

5 WAYS

COMPANIES USE ADDRESS VERIFICATION
TO IMPROVE BUSINESS RESULTS

smarty

“Do we really
need this
address
validation
vendor?”

That’s the sound of your accounting department questioning the value of address verification. It happens. The best way to convince them is with concrete examples of how address verification can help your organization improve business results, including increased revenue, decreased costs, reduced risk, and improved operations.

In this ebook, we’re going to show you exactly that. We’ll outline five different business improvement strategies that can benefit from address validation and what the payoff is. And we’ll share real-world case studies to prove each one.

The 5 strategies to help you improve business performance are:

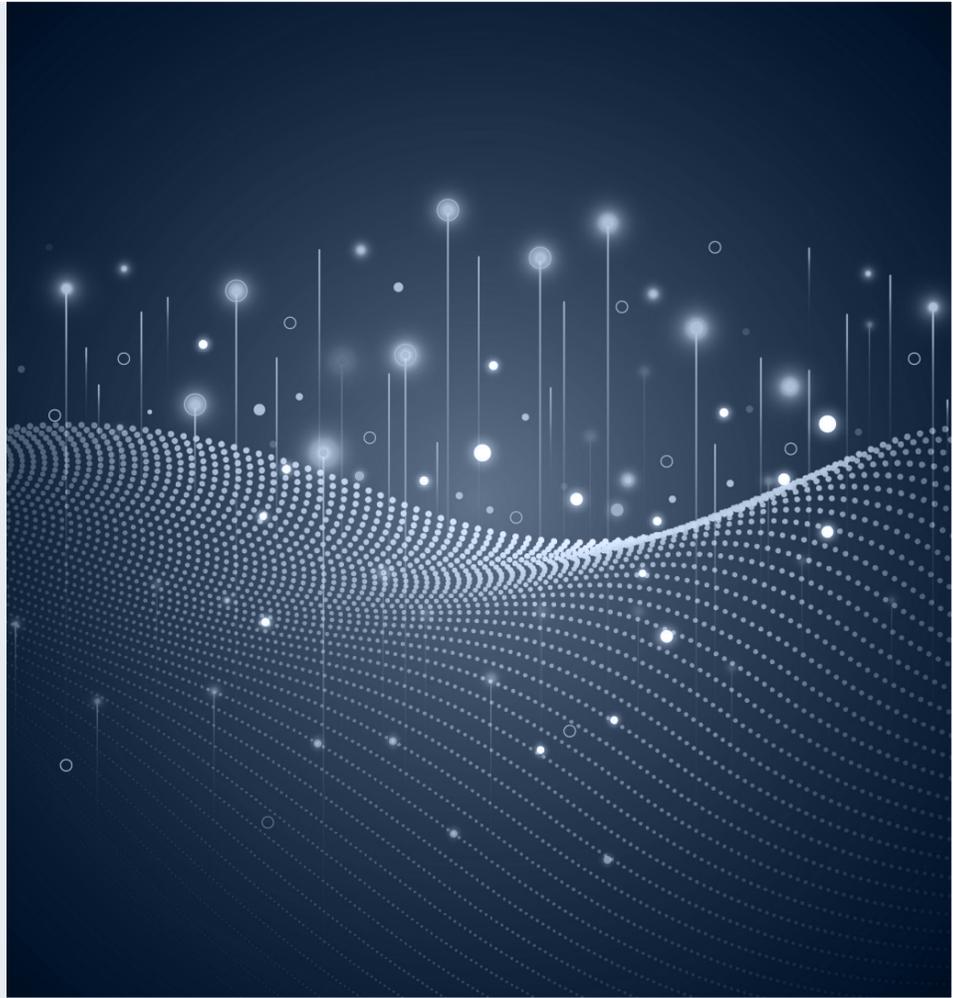
1. Cleanse Databases & Merge Datasets
2. Reduce Friction in Forms
3. Reduce Fraud, Risk, & Reputation Damage
4. Decrease Costs Related to Shipping & Routing
5. Enhance Address Validation & Geocoding with Integrated Tools

Each of these strategies produces quantifiable results showing the business need for address verification.

Let’s get into it!

CLEANSE DATABASES & MERGE DATASETS

01



Big data, metadata, data dumps, data analytics... In the business world, it might feel like every time you turn around; someone is talking about data. As our lives become increasingly digital every day, a constant stream of data is being generated with every Google search, every click, and every ad view.

Even if your business doesn't involve eCommerce, you're generating data with every purchase order, every promotional mailing, and every customer survey you do.

Without a solid database cleansing and consolidation strategy, your data probably looks like layers of swiss cheese—full of holes and information gaps.

If you're relying on bad data to create summary reports, quarterly planning, or sales territory planning, your business revenue will suffer. Your executive team can't make strategic business decisions based on messy, inaccurate data.

This means you need to take action to turn your swiss cheese into Pule cheese—an expensive and coveted cheese!



3 Reasons Your Data Is a Mess and How to Fix It

Data usability issues and bloated databases can stem from many issues, including a lack of data standardization or data silos.

1 Your data isn't standardized.

According to the USPS, there are 502 “commonly used” street suffixes or abbreviations, and your employees and customers could be using any variation they want when they enter address data. And that's just in the United States!

International addresses are notoriously messy. China has different formats for rural and urban addresses and different standards within each format. The Canadian province of Ontario could be recorded as ON, Ontario, or ONT, as another example.

THE FIX:

First, you need to take all those messy addresses and standardize and validate them before they find a home in your database. Using address validation software like [Smarty](#) will help you clean your addresses, put them all into a standard format, eliminate duplicates, and fill in address data gaps like missing unit numbers.

2 Customer data elements are separated or duplicated across data silos.

Business data is gathered and reported by many different sources. You have invoices in one system, webinar and event attendance in another, and sales stats in a third. Unfortunately, when pieces of information for a single customer are trapped in different systems, you can't get one comprehensive view. Where duplicate data exists, updates in one system may not populate in other systems. Any sales or marketing decisions you make are based on an inconsistent, incomplete, and fragmented picture.

THE FIX:

You need to combine your organization's data into a single, authoritative dataset through data consolidation and merging datasets. This means taking data from multiple source files, cleaning and verifying it by removing errors, and storing it in a single integrated location.

3 You have multiple addresses or customer records for the same customer in your database.

Some things really are “double the fun,” like buy one get one free donuts, National Twin Day, or Doublemint gum. Other things—like customer records—aren't as good in duplicate. Unfortunately, duplicate address data has a pesky way of showing up, whether due to simple human error or customers providing slightly different information at different points in time.

Having duplicate customer records in your database prevents a clear understanding of where your customers are and how and when you interact with them. Duplicate addresses lead to inflated, unbalanced demographic info.

THE FIX:

Database cleansing and merging will help you identify and remove duplicates. To begin with, you can take steps to prevent duplicates from finding their way into your database. Using a unique address key, like [SmartyKey™](#), is one of those steps.

A unique address key, AKA a persistent unique identifier, is assigned to the most correct version of each address and all aliases and acts as a single source of truth for your database management. SmartyKey tracks the same delivery point over time, including changing city names, street names, and even address numbers, eliminating confusion and duplication in your customer database.

Remember, just because data has always been stored or used a certain way doesn't mean you should keep doing it that way. Periodically reevaluate processes and incorporate quality checks at each stage to ensure your data management strategy is working for your business needs.

How Address Verification Provides Clean Lists for Accurate Public Noticing

Many states have public noticing laws that require notices be sent to all residents and businesses within a certain radius if development activity will impact them, but bad addresses can thwart senders.

Express Mapping uses Smarty US Address Verification to clean and validate client-provided address lists, ensuring addresses are deliverable and contain accurate secondary address data, like suite numbers.

Secondary address data must be correct when trying to reach all the residents of an apartment building or all the businesses in an office plaza. With Smarty, Express Mapping can validate address lists faster and reduce costs of undelivered mail for their clients

CASE STUDY

Maximize Profits by Enriching Data for Business Intelligence

Now, about that Pule cheese we mentioned earlier. This terribly named cheese costs \$600 a pound. Would you pay \$600 for a mere pound of cheese?

What if we told you Pule cheese is produced exclusively at Serbia's Zasavica Special Nature Reserve from the milk of Balkan donkeys—an endangered species?!



The visitors' centre in Special Nature Reserve Zasavica (Photo: Đurđić)

Those extra details about the cheese really change how you think about it, don't they? In the same way, enriching your business data with extra details can lead to greater insights about your existing customers and new business opportunities.

A full-featured location data intelligence vendor can provide additional address metadata like congressional district, private mailbox (PMB) designator, time zone, record type, vacant/occupied, and more.

This information helps you better understand your customer demographics. Knowing who and where your customers are is critical for any business.

You can also use this address data for plotting customers or leads on maps to create the most efficient sales route. Using your address data to create visual maps can also help you better understand purchasing patterns, customer habits, and more. This information will enable you to target your marketing efforts better and maximize your marketing ROI.

How Marketing and Sales Benefit From Database Cleansing

- | Mailing duplicate flyers to the same house looks unprofessional and eats away at your direct mail budget.
- | Working off incorrect data can sabotage sales efforts and result in missed touchpoints and lost sales.
- | Targeted ads will be more effective based on an accurate list.

