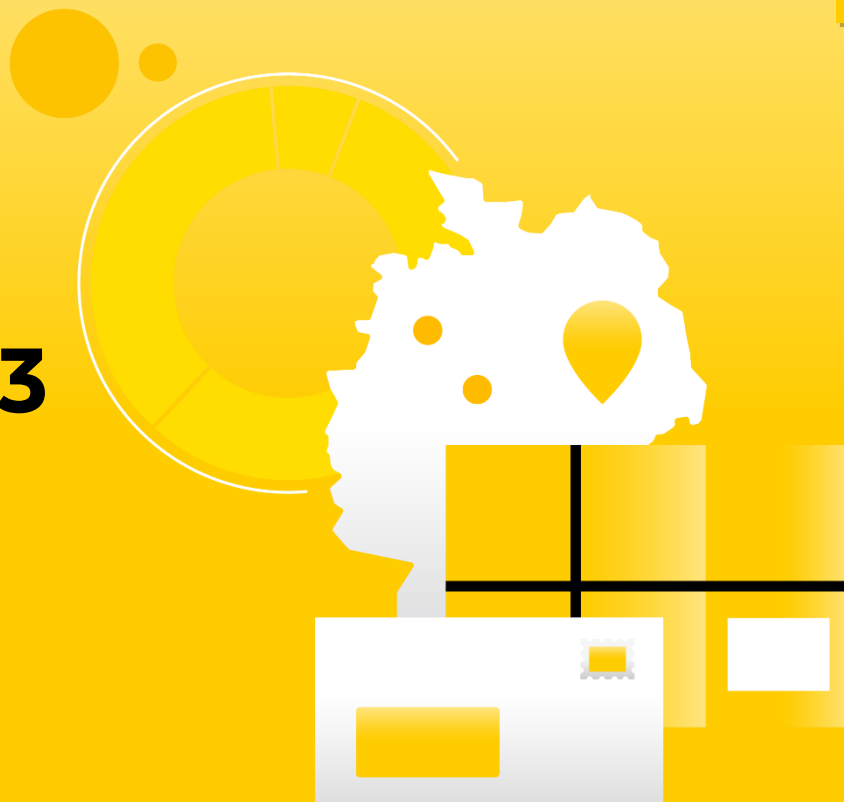




Address Study 2023

Investigation into the quality of
customer addresses in Germany

Deutsche Post Direkt



The Address Study 2023 is investigating the quality of address data for companies in Germany

The study answers the following questions:

- How well is address data maintained?
- What are the most common errors in customer and potential customer data?
- Which sectors have particularly well maintained data?
- How has address quality changed over the past two years?

10 **x** **20** 
sectors **anonymized companies**

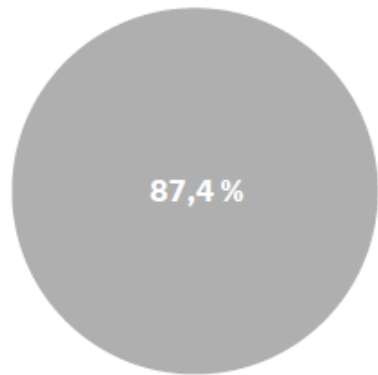
= **200** 
anonymized address cleansing
projects from 2022

= **101 million** 
address datasets checked from 2022

Results overview

There are numerous reasons for undeliverability: from typing errors to relocation

One in eight customer addresses contains an error

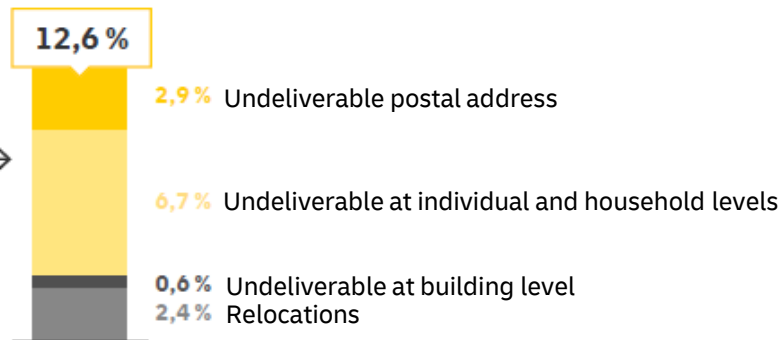


Total deliverable



Total undeliverable

The biggest sources of error are undeliverable addresses at both individual and household levels

