



# One address verification per second.

ADDRESSFACTORY DIRECT is the ideal product to quickly check customers addresses during the ordering process via the internet or by telephone. You can correct and qualify the data you enter online, even whilst speaking to the customer. A web service client is integrated directly into your IT environment. Your addresses are matched to the postal reference database from Deutsche Post Direkt via the web service interface of ADDRESSFACTORY DIRECT. Around 220 million current and former private addresses, this database is unique in Germany.

With ADDRESSFACTORY DIRECT, you can also enhance your addresses with additional information, such as telephone numbers, geographic data or micro-geographical information.

## In brief

### Functions

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Correction of street names, postal codes and towns/cities

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

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Correction of names adding of titles and salutations

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Marking of non-deliverable addresses

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Supply of up-to-date relocation addresses

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Enhancement of telephone numbers

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Geocoding of addresses

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

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### Benefits

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Better quality of your database through correct addresses

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Gain time with quick access: usually less than two seconds (depending upon the connection)

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Qualification of addresses through marketing and sales-relevant additional information

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Cross-selling potentials are recognised early on

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Simple integration in your system with the help of modern web service technology

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Deutsche Post Direkt GmbH  
Customer Management  
Junkersring 57  
53844 Troisdorf, Germany

Phone: +49 2241 2661-0  
Fax: +49 2241 2661-1111  
**Email: [info@postdirekt.de](mailto:info@postdirekt.de)**  
**[postdirekt.de](http://postdirekt.de)**

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