REDUCE FRICTION IN FORMS

02

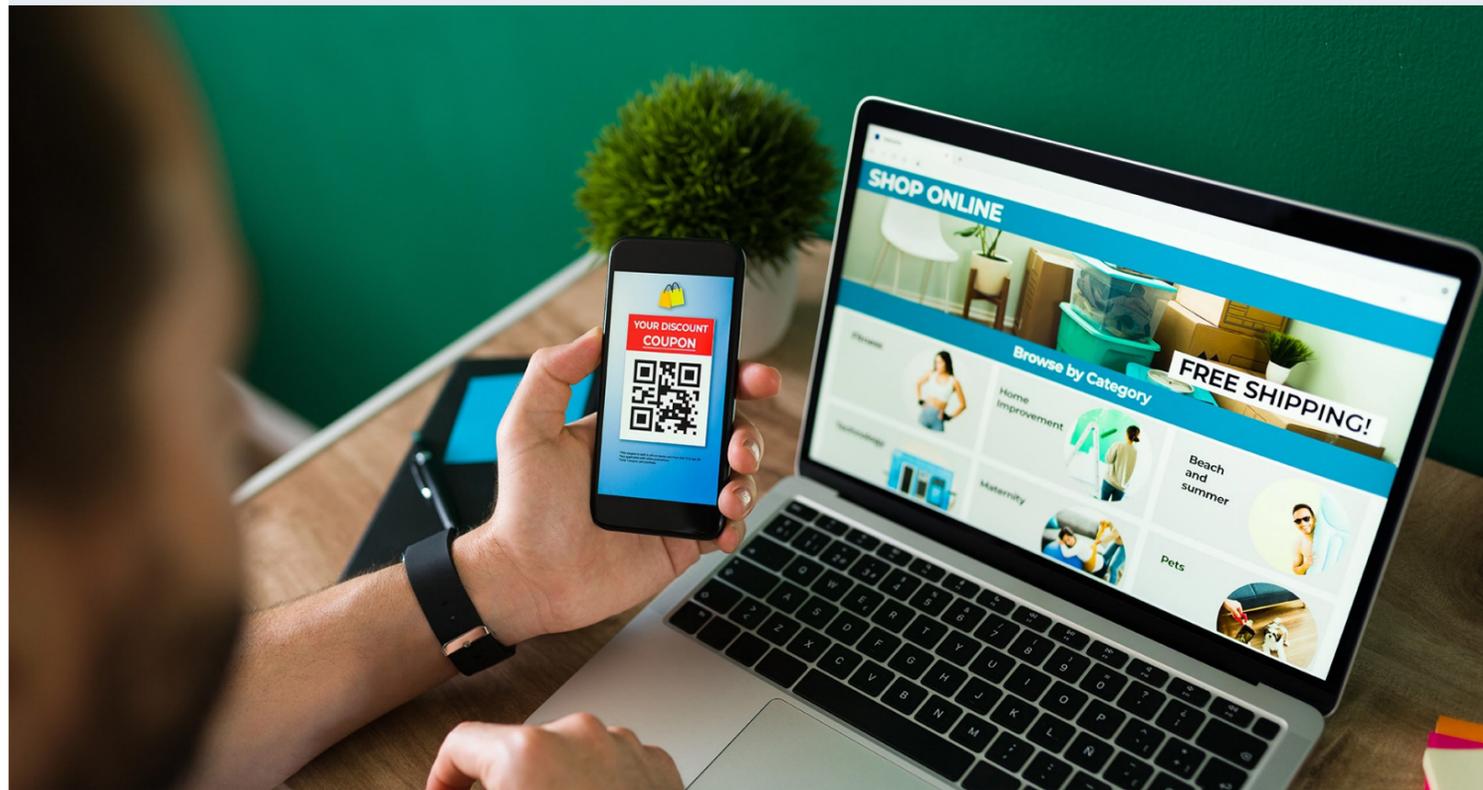


There are many circumstances where friction is a good thing: car brakes, walking up or down a hill, causing asteroids to disintegrate throughout the atmosphere before they collide with earth, and more.

Friction in your online forms isn't quite so beneficial. Today's customers expect a lot from a digital experience and have little patience for sites that don't deliver.

76 out of every 100 visitors abandon their cart when they're unsatisfied with the experience. Cart abandonment is responsible for \$4.6 trillion in lost eCommerce sales yearly.

It's not just online shopping carts that are being abandoned. Web forms in general suffer from a 68% form abandonment rate. All your lead generation efforts—free trial signups, gated resource downloads, etc.—are at risk when your forms don't perform. Driving more sales starts by pulling in more leads, so whip those forms into shape!



Autocomplete—A Surefire Way to Make Your Forms Smooth as Butter

Address autocomplete is a web form feature that suggests street addresses to users as they type an address into a form.

The autocomplete function can make address submission faster and more accurate by reducing the number of keystrokes and mistakes a user types.

Two additional benefits of autocomplete are:

1. Leaves address parsing up to the automated systems rather than the user.
2. Eliminates potential confusion and errors around the mysterious “Address Line 2.”

Parsing

Address parsing means breaking the address into its individual components (i.e., name, house number, street name, city name, state name, ZIP Code, etc.). This is helpful if you want to reuse this address somewhere else in your system or with another tool.

You could parse addresses manually, of course, but it's not an efficient use of time. In addition, users can find it annoying to have to tab between individual address fields on a form. Allowing them to simply start typing in one field and having your system parse the address after input simplifies the form experience and thus improves form conversions.

Address Line 2

Address Line 2 is a form field for entering secondary address information like apartment numbers, suite numbers, and PO Boxes.

However, there are also non-address uses for Address Line 2. Call centers use Address Line 2 when filling out internal customer address forms to enter data into their CRMs, or when scheduling deliveries, technicians, and installers.

Unfortunately, many people don't know what to enter when they encounter Address Line 2 in an online form, leading to unnecessary confusion, user error, incorrect addresses, and a negative user experience.

Information that doesn't belong in Address Line 2, but often ends up there because people are confused includes:

- » Their address split into two lines
- » Care-of Address (C/O)
- » Attention Designation (ATTN)
- » Secondary residence address
- » Special instructions, i.e., "Please bring packages around to the back door so my husband doesn't see them."

For businesses, including the Address Line 2 field can result in high form abandonment, lost/returned mail, and poor data hygiene.

The best way to solve Address Line 2 problems and improve the checkout user experience is with address autocomplete and validation.

Using an address autocomplete API provides an accurate and fast way to solve secondary unit designators. Smarty's US Address Autocomplete uses the official USPS database for address suggestions and over 20 million additional valid US addresses. As your customers or leads fill out your form, the autocomplete API displays suggested addresses, including floor numbers, apartment numbers, unit numbers, and suites. No Address Line 2 errors now!



How Speedway Motors Optimized Their eCommerce Checkout UI with Smarty

Despite increasing traffic to SpeedwayMotors.com, eCommerce conversion rates were declining. To optimize their online checkout experience and improve conversions, Speedway Motors implemented Smarty's US Address Autocomplete and US Address Verification to improve user experience (UX) flow.

By predicting only validated addresses, Smarty minimizes the number of inputs needed to identify an address. Customers can find the correct address in as few as the first 3 – 5 characters.

Conversion rates improved, and Speedway Motors has seen fewer issues with misdelivered or returned packages using Smarty's validation over UPS.

[CASE STUDY](#)

The ROI of Better Forms:

We've discussed what you can do to improve your address forms. Now let's talk about what investing in and implementing that address validation and autocomplete API will get your business.

Reduced Checkout Time

Give your users the fast and easy online checkout experience they want. With autocomplete, customers can enter their address with fewer keystrokes. That means less time to second guess their purchase and abandon their cart!

Using address validation and address autocomplete in your forms also enables faster address entry for phone orders and prevents your customer service agents on the phone from entering typos into your system.

Decreased Form Abandonment

When a website visitor is interested enough to start filling out your form, they're a strong lead. They're interested and likely to move forward in your sales funnel—if they finish that form! Lowering your form abandonment rate will get you more leads—strong leads—without even increasing your website traffic. That saves you money on digital ads and SEO.

