



# Convenient address updates.

ADDRESSFACTORY TAPE is a highly convenient method of updating and qualifying addresses for you. Just send us one or more address files via (s)FTP or https upload to your customer-specific account via the Deutsche Post Direkt online services -and we will do the rest!

ADDRESSFACTORY TAPE is suitable for maintaining your database as well as for mailing projects. The strengths of ADDRESSFACTORY TAPE lie in its ability to match large data files as well as in taking individual requirements into account. The postal reference database of Deutsche Post Direkt, which is unique in Germany and contains around 220 million current and former private addresses is the basis for matching your data.

ADDRESSFACTORY TAPE can also help you to get better acquainted with your customers, as you can enrich your addresses with additional information, such as telephone numbers, microgeographical information or geographical coordinates.

## In brief

### Functions

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| 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  |
| enhancement with microgeografic feature from microdialog database   |
| 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

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| Address updating and enrichment via Deutsche Post Direkt Implementation of individual requirements |
| Qualification of addresses through additional information  |

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