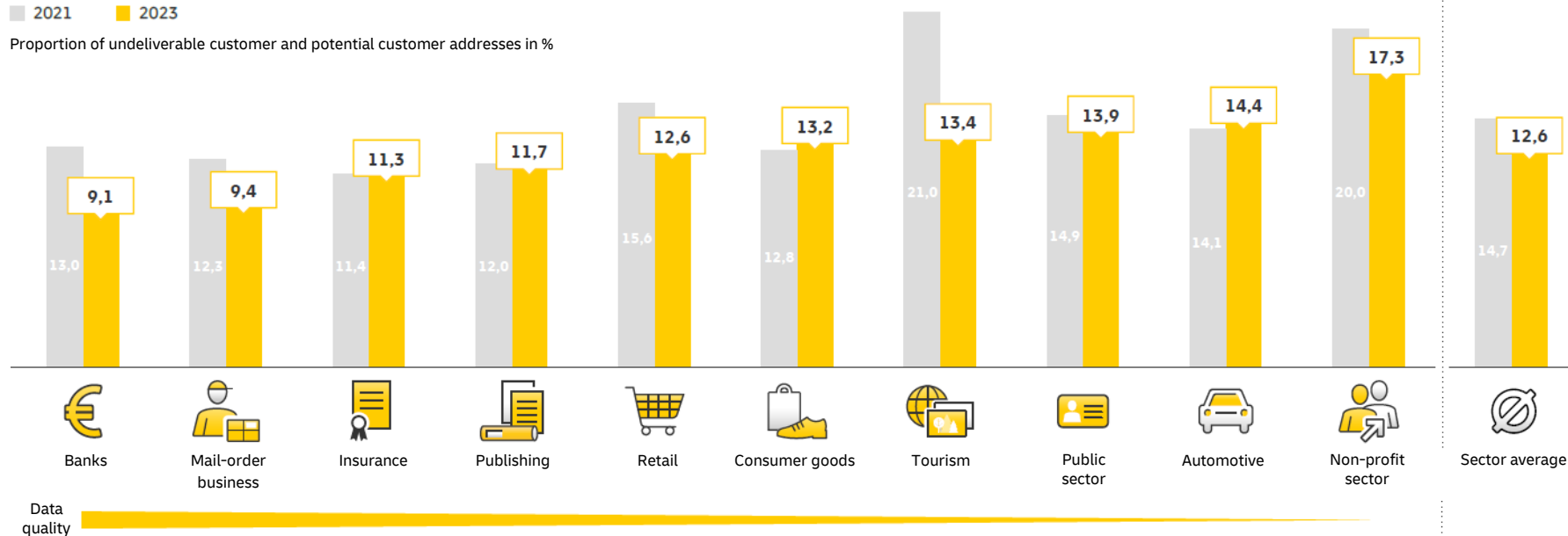


Customer data quality has improved slightly over the past two years

Compared to the 2021 study, the proportion of undeliverable address has dropped by 2.1 percentage points

■ 2021 ■ 2023

Proportion of undeliverable customer and potential customer addresses in %

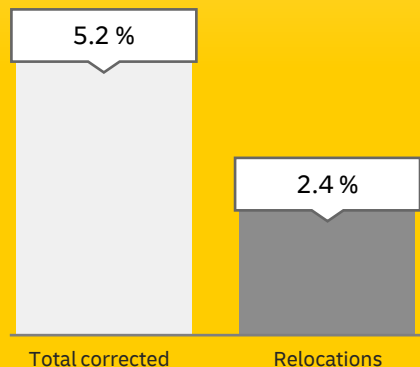


Results overview

Address maintenance secures customer relationships and saves costs

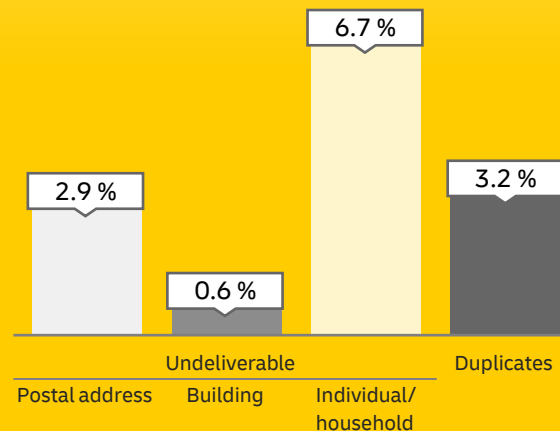
Customer relationships secured!