Increased Conversions

Reducing checkout time and decreasing form abandonment can greatly impact your conversion rate. Limiting form fields that users have to fill out (by using address autocomplete, for example) increases form conversion rates.

Improved Address Accuracy

Bad address data leads to lost packages. Reduce the time your workers spend making calls to correct address information by getting the correct info into your database on the first submission.

Reduced Customer Service Struggles

You'll experience smoother customer onboarding and fewer upset customers if your packages get to the right place. Accurate address data allows you to spend less time doing damage control and more time upselling and acquiring additional customers.

In summary, making one simple change to your form experience—address autocomplete—can maximize your potential profits by increasing conversions and preventing future customer service issues.

How eCommerce and Sales Benefit From Reducing Form Friction

Reduced checkout time improves the user experience.

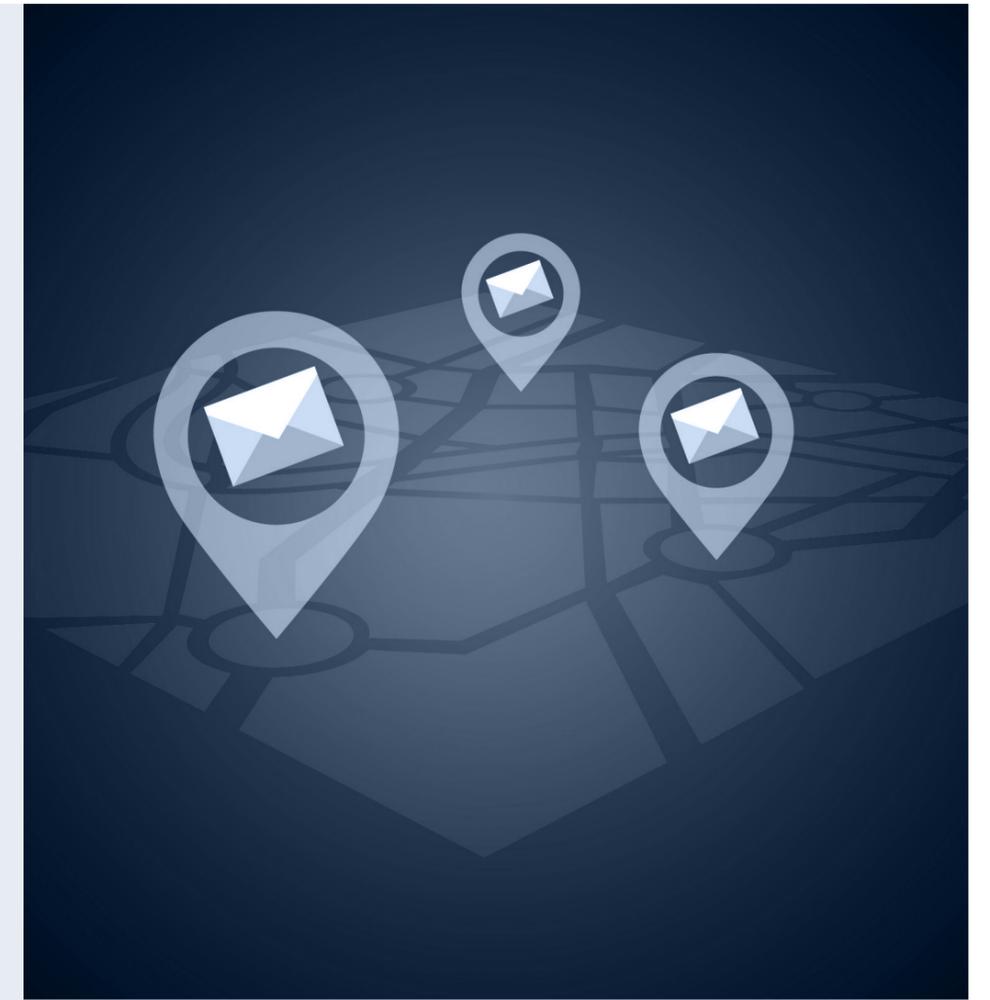
Simpler forms have been shown to increase conversions.

Decreased form abandonment ensures you're collecting all the leads your marketing and sales efforts are generating.

Accurate addresses in your system prevent angry calls to support or customer service and reduce time spent on damage control.

REDUCE FRAUD, RISK, & REPUTATION DAMAGE

03



Bad addresses and undelivered mail can pose security risks or open you and your customers up to potential fraud!

Fraud eats up 5% of a typical business's annual revenue, with a median loss of \$125,000, according to the Association of Certified Fraud Examiners (ACFE). It takes most companies an average of 14 months to catch on to fraud happening, resulting in average losses of \$8,300 a month.



Address-Related Types of Fraud & How to Catch Them

Commercial Mail Receiving Agency (CMRA) Scams

A Commercial Mail Receiving Agency (CMRA) is a private business that accepts mail from the USPS for recipients, keeps it for collection by the customer, or re-mails it to another location with newly paid postage.

Many small business owners use CMRAs because they have more convenient business hours than the post office, accept deliveries from USPS and private carriers, present a more professional appearance than using a home address, and provide more privacy.

However, for years the USPS has been battling the use of CMRAs for nefarious activities—such as bilking customers for purchases of misrepresented or nonexistent products and services.

One USPS investigation revealed con artists fraudulently opened boxes at CMRAs across the United States and mailed bogus invoices for printing toner to businesses nationwide. The scammers directed businesses to send payments to CMRA Boxes, which they forwarded to unknown destinations.

You should be cautious of any invoice that seeks payment to PO Boxes or CMRAs. Address validation software can help you flag those types of addresses.

eCommerce Fraud

In 2021, approximately \$20 billion in reported eCommerce losses in the US were due to online payment fraud. Common types of eCommerce fraud include identity theft, chargeback fraud, triangulation fraud, supplier identity fraud, loyalty or promotion abuse, and more.

Keeping a close eye on address data can help you prevent eCommerce fraud.

4 ADDRESS-RELATED ECOMMERCE RED FLAGS

1

Shipping and billing addresses are different.

This is often the case with identity theft and triangulation fraud; the owner of the card used is not the one receiving the goods.

2

Multiple orders to the same address but different cards.

Experienced scammers know that using the same stolen card numbers over and over garners unwanted attention and suspicion, so they'll often change out the credit card numbers but continue to ship to the same address.

3

PO box shipping addresses.

PO boxes are popular with legitimate businesses, but they also allow scammers to ship online orders to anonymous locations that are harder to connect back to them. Be wary of shipping too many orders to a single PO address.

4

Multiple orders coming from an unexpected region or country.

If a customer is suddenly making orders bigger than usual, using a different credit card, or from a different location, there's a strong chance their account is compromised.

Accounts Payable Fraud

Billing schemes are one of the most common types of accounts payable fraud, and these schemes often involve fake vendors.

3 EXAMPLES OF FRAUDULENT BILLING SCHEMES

1

Shell Companies

An employee might generate false invoices for fictitious services from a shell company and cut checks to pay them.

2

Pass-through Schemes

An employee with payment authority sets up a shell company that orders things the company legitimately gets from another supplier.

3

Paying Inactive Vendors

An employee generates invoices from inactive suppliers in the vendor master file and writes checks to those vendors.

Accounts payable fraud prevention best practices include carefully reviewing bank statements, monitoring for duplicate payments, and regularly checking vendor master files to guard against invoices from fraudulent suppliers. Running vendor addresses through address validation can help you catch fake or inactive addresses.

Insurance Fraud

According to a study from finder.com, roughly 35 million Americans have lied on an insurance application to get a better rate.

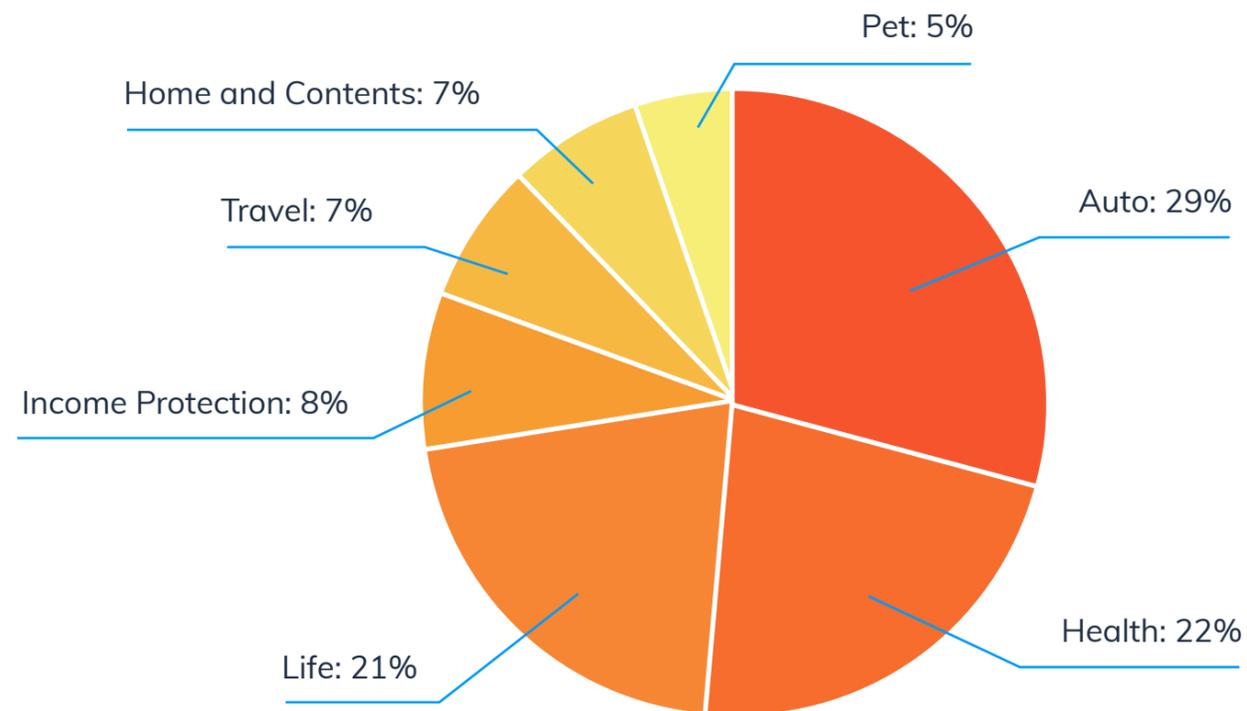
Auto insurers lose at least \$29 billion a year to “premium leakage,” according to a 2017 study by Verisk. Premium leakage is when omitted or misstated underwriting information results in a customer getting a lower rate than they should have.

\$2.9 billion of that is due to false garaging or garaging misrepresentation.

In insurance terms, a “garaging address” is where a policyholder’s car parks at night. Auto insurers use the county, ZIP Code, and factors like the area’s crime rate to determine whether the garaging address is in a high- or low-risk area and base premiums on that. Garaging misrepresentation happens when a policyholder reports an incorrect garaging address on their policy to get charged a lower rate.

Auto insurance isn’t the only insurance segment vulnerable to misrepresented data. If your business automates any policy quotes, ensure you’re receiving accurate data by integrating an address verification API into your system.

Insurance Segments With the Most Fraud



How to Protect Your Customers From Fraud and Prevent Reputation Damage

Avoid Exposing Customers’ Personal Information

Much of the fraud we covered above reveals how incorrect or fake addresses can put your business at risk. But bad address data can also put your customers at risk.

Invoices often display confidential information like credit card details, business addresses, medical procedures or diagnoses, and other Personally identifiable information (PII). To prevent that information from falling into scammers’ hands, you must ensure it’s getting delivered to the right place.

