

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