7.6 % of the addresses were able to be corrected or updated so that shipments now reach the addressee

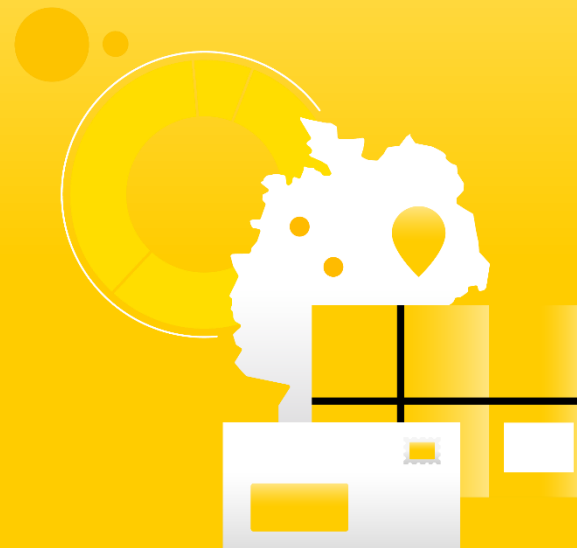


Production and shipping costs saved!

13.4 % of addresses were marked as undeliverable or duplicated so that they are not produced unnecessarily



Sector results in detail

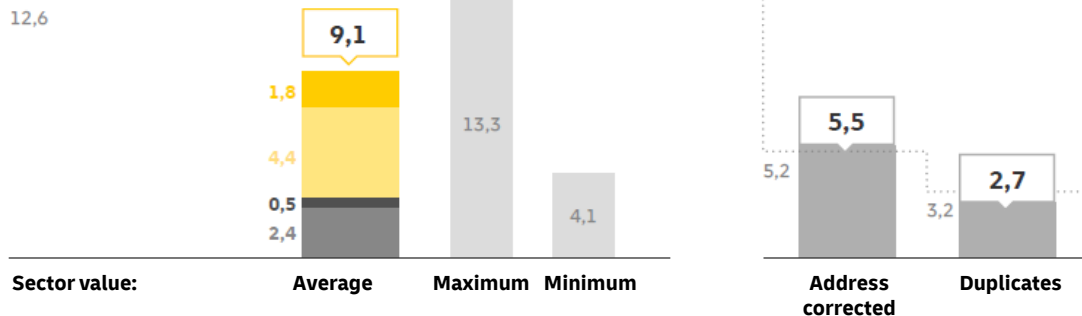




Sector result: Banks

- Undeliverable postal address
- Undeliverable at individual and household levels
- Undeliverable at building level
- Relocations

Average for all sectors



Percentage distribution of various types of error

Deutsche Post Direkt | Address Study 2023 | Troisdorf | April 2023



1st place

in the sector ranking



Improved

by 3.9 percentage points

(compared to 2021)



9.1 %

undeliverable addresses



9.4 %

postage costs saved
(undeliverable addresses and
duplicates reported)



7.9 %

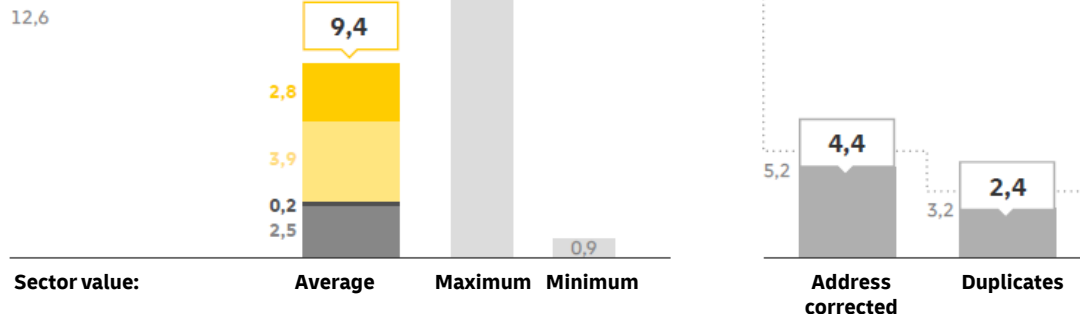
customer contacts secured
(address corrected and
delivered to new address)



Sector result: Mail-order business

- Undeliverable postal address
- Undeliverable at individual and household levels
- Undeliverable at building level
- Relocations

Average for all sectors



Percentage distribution of various types of error

Deutsche Post Direkt | Address Study 2023 | Troisdorf | April 2023



2nd place
in the sector ranking



Improved
by 2.9 percentage points
(compared to 2021)



9.4 %
undeliverable addresses



9.3%
postage costs saved
(undeliverable addresses and
duplicates reported)



6.9 %
customer contacts secured
(address corrected and
delivered to new address)

