Drive More Business with Accurate, Enriched Customer Address Data

Michael Ashmore | Sr. Director, Product Management
Want to know more?

Take a scroll through our Geospatial World Forum resource page to contact us for a demo or to learn more.

Scan now for resources
precisely

The leader in data integrity

Our software, data enrichment products and strategic services deliver accuracy, consistency, and context in your data, powering confident decisions.

12,000 customers
99 of the Fortune 100

100 countries
2,500 employees

Brands you trust, trust us

Data leaders partner with us
Global Ecommerce is exploding but so are the problems

$8.1 trillion in Ecommerce revenue is expected by 2026
(eMarketer, June 2022)

23% of all retail sales are represented by Ecommerce by 2025
(eMarketer, June 2022)

69% of Ecommerce sales came from mobile Ecommerce (M-commerce) on Black Friday/Cyber Monday, 2022
(Shopify, Nov 2022)

20% of all online shoppers have abandoned shopping carts due to address entry issues
(Baymard Institute 2021)

4% of ALL check out abandonment is due to problematic address entry
(Baymard Institute 2021)

$333 billion in failed Ecommerce deliveries globally
(Pitney Bowes, 2019)
Hyper-Local deliveries also exploding

- $494 billion in hyper-local deliveries is expected by 2023 (Future Market Insights, January 2023)
- 8.3% CAGR annual growth until 2022-2032 (Future Market Insights, January 2023)
- 35.6% Asia of the global market is expected to be in Asia Pacific by 2034 (Future Market Insights, January 2023)

- 10% of drop-offs are missed or delayed due to address location challenges (Uber 2019)
- 1 in 5 Of all hyper-local deliveries cancelled or late due to address location problems (Google 2019)
- $10-$100 Cost for mishandling deliveries due to poor addressing (UPS 2018)
## Precisely’s Geo Addressing outcomes

<table>
<thead>
<tr>
<th>Simplify bill-to and ship-to address entry experience</th>
<th>Reduce carrier challenges and last-mile-delivery problems</th>
<th>Ensure correct sales taxation (especially in US)</th>
<th>Turn customer addresses from operation necessity into a corporate asset</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mobile first</strong></td>
<td><strong>Verify the postal service delivers or choose a different carrier</strong></td>
<td><strong>Under taxation is a compliance issue</strong></td>
<td><strong>Enrich customer data with additional attributes for marketing activities and strategic decision making</strong></td>
</tr>
<tr>
<td><strong>Reduce cart abandonment</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Reduce mistakes</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Reduce fraud (address jigging)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Ensure address data integrity at each step

- **Capture Address**
  - Address Autocomplete

- **Validate Address**
  - Check for existence against postal service

- **Geocode Address**
  - Find the location for the address

- **Sales Tax Lookup**
  - Find the sales & use tax and taxability for the address
Areas of risk when handling customer address data

**Capture Address**
- Address Autocomplete

**Validate Address**
- Check for existence against postal service

**Geocode Address**
- Find the location for the address

**Sales Tax Lookup**
- Find the sales & use tax and taxability for the address

---

**Capture Address**
- Incomplete address reference dataset leading to manual customer entry (especially apartment & units)
- Spatial addresses not postal addresses leads to manual customer entry and cart abandonment
- Address jigging very easy

**Validate Address**
- Different address reference dataset or vintages leads to:
  - Address match failures which in turn leads to:
    - False positive (addresses that don’t exist but pass validation rules)
    - False negatives (address that exist but are not mailable by postal service)
- Follow-up data enrichment of data is based on address match only and is customer responsibility

**Geocode Address**
- Different address reference dataset or vintages leads to:
  - Address match failures which in turn leads to false positives & false negatives
  - Positional accuracy of locations may be:
    - At a primary address level only (not a unit level)
    - Interpolated to get as near as possible to the address
- Follow-up data enrichment can use location provided it’s good enough

**Sales Tax Lookup**
- Different address reference dataset leads to:
  - Address match failures which in turn leads to incorrect Tax rates
Precisely address data integrity

**Capture Address**
- PreciselyID for every address
- Enrichment by PreciselyID

**Validate Address**
- PreciselyID for every address
- Enrichment by PreciselyID

**Geocode Address**
- Master Location Data
- PreciselyID for every address
- Enrichment by PreciