



# Online tool for address matching.

ADDRESSFACTORY WEB is an online tool for the rapid cleansing and enhancing of your private customer database. You will normally receive the updated addresses in less than 24 hours. Just prepare your address file and use the secure data transfer via the certified online services of Deutsche Post Direkt.

The unique postal reference database of Deutsche Post Direkt which contains around 220 million current and former private addresses is the basis for cleansing your data. Your data is given checks regarding deliverability at person-based, household-based and/or building-based levels – a service uniquely provided by Deutsche Post Direkt.

ADDRESSFACTORY WEB also offers you the opportunity to update your addresses with current relocation information. As an option, we can also enrich your customer data with additional information such as telephone numbers, geographical and micro-geographical information.

ADDRESSFACTORY WEB lets you plan safely: Costs only become due if you accept the results of the test matching. For this purpose you receive a matching record with graphically prepared results, detailed information and an overview of costs which would be charged for cleansing and enhancement.



## 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
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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Convenient user guidance
Rapid address matching, normally in less than 24 hours
Optimal cost control through a test address matching in advance
Certified data security of the online services of Deutsche Post Direkt