

How Experian meets the data demands of our retail customers



In this article, we review the statistics from our North American retail customers who are using Experian's real-time address, phone, and email verification products in 2020.

Experian makes data fit for purpose and here is why we have been industry leaders in data quality for over 25 years.

- 1 Address validation software
- 2 Email validation software
- 3 Phone validation software

193k hours of time saved
Equals 1.9 billion keystrokes saved



Experian's real-time intuitive address entry reduces keystrokes to help save time, improve the user experience, reduce page drop off, and boost conversion rates.

We process 11M records every day for retail customers through our address, email, and phone engines.



Our SaaS platform helps us meet our customers' unique data demands through a scalable solution with fast response times and a 99.5% uptime. We support some of the world's largest retailers.

We help retail customers prevent 205M address issues every month.



Our real-time address validation auto-fills addresses using USPS data, identifying address errors, missing apartment information, misaligned city/state/zip, and so on. This reduces cost from wasted postage, returned mail, and staff rework, and helps packages to be delivered to the right place on time.

We help retail customers catch 11M bad emails every month.



Our real-time email validation catches undeliverable, unknown, unreachable, illegitimate, and disposable emails. This reduces the amount of resources needed to correct invalid data; valid email data optimizes marketing performance and improves overall customer communication efforts.

We help retail customers improve their phone data accuracy by 22%.



Our phone validation filters out unverified, unknown, absent, failed requests, and other phone issues from phone lists. Having more accurate phone data drives more revenue by reaching more customers, enhancing customer service, and streamlining data entry processes.

Contact us at edq.com today