![Loqate GBG logo]

How retailers can benefit from address validation

What is Address Verification?

Address verification is software that can be used to validate addresses in a range of settings.
Not only does address verification make it easier for your customers or staff to enter a valid address, it improves the quality of your data and increases conversions.

Why use address verification?

Ensure that the address data you collect is correct, up-to-date, and standardized.

Improve user experience to drive higher rates of conversion.

Onboard your new customers with greater accuracy.

Benefit from reliable and accurate data held within your Master Data Management system.

By verifying addresses everywhere you collect data (website, in-store, call centers and internal CRM systems), you'll be in a better place to manage your customers, keep them up to date and make sure your goods are delivered on-time, the first time.

Furthermore, by maintaining quality data records within your MDM or CRM system long term, not only will your future communications have a high success rate in terms of delivery, but your customers can also reap the potential benefits and rewards offered to them.

When you use Loqate's global address verification you can validate addresses in a wide range of formats from around the world, from address formats that require districts and provinces such as in Mexico to PO Box numbers in many European countries.

Address Capture and Verification
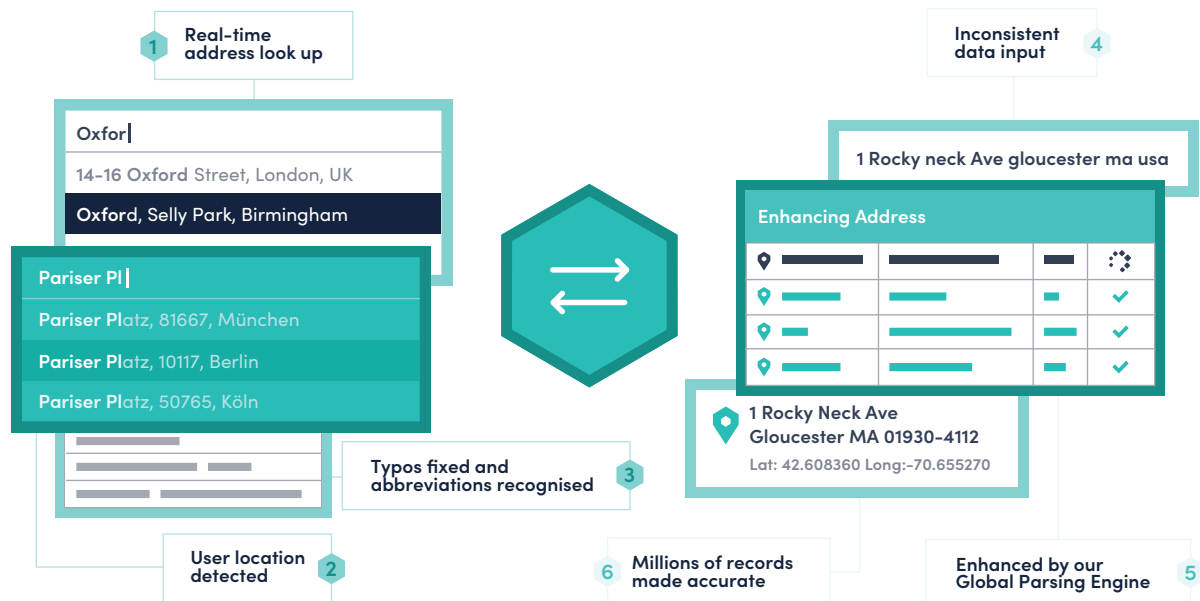
The Loqate Address Capture and Verification solutions allow for front-end real-time address capture and back-end batch address verification for 245 countries and territories.

How can retailers use Address Verification?

Address verification services from Loqate can be used by traditional retailers as well as those in eCommerce and mCommerce channels.

Loqate has the most complete and accurate global data for over 245 countries and territories. With more than 130 different address formats around the world, along with numerous languages and unfamiliar characters, our solution transliterates words or letters from different global character sets to cater to your international customer base.

With eCommerce playing a greater role for many retailers, address verification can help to secure on-time deliveries and validate data that passes through an organization.

For retail settings that involve a consumer and seller meeting face-to-face, address verification supports the speedy and accurate capture of addresses, making targeted ongoing communication easier. Increasingly, in-store retail assistants are using specialty EPOS & mobile POS retail software to efficiently capture accurate data from their customers.