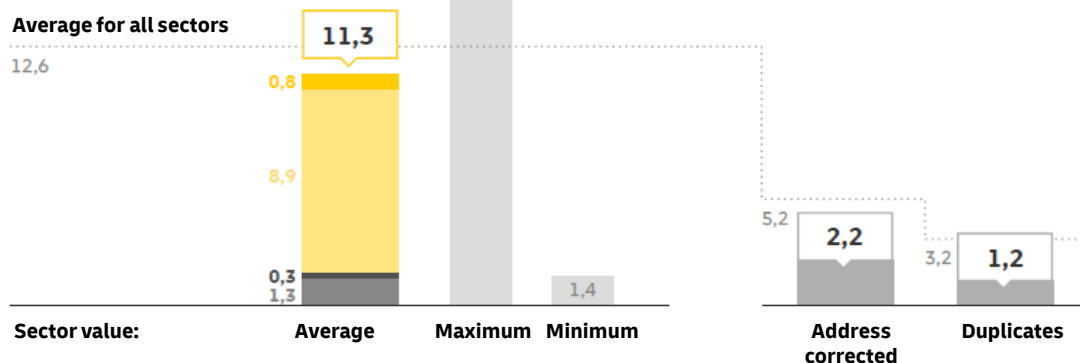


Sector result: Insurance

- Undeliverable postal address
- Undeliverable at individual and household levels
- Undeliverable at building level
- Relocations

Average for all sectors

12,6



Percentage distribution of various types of error

Deutsche Post Direkt | Address Study 2023 | Troisdorf | April 2023



3rd place

in the sector ranking



Improved

by 0.1 percentage points

(compared to 2021)



11.3 %

undeliverable addresses



11.2 %

postage costs saved

(undeliverable addresses and duplicates reported)



3.5 %

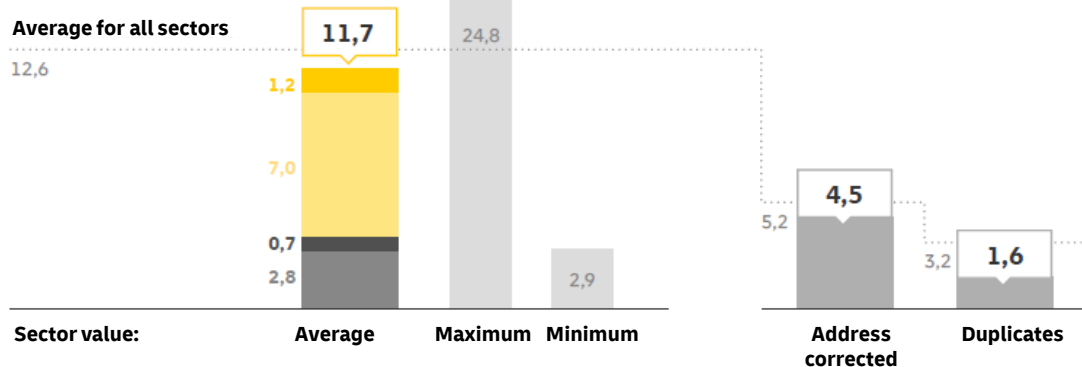
customer contacts secured

(address corrected and delivered to new address)



Sector result: Publishing

- Undeliverable postal address
- Undeliverable at individual and household levels
- Undeliverable at building level
- Relocations



Percentage distribution of various types of error



4th place
in the sector ranking



Improved
by 0.3 percentage points
(compared to 2021)



11.7 %
undeliverable addresses



10.5 %
postage costs saved
(undeliverable addresses and
duplicates reported)

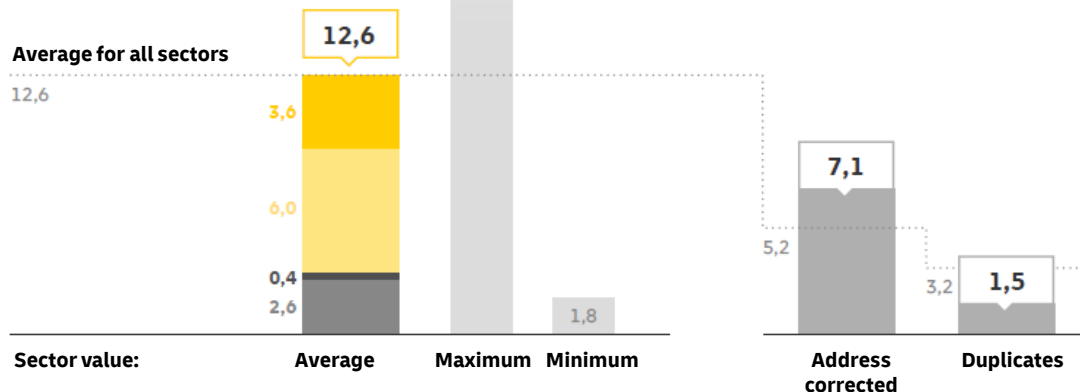


7.3 %
customer contacts secured
(address corrected and
delivered to new address)