Prevent Reputation Damage

It’s easy to go trending online today, but with the rise of Cancel Culture, it’s not always good to be trending. The last thing your business needs is an angry customer destroying your reputation online.

Misdelivered packages, late technicians, mail that’s constantly lost or delayed...none of that looks good for your business.

Validating your address data can help you avoid inevitable reputation damage caused by lost packages and workers who didn’t show up to appointments.

You’ll also save your customer support reps tons of time fixing errors, updating customer information in your database, rerouting packages, and giving directions to your field team.

To sum it all up, while there will always be scammers and malcontents out there, you can minimize the security risks caused by bad addresses by using address validation to keep your address database clean and ensure your invoices and packages get to the right destination.

How Accounting and Billing Benefit From Reducing Fraud, Risk, and Reputation Damage

Avoid CMRA scams and accounts payable fraud by flagging and investigating commercial mail receiving agency addresses, PO Box addresses, and inactive or fake vendor addresses.

Protect customers—and your business from liability—by sending medical and other sensitive information to the correct addresses.

Catch address-related eCommerce fraud red flags.

Prevent insurance fraud by verifying address info submitted for quotes.

Avoid reputation damage from angry customers. Address validation helps process phone orders quickly and accurately and ensures packages aren't lost.

Keep customers happy by getting installers and technicians to appointments on time.

DECREASE COSTS RELATED TO SHIPPING & ROUTING

04

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NOT ALL
WHO WANDER
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xxx

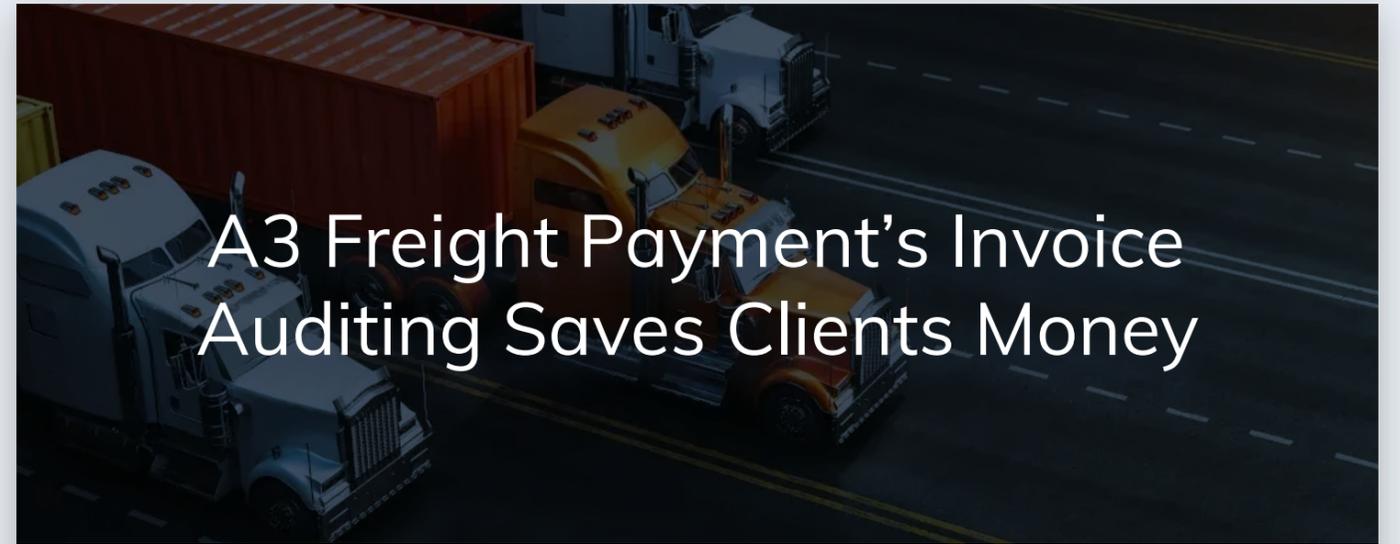
J.R.R. Tolkien is famous for the phrase “not all who wander are lost.” This expression is great for motivational posters and decorative throw pillows, but when it comes to package delivery, direct mail campaigns, or outside sales routes, wandering equals lost revenue. Address verification can reduce shipping costs and improve your routing efficiency for outside sales reps, technicians, and installers.

Prevent Extra Shipping Costs

Your customers want their packages delivered on time and to their door. But it's not just customer wrath you're risking by using unverified addresses for shipping—it's your bottom line. If USPS or another delivery service can't deliver your products to the listed address, you might be out the cost of the item, the shipping, and you might even have to pay a return fee.

You can prevent this by running your address list through a full address validation service that includes secondary address data like apartment unit numbers.

Clean address data helps you reduce costs from misdeliveries, delays, lost mail, returned mail, reshipments, and change of address fees.



A3 Freight Payment integrates with transportation management systems (TMS) to collect data such as bills of lading, original shipment bookings, and carrier invoices.

Then they audit the invoice dollar amounts for accuracy. A3 uses Smarty address validation to verify and correct address details on incoming invoices, as well as identify residential versus commercial addresses.

Residential carrier rates are typically higher, making it essential that this information is accurate on the incoming invoice processing. Using Smarty and other tools, A3 delivers an average 6% savings on freight audits and 18% savings on spend analytics to their clients.

[CASE STUDY](#)

Run Efficient and Affordable Direct Mail Campaigns

Mailing to a clean address list can reduce duplicate mailing expenses while increasing successful mail delivery—reducing waste, and getting more of your marketing materials into the hands of your target market.

You can also save money by taking advantage of USPS bulk mailing rates. These are typically 35-65% cheaper than first-class postage for sales flyers, promotional postcards, or brochures. But to qualify for that discount, you need to first clean your list with a CASS-certified address validation provider, like Smarty.