At Loqate we recognize that your customers are multi-device users. Our address verification solution is built to work on any internet enabled device, from computers and tablets to smartphones, EPOS kiosks, CRM and MDM (Master Data Management) systems.

In addition to its customer facing benefits, Address Verification also supports data integrity throughout your organization.

Create customer accounts efficiently

Get it right from the beginning. Collect accurate addresses with our near instant lookups that replace long forms, decreasing customer errors which can lead to long wait times as you complete and verify onboarding data.

Create personalized experiences

Serve customers based on their needs and behaviors by accumulating precise and verified customer data. With this you can ensure that shoppers have a tailored experience that leads to a trusted and long-term relationship.

Make the most of point of sale (POS)

Address verification makes it possible to create a single customer view with consistent checkout experiences across all points of sale — whether physical or digital.

Manage orders

Gather accurate addresses, give customers correct information about available delivery options and make sure delivery timescales are met.

Create and maintain one central accurate record

For each customer across multiple systems and platforms, helping retailers in all sectors to correctly categorize and understand their audience. Customer communications can then be kept up-to-date in terms of names, addresses and crucial account information which, in turn, reduces complaints related to potential data inaccuracies.

Go global

With more than 130 different address formats around the world, address verification from Loqate can identify and correct the huge variety of address formats found in international commerce.

Speedy eCommerce

A recent report from eMarketer shows that, worldwide, 64.4% of all eCommerce sales are now made on mobile devices while mobile conversion continues to lag. Loqate's address verification services speed up address entry time and avoid mistakes that can happen easily on mobile devices.

How Address Verification supports retailers

With so many touchpoints, exchanges of data, and service expectations in modern commerce, retailers need to keep ahead of the curve to meet the needs of their consumers. Address verification is a crucial component in managing user experiences.

Reduce cart abandonment
Research from Invesp suggests that 12% of carts are abandoned due to the amount of information buyers need to enter. Address verification can drastically reduce the time spent completing online checkouts and improve conversions.

Manage risks around credit and fraud
With address verification, retailers can cross-check user addresses against the billing address on record with the issuing bank. By validating this data, retailers can promptly decline any transaction where data is not genuine or accurate.

Seize the future with Artificial Intelligence (AI)
Good quality data can be fed into machine learning systems to improve performance and achieve a more efficient output.

On-time delivery, every time
With 5% of all deliveries failing at first attempt (and costing an average of $17 per failure) making sure that an address is correctly captured and formatted is a vital piece of the delivery puzzle.

Allow shoppers to purchase out of stock
items in stores and deliver them to their homes once they become available.

Support customer loyalty
Use AV within CRM and MDM and you'll be perfectly placed to manage your customer relationships, maintain relevant communications and deliver loyalty programs.

Benefit from accurate address information
to carry out the repair and replacement of products under warranty quickly and efficiently.

Protect your brand reputation
Monetary savings mean little when you compare them to the potential costs incurred through damage to your brand caused by poor delivery.

Make informed decisions about future store locations
By holding accurate address information about your customers, you can make informed decisions about the ideal location of new stores.

Customers at the heart of what you do

We all want happy customers. Address verification supports retailers in building, nurturing and maintaining long-lasting customer relationships.

Meet and exceed the needs of your customers by using address verification to reduce cart abandonment, maintain communication and support on-time delivery.

Regardless of the size, location or retail sector, what lies at the heart of a customer first organization is quality data used with care.

Address verification from Loqate can bolster your organization's ability to innovate and meet the changing needs of your customers. Consider a future where this technology supports delivery to a customer in a specific spot in the parking lot or to their favorite picnic site!

Support the changing relationship your customers have with technology by enabling in-store mobile checkout or delivering tailored suggestions based on their current location.

As market leaders, we are committed to innovation, curating the best data, the most innovative technology and the best people to support you and your customers.

asos

NORDSTROM

GoPro

Coca-Cola

IBM

kate spade
NEW YORK

RALPH LAUREN

Michaels
MAKE CREATIVITY HAPPEN

L'ORÉAL

SEPHORA

極度乾燥(しなさい)
Superdry®

Braintree
A PayPal Company

ORACLE

loqate
GBG

Loqate.com