

Experian product

Data quality for loyalty

Customers have busy lives. Add to that the increased convenience of digital technology, and it's no surprise they want optimized experiences when they interact with businesses. Across industries, like Retail, Grocery, Hospitality, Financial Services, and more, the ability to meet this consumer expectation with an enticing loyalty program can be pivotal to growth. Of course, great loyalty programs are not simple to execute. They require segmentation, personalization, and a deep understanding of your customer - all of which can be gained through good data quality.

That's where Experian comes in.

Experian's Data Validation and Data Append Solutions can create an everlasting foundation of data quality for your organization, equipping each touchpoint with verified contact data and completing your database with a full customer profile. As a result, you can strategically leverage outreach and take your loyalty program to new heights.



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—such as phone type, status, and origin country.



Address validation

Address data is checked against source of truth databases, like the USPS and Royal Mail, to determine if the formats are valid and if the addresses are deliverable.



Contact data appends

Our append solutions make the most of limited initial data input by taking data like name and address and matching it to a valid and deliverable email address. This allows you to complete your database, reduce friction at sign-up, and identify potentially fraudulent activity.



“Experian’s services are critical for our loyalty program and understanding who our new and existing customers are”

- Mahua Chaudhury, senior Manager of IT at The Vitamin Shoppe

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 friction for online applications

Data validation can intuitively auto-complete contact fields, reducing friction and shortening the loyalty sign-up process.



Increase conversion and reduce the cost of acquisition

Append Experian's pre-permissioned contact data and landline vs. mobile identifiers to attract and retain loyalty members.



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.