“Using Smarty, we’re able to cleanse addresses in batches right before print time and get bulk USPS mailings out efficiently, accurately, and with discounted shipping rates,” said one Smarty client, a large Midwest-based commercial insurance company.

In addition to removing duplicates from your list and getting bulk mail discounts, you can save money by not mailing to vacant or inactive addresses. One way to do this is to use the USPS website to verify if an address is in the correct format and mailable. However, that won’t tell you the status of an address. An address could be real and formatted correctly but vacant or inactive. Mailing invoices or packages to vacant or inactive addresses would waste money and product.

A vacant status indicates that a delivery point was active in the past but is currently vacant and isn’t receiving deliveries. Typically, the USPS marks an address vacant if it’s been unoccupied for over 90 days. Another common reason for this status is that mail receptacles aren’t being emptied and are filling up. In this case, the mail is held at the post office for a certain number of days before the delivery point is marked vacant.

If a delivery point is not “in-service,” it’ll have an inactive status. This is often the case for new construction with an address, but no one has moved in yet. Other times, residents may mark their mailboxes as inactive for privacy reasons.

Running your database through Smarty’s address validation can help you catch vacant or inactive addresses before you incur unnecessary costs.

Increase Routing Efficiency

Optimizing travel time is key to increasing revenue. The faster your installers or technicians can get to appointments, the more work they can complete per day. And if your outside sales team can visit more leads in a day, they’ll likely increase their sales.

The solution? A clean, accurate address with secondary address information can prevent inefficient sales routes, missed appointments, and time wasted getting directions and rerouting.

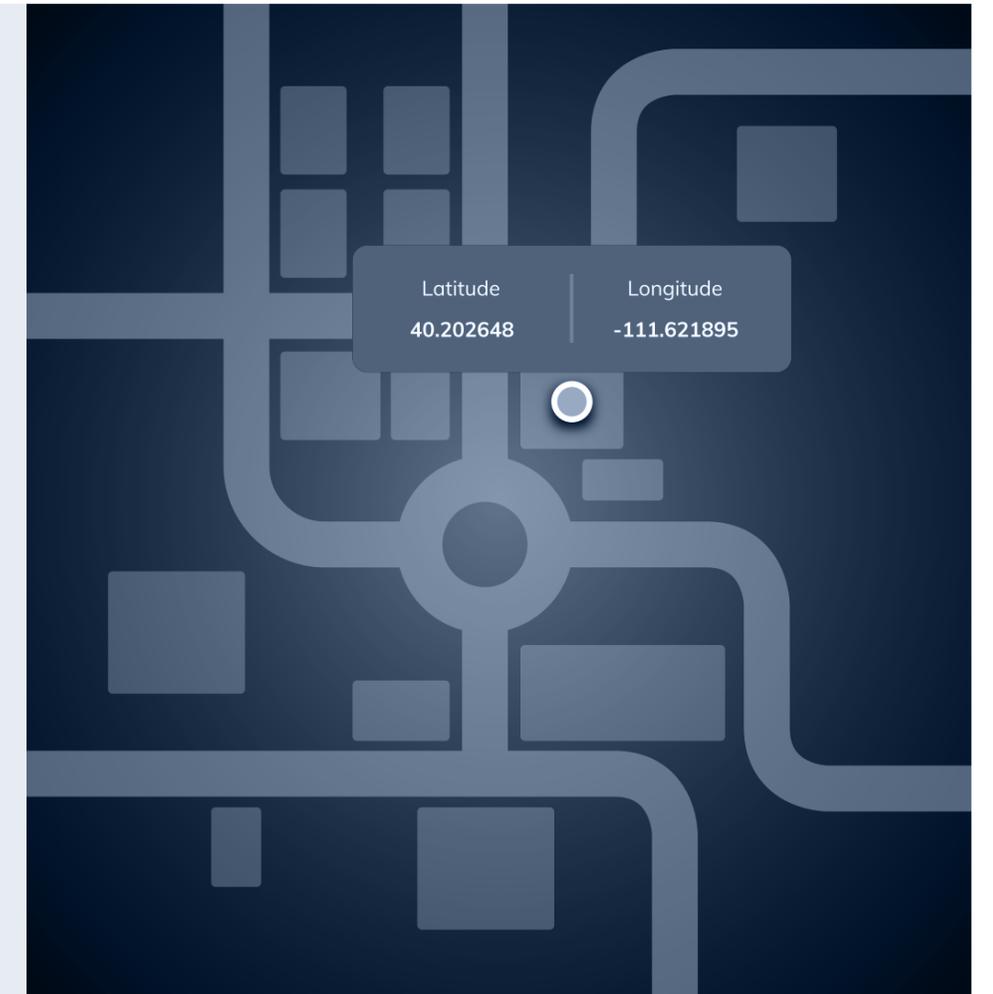
It’s clear—address validation helps prevent your technicians and reps from wandering around and wasting time while reducing shipping and mailing costs. So you can tell Tolkien that maybe those who wander ARE lost and that they should look into address verification.

How Shipping, Marketing, and Operations Benefit From Reducing Costs Related to Shipping & Routing

- Reduce costs from misdeliveries, delays, lost mail, returned mail, reshipments, and change of address fees.
- Reduce duplicate mailing expenses while increasing successful mail delivery—reducing waste and getting more of your marketing materials to your target market.
- Save money by taking advantage of USPS bulk mailing rates.
- Unlock revenue and drive ROI by improving routing efficiency, logging more appointments, and wasting

ENHANCE ADDRESS VALIDATION & GEOCODING WITH INTEGRATED TOOLS

05



Want to go the extra mile with address validation? Integrating address validation and geocoding with other tools can significantly improve your location data intelligence, help you better differentiate your business in a crowded market, and drive strategic business decisions.

We haven't talked much about geocoding yet, so here's a quick high-level explanation.