Sector result: Retail

- Undeliverable postal address
- Undeliverable at individual and household levels
- Undeliverable at building level
- Relocations



Percentage distribution of various types of error

Deutsche Post Direkt | Address Study 2023 | Troisdorf | April 2023



5th place

in the sector ranking



Improved

by 3.0 percentage points

(compared to 2021)



12.6 %

undeliverable addresses



11.5 %

postage costs saved

(undeliverable addresses and duplicates reported)



9.7 %

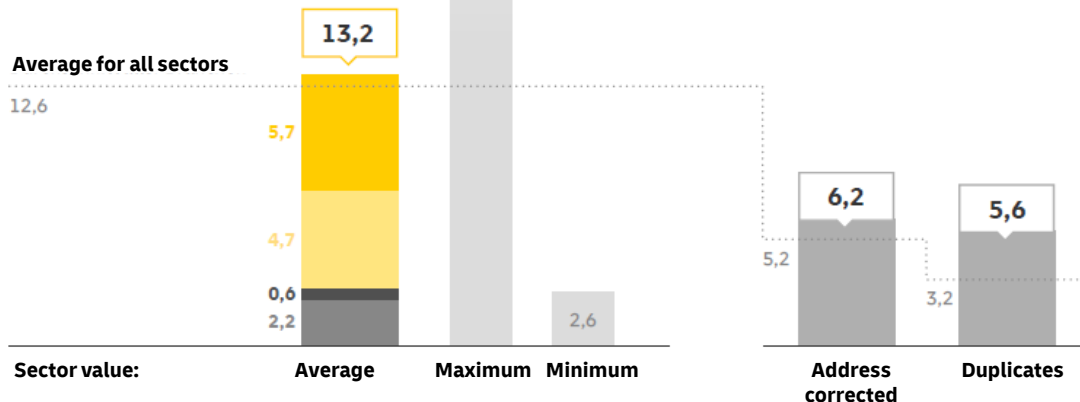
customer contacts secured

(address corrected and delivered to new address)



Sector result: Consumer goods

- Undeliverable postal address
- Undeliverable at individual and household levels
- Undeliverable at building level
- Relocations



Percentage distribution of various types of error

Deutsche Post Direkt | Address Study 2023 | Troisdorf | April 2023



6th place

in the sector ranking



Improved

by 0.4 percentage points

(compared to 2021)



13.2 %

undeliverable addresses



16.6 %

postage costs saved
(undeliverable addresses and
duplicates reported)



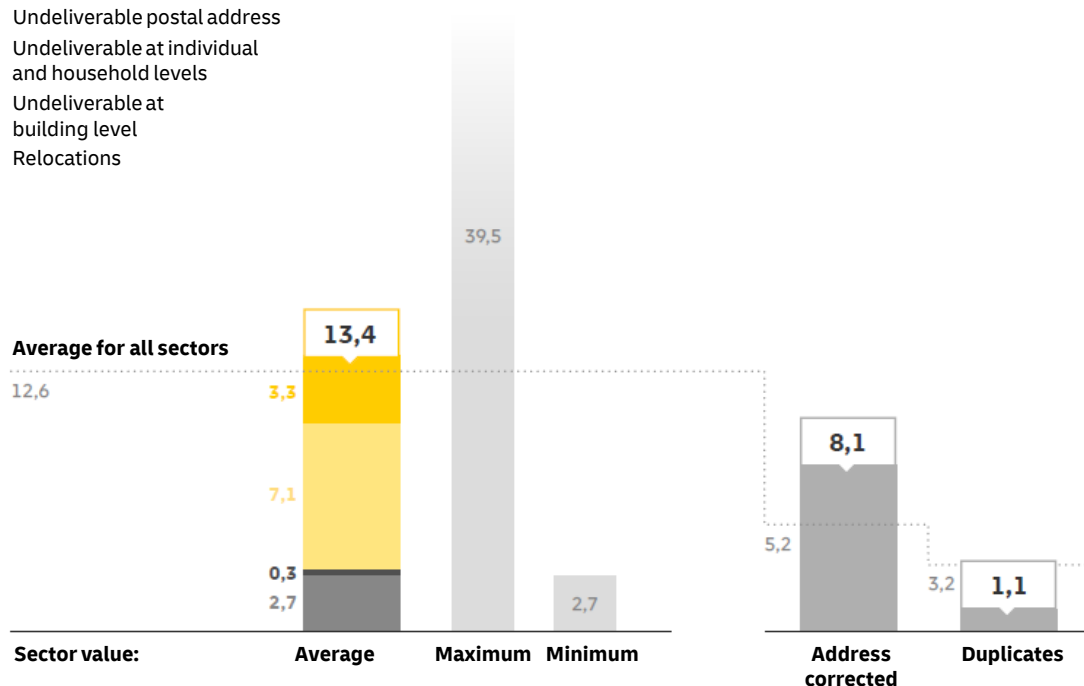
8.4 %

customer contacts secured
(address corrected and
delivered to new address)



