer experience. But, the data is only as good as the quality of captured information. Without quality control in entry points like your CRM system, online applications, and shopping carts, retailers risk accepting insufficient data that could jeopardize fraud prevention for loyalty programs, shopping cart completion, delivery optimization, and an omnichannel experience.

That's where Experian comes in.

Experian's Data Validation Solutions can create an everlasting foundation of data quality for your retail organization, equipping each touchpoint with verified contact data to deliver a seamless omnichannel experience.



Email validation

We check the email list for typos, errors, and spam traps. Then, we verify that domain can accept mail, and test each email address with an undetectable message to confirm if the email works.



Phone validation

We search data from nearly 1,500 telecom providers in 200+ countries globally to check if a number is active. We also collect information on the number—such as phone type, network status, and origin country.



Address validation

Address data in the data set are checked against source of truth data sets, like the USPS, to determine if the formats are valid and if the addresses are deliverable.



We were surprised with the high-quality output when we tested 200,000 records with Experian and 95% came back as validated addresses."

- Kirsten Hasler, Country Marketing Manager at IKEA Australia

How it works

Verify contact data in real-time at the point-of-entry

Our email, phone, and address validation API can be integrated into online applications, in-store point-of-sale, CRM systems, and more. This program will intuitively recognize and validate active contact data so both the customer and backend user are confident that the data was entered properly and confirmed at entry.

Automate data hygiene

Contact data files are automatically uploaded to a secure FTP website on a daily, weekly, or monthly basis for validation. Once complete, you will receive a notification that the cleaned file and its results are put back into the secure FTP site for retrieval.

Clean data in batch

Contact data files are validated on an ad-hoc basis depending on the needs and preferences of the organization. The contact lists will be uploaded to a secure FTP website, processed, and provided back with cleaned data and a summary of results.

Top benefits



Reduce cart abandonment

Data validation can intuitively auto-complete contact fields reducing friction and speeding the checkout process.



Increase conversion rates and reduce acquisition costs

Append Experian's pre-permissioned contact data and landline vs. mobile identifiers while complying with both email and SMS regulations



Upgrade customer experience

Capture email, phone, and address contacts accurately to facilitate personalization and customer engagement and support on-time deliveries.



Compliance with both email and SMS communications

Experian's data enables compliance by providing pre-permissioned data, landline vs. mobile identifiers, and personal vs. business emails.



Improve customer satisfaction

Leverage location and demographic data to improve loyalty offers, logistics planning, and adapt local store assortments.



Improve the omni-channel experience

Capture valid phone, email, and address to aid in a consistent and seamless customer experience.

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Improve the omni-channel experience

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Create better customer experience at checkout

Auto-complete contact fields ensure a quicker checkout process while still instilling confidence that the right information was captured.



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In today's world, consumers see one brand and expect a consistent and connected journey across all touchpoints. They want to buy from brands that eliminate all friction between channels, whether it be in-store, online, mobile, over the phone, via social media, or any other way. In other words, customers want true omnichannel capabilities.

We believe, and our research shows, that retailers should be prioritizing an evolving consumer preference for digital interactions. To start, you will need to create and execute on a digital transformation plan that paves a clear path to omnichannel. Having accurate data is a critical success factor in this pursuit.

That's where Experian Data Quality comes in.



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How it works



2 of our data validation solutions are offered in **both real-time API and batch**.

Email and Phone Validation

We prompt users in real-time to correct invalid email addresses and phone numbers at the point of entry to prevent inaccurate contact data from ever entering your database.

With batch, you can validate both at-rest emails and bulk phone data that have already been ingested. This makes it easy to confirm deliverable addresses and contactable numbers so that you can reach customers. Batch also uncovers important information, like a number's live status, mobile vs. landline, and so much more.

Address Validation

Our real-time address validation helps customers auto-fill addresses by using the latest United States Postal Service® (USPS) address database to provide drop down options of real, deliverable addresses so that customers can pick their address instead of manually entry.

Top benefits

Data validation brings you closer to a full omnichannel experience by increasing operational efficiency and decreasing friction in consumer interactions.

1. Improve sender reputation
2. Identify accounts with invalid email in CRM
3. Identify undeliverable emails prior to deployment

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Top benefits



Flexible deployment methods to suit any technical environment



Comply with various regulations by understanding contact types, validity, and active status



Correction of typos and errors to ensure collection of deliverable contact data



Top security measures backed by Experian, a global leader in data privacy and security