Geocoding is the process of finding the latitude and longitude coordinates that correspond to a location, such as a physical address, city, subdivision, or postal code. Unlike other services, Smarty US Rooftop Geocoding indicates the exact location of the structure—not just the center of the parcel.

Visualize Your Data and Create Products That Stand Out From the Competition with Mapping

You can use your geocodes for plotting customers or leads on maps to improve routing, seeing purchasing patterns, targeting your marketing campaigns, spatial analysis, risk assessment, and many other use cases.

With custom maps of your data, decision-makers can easily visualize relationships, see opportunities, and pursue the next steps with confidence.

You can also integrate address verification and geocoding into your own products to provide a better service and differentiate your offerings from others on the market. Smarty has developed an easy-to-use plugin that allows you to validate and geocode US address data directly on your QGIS maps.



SalesRabbit Streamlines Sales Mapping with Rooftop Coordinates

SalesRabbit offers a smarter approach to sales performance optimization—instead of long prospect lists, a sales manager assigns them by geographic area with map pins. Providing rooftop accurate address data is key to preventing wasted time and missed opportunities.

The latitude and longitude provided by SalesRabbit's source data isn't accurate enough, so info is first run through Smarty's US Rooftop Geocoding to ensure each home address is identified with rooftop-accurate coordinates.

By using Smarty, SalesRabbit stands out from the competition with rooftop accurate sales mapping software and optimizes sales productivity.

[CASE STUDY](#)

Use Accurate Location Data for Strategic Planning and Proving ROI

Companies in any industry—telecom, P&C insurance, healthcare, real estate, non-profit organizations, or others—can benefit from using highly precise address data and geocodes to inform their business strategy.

Consider this: if 20% of your address data is inaccurate, any plans you make based on that data will also be inaccurate.

Precise location data unlocks revenue by helping you get more accurate customer demographic and geographic information. This aids in location planning, ad placement, and identifying new markets.

You can also use address data to prove that a campaign paid off by showing what percentage of customers in an area made a new purchase or comparing different areas that had different outreach against each other.

According to a 2020 Forbes [article](#), 53% of enterprises say that location intelligence is either critically important or very important to achieving their goals. Businesses can get the most out of their location data and maximize future profits by integrating address validation and geocoding with additional tools, like QGIS maps.

How Executives Benefit From Enhancing Address Validation and Geocoding with Integrated Tools

Plot customers or leads on maps and improve routing

Visualize purchasing patterns, plan marketing campaigns, and run spatial analysis or risk assessment.

Get more accurate customer demographic and geographic information for location planning, ad placement, and identifying potential

new markets.

Integrate address verification and geocoding into your own products to provide a better service and differentiate your offerings from others on the market.

Prove that a campaign paid off by showing what percentage of customers in an area made a new purchase.

SUMMARY

In this ebook, we outlined five different business improvement strategies that can benefit from address validation and what the payoff is. Plus, we shared real-world case studies showing how real companies use address verification to increase revenue, reduce cost, decrease risk, and improve operations.

Here's a quick summary of those strategies and benefits.

Business Improvement Strategy	How Address Verification Helps	Departments That Benefit
Cleanse and Merge Database Datasets	<ul style="list-style-type: none"> » Avoid mailing duplicate flyers to the same house to avoid looking unprofessional and wasting your direct mail budget. » Work off correct data to enhance sales efforts and hit appropriate touchpoints and opportunities that might otherwise fall through the cracks. » Improve ad targeting and effectiveness based on a more accurate list. 	<ul style="list-style-type: none"> » Database Administration » Operations » Marketing » Sales
Reduce Friction in Forms	<ul style="list-style-type: none"> » Reduce checkout time to improve the user experience. » Decrease form abandonment to ensure you're collecting all the leads marketing and sales are generating. » Simplify forms to increase conversions. » Prevent angry calls to support or customer service and reduce time spent on damage control with more accurate addresses in your system. 	<ul style="list-style-type: none"> » Customer Support » eCommerce » Marketing » Sales
Reduce Fraud, Risk, and Reputation Damage	<ul style="list-style-type: none"> » Avoid CMRA scams and accounts payable fraud by flagging and investigating commercial mail receiving agency addresses, P.O. box addresses, and inactive or fake vendor addresses. » Catch address-related eCommerce fraud red flags. » Prevent insurance fraud by verifying address info submitted for quotes. » Protect customers—and your business from liability—by sending medical and other sensitive information to the correct addresses. » Avoid reputation damage from angry customers. Address validation helps process phone orders quickly and accurately and ensures packages aren't lost. » Keep customers happy by getting installers and technicians to appointments on time. 	<ul style="list-style-type: none"> » Customer Support » Accounting » eCommerce » Operations » Billing » Legal

Business Improvement Strategy	How Address Verification Helps	Departments That Benefit
Reduce Costs Related to Shipping & Routing	<ul style="list-style-type: none"> » Reduce costs from misdeliveries, delays, lost mail, returned mail, reshipments, and change of address fees. » Reduce duplicate mailing expenses while increasing successful mail delivery—reducing waste and getting more of your marketing materials into the hands of your target market. » Save money by taking advantage of USPS bulk mailing rates. » Unlock revenue and drive ROI by improving routing efficiency, logging more appointments, and wasting less time between appointments. 	<ul style="list-style-type: none"> » Operations » Marketing » Shipping
Enhance Address Validation and Geocoding with Integrated Tools	<ul style="list-style-type: none"> » Plot customers or leads on maps and improve routing. » Visualize purchasing patterns, plan marketing campaigns, and run spatial analysis or risk assessment. » Get more accurate customer demographic and geographic information for location planning, ad placement, and identifying potential new markets. » Integrate address verification and geocoding into your own products to provide a better service and differentiate your offerings from others on the market. » Prove that a campaign paid off by showing what percentage of customers in an area made a new purchase. 	<ul style="list-style-type: none"> » Marketing » Executive » Analytics » Strategy » Product

