Informatica
Address Verification

Benefits
- Accurate billing and delivery addresses for 240+ countries and territories
- Free monthly update of reference data
- Real-time deployment with no need to install software
- No set-up fees, and pricing is based on the number of verified/corrected addresses
- Available as a stand-alone product or as part of any Informatica solution

Cloud-Based International Address Validation

Poor address quality is expensive, leading to failed deliveries, broken brand promises, and information you cannot trust. When you're running a global company with shipments all over the world, poor address quality can turn a molehill of mistakes into a mountain of misinformation. Informatica® Address Verification is the world's leading solution for certified international address verification, correction, and standardization. It is the only address verification solution featuring all five global postal certifications in one engine.

Whether your global address data is captured or stored in a CRM system, online commerce site, or database, Informatica Address Verification parses, cleanses, and formats it—in real-time—as the address is entered, or can also be processed in batch mode. It also appends accurate geocodes and consumer segmentation codes for most countries.

This function enables companies to work with correct customer addresses from the start and avoid unnecessary costs for corrections or returns due to poor address data quality. Informatica Address Verification's instant address validation works for any country in the world and for different systems of writing.

Key Features

Worldwide Coverage
Informatica Address Verification covers address validation for more than 240 countries and territories around the globe. Addresses are formatted according to local postal standards, and the reference database is updated more than 600 times a year.

High Performance
The AddressDoctor® cloud architecture processes millions of transactions daily, making it a proven solution that global businesses can trust.

Easy Integration
It's easy to integrate Informatica Address Verification into any application with out-of-the-box connectors for leading marketing and sales automation platforms, so you don't have to learn or manage a new system.

Multi-Language

Informatica Address Verification can transliterate addresses into several writing systems, such as Cyrillic or Japanese. It provides multi-language support for countries like Canada and Belgium.

Certified for your Business

Informatica's Address Verification is the only service that combines postal certifications in one engine from all five global postal organizations: U.S. Postal Service, Canada Post, La Poste in France, New Zealand Post, and Australia Post. Postal certifications are the only official proof of quality for address verification software.

Address Enrichment

• Geocoding (latitude, longitude) including superior point geocoding for most countries
• Consumer classification

24x7 Customer Support

Our customers profit from Informatica's 24x7 global customer support.

Single Line Entry

With this flexible data structure, addresses are captured on a single line, increasing the speed and accuracy of addresses entering your applications. In the fast completion mode, when the user starts typing an address, the intelligent search is based on a limited amount of input data and the best matches are suggested for the user. In batch mode, single strings of unstructured addresses are processed, providing greater flexibility in how data is stored.

Usage Scenarios

CRM Systems

With Informatica Address Verification you can easily improve your CRM data quality by integrating an automatic address check into your CRM system. Connectors already exist for popular CRM software. Using REST and SOAP APIs, you can validate international addresses captured in your application in real time.

Digital Commerce

Every online retailer knows: customers do not always enter their addresses correctly. This imposes unnecessary costs and creates additional work. By connecting an online commerce site to Informatica Address Verification, postal addresses are validated directly during the customer registration or purchase process.

Hotels

Accurate guest addresses—no matter the country—are important in speeding up online, mobile, or phone reservations, as well as check-in and billing. They are also crucial in supporting a hotel's reputation for quality and service.

About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

Direct Marketing

Mailing address verification is a vital part of successful direct marketing strategies. Save time and money using the Informatica Address Verification service. Working with correct and current addresses will increase your company's response rates and return on investment, reduce shipping expenses, and increase the effectiveness of your direct marketing initiatives.

Get Started with a Free Trial

See firsthand how Informatica Address Verification works with a free, instant online demo trial at www.informatica.com/addressverification.

Informatica™