



Automated processes for routine address matching.

ADDRESSFACTORY AUTOMATIC is particularly suitable for companies wanting to regularly cleanse and update their private customer addresses: automated address matching and data supply via https upload to your customer-specific account via the Deutsche Post Direkt online services will significantly optimise business processes.

The settings for the address matching are defined and automated according to the company's needs or the relevant project requirements. In addition, the transfer and collection of cleansed address data can be automated within the company and take place at regular intervals. The unique postal reference database of Deutsche Post Direkt is the basis for address cleansing. Around 220 million current and former private addresses, this database is unique in Germany in terms of size, completeness and being up-to-date.

In addition to address cleansing, data can also be enriched, for example with telephone numbers, geographical coordinates or micro-geographical information.



In brief

Functions

Automated settings for address collation

Automated data transfer and collection

Correction of street names postal codes and towns/cities

Person-based, household-based and/ or building-based checking of delivery information

Correction of names and adding of titles and salutations

Supply of up-to-date relocation addresses

Enhancement of telephone numbers

Geocoding of addresses

Recognition and marking of double entries

Address match with own and/or predefined negative files such as the Robinson list of the DDV (German Dialog Marketing Association) or a fake names list

Matching several data files against one another

Benefits

Simple processing through automation of business processes

Fast address matching, usually within twenty-four hours

Address cleansing and enhancement in one step

Optimisation of activities, e.g. in marketing, sales and site planning, thanks to correct and qualified addresses