Sector result: Tourism

- Undeliverable postal address
- Undeliverable at individual and household levels
- Undeliverable at building level
- Relocations



Percentage distribution of various types of error

Deutsche Post Direkt | Address Study 2023 | Troisdorf | April 2023



7th place

in the sector ranking



Improved

by 7.6 percentage points

(compared to 2021)



13.4 %

undeliverable addresses



11.8 %

postage costs saved

(undeliverable addresses and duplicates reported)



10.8 %

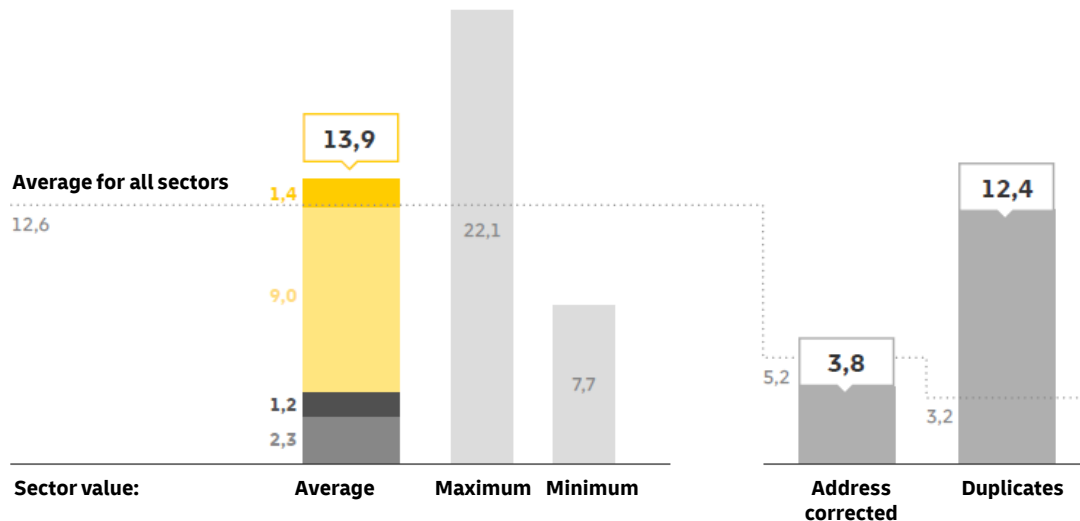
customer contacts secured

(address corrected and delivered to new address)



Sector result: Public sector

- Undeliverable postal address
- Undeliverable at individual and household levels
- Undeliverable at building level
- Relocations



Percentage distribution of various types of error

Deutsche Post Direkt | Address Study 2023 | Troisdorf | April 2023



8th place

in the sector ranking



Improved

by 1.0 percentage points

(compared to 2021)



13.9%

undeliverable addresses



24.0%

postage costs saved

(undeliverable addresses and duplicates reported)



6.1%

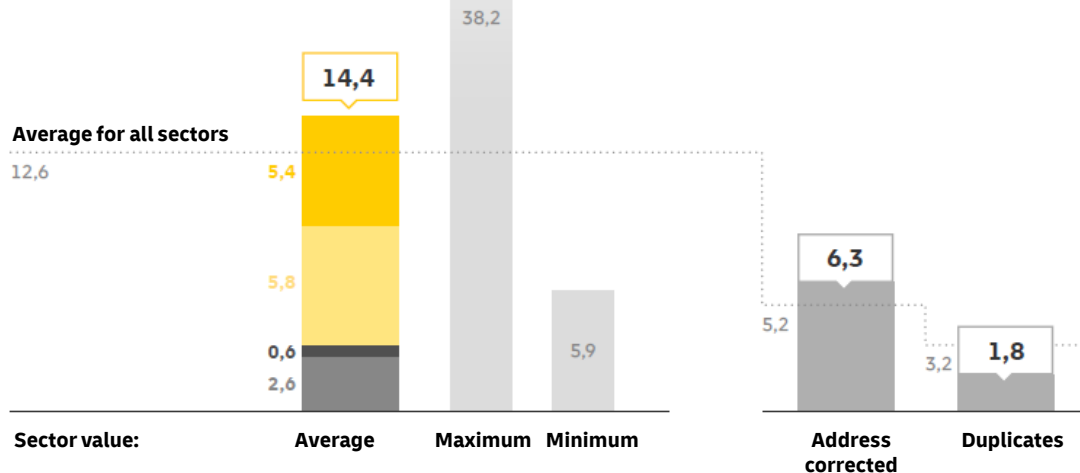
customer contacts secured

(address corrected and delivered to new address)



Sector result: Automotive

- Undeliverable postal address
- Undeliverable at individual and household levels
- Undeliverable at building level
- Relocations



Percentage distribution of various types of error

Deutsche Post Direkt | Address Study 2023 | Troisdorf | April 2023



9th place
in the sector ranking



Improved
by 0.3 percentage points
(compared to 2021)



14.4%
undeliverable addresses



13.6 %
postage costs saved
(undeliverable addresses and
duplicates reported)

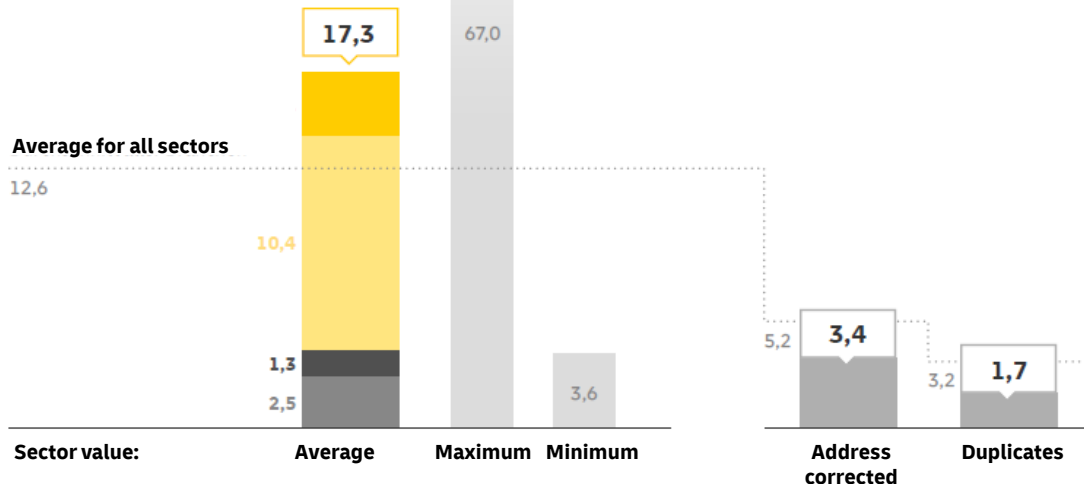


8.9 %
customer contacts secured
(address corrected and
delivered to new address)



Sector result: Non-profit sector

- Undeliverable postal address
- Undeliverable at individual and household levels
- Undeliverable at building level
- Relocations



Percentage distribution of various types of error

Deutsche Post Direkt | Address Study 2023 | Troisdorf | April 2023



10th place
in the sector ranking



Improved
by 2.7 percentage points
(compared to 2021)



17.3 %
undeliverable addresses



16.5 %
postage costs saved
(undeliverable addresses and
duplicates reported)



5.9 %
customer contacts secured
(address corrected and
delivered to new address)

And how do things look for your data quality?

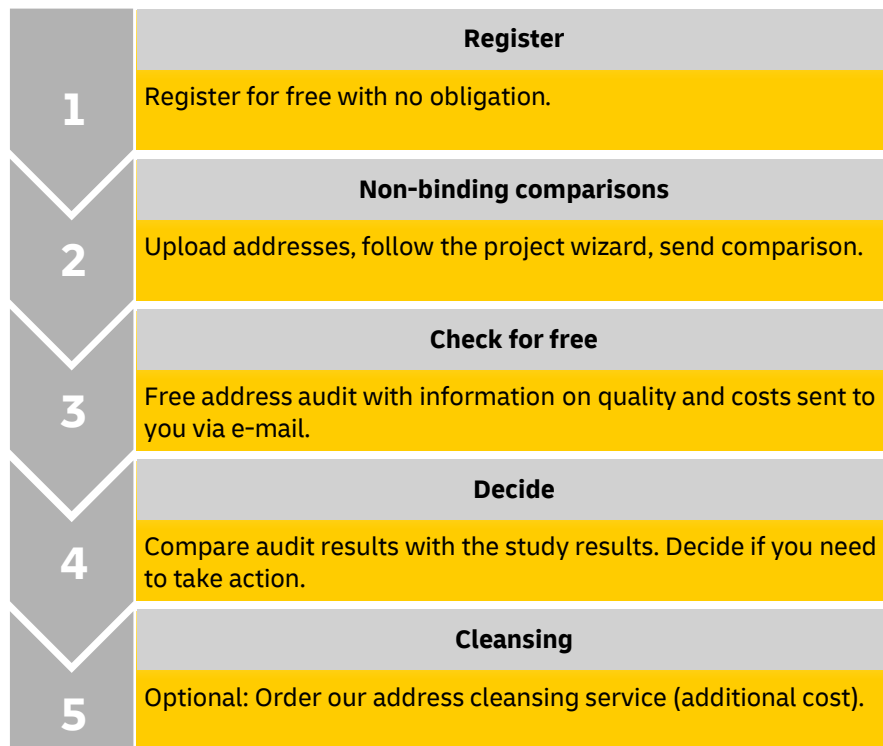
- Compare your customer database with the overall results for your sector and the economy as a whole!
- This **free and non-binding address audit** through ADDRESSFACTORY WEB provides you with fast conclusions as to the quality of your customer data.



Ihre Adressen wurden erfolgreich geprüft:

40.000 (100 %)	Untersuchte Datensätze Alle eingeleferteten Adressen.
37.544 (93,9 %)	Zustellbare Personen- und Haushaltsadressen Hierbei handelt es sich um zustellbare Personen- oder Haushaltsadressen nach Korrektur, Aktualisierung von Umzugsadressen und Dublettenbereinigung.
402 (1,0 %)	Zustellbare Gebäudeadressen Hierbei handelt es sich um zustellbare Gebäudeadressen nach Korrektur, Aktualisierung und Dublettenbereinigung. Zu diesen Adressen kann keine Auskunft gegeben werden, ob die Person oder der Haushalt dort anzutreffen ist. Zusätzlich sind Firmenadressen enthalten.
1.245 (3,1 %)	Nicht zustellbare Adressen Hierbei handelt es sich um unzustellbare Adressen auf Personen- oder Haushaltsebene, zu denen bekannt ist, dass sie in der Vergangenheit unter dieser Anschrift gewohnt haben. Zusätzlich handelt es sich um Auslandsadressen oder Adressen, die aufgrund der Schreibweise nicht verarbeitet werden konnten.
809 (2,0 %)	Erkannte Dubletten und Sperrlistentreffer Hierbei handelt es sich um mehrfach vorhandene Datensätze (Dubletten) und um Anschriften, die auf der Basis von Sperrlisten erkannt wurden. Bei der Einmalnutzung für ein Mailing wird eine Datei ohne diese Adressen erstellt. Bei der dauerhaften Nutzung zur Datenbankpflege werden die Dubletten und Sperrlisten-Anschriften entsprechend markiert.

So what's next?



The screenshot shows the ADDRESSFACTORY WEB interface. A red banner at the top right displays the URL www.addressfactory.de. The main content area is titled 'ADDRESSFACTORY WEB-Projektassistent' and offers several modules for selection:

- Postleitzahlprüfung**: Optimieren Sie Ihre Adressen. Prüfung der Kombination von Straße, Postleitzahl und Ort.
- Namenskorrekturen**: Überzeugen Sie mit der richtigen Ansprache. Vermeiden Sie Fehler bei der persönlichen Kundenansprache durch Prüfung der Namensschreibweise.
- Dublettenprüfung**: Vermeiden Sie Doppelgänger. Sparen Sie bei Versand und Druck und verschonen Sie Personendatenbanken.
- Zustellbarkeitsprüfung**: Prüfen Sie die Aktualität. Prüfung auf Zustellbarkeit. Sie erhalten eine differenzierte Auskunft bei Invalidität einer Adresse auf Personen-, Haushalts- und Gebäudeebene.
- Umzugsadressen**: Jeder Kunde zählt! Umzugsadressen helfen, den Kontakt zu Ihren Kunden zu halten.
- Telefonnummern**: Bleiben Sie in Kontakt. Ergänzen Sie Ihre Daten mit Telefonnummern.

Free and non-binding address audit

Modul	Ergebnisse		
 Zustellbarkeitsprüfung			
 PremiumDeliveryCheck prüft die Zustellbarkeit auf Personen-, Haushalts- und Gebäudeebene			
	Beschreibung	Anzahl Datensätze	in %
	Personen- oder Haushaltsanschriften zustellbar	38.330	95,8 %
	Gebäudeanschriften zustellbar	408	1,0 %
	Anschrift unzustellbar	1.238	3,1 %
	Anschrift nicht zu verarbeiten	24	0,1 %
	Gesamt	40.000	100,0 %

Contact

Deutsche Post Direkt GmbH

Junkersring 57
DE-53844 Troisdorf
Telefon +49 2241 2661-0
info@postdirekt.de
www.postdirekt.de

www.postdirekt.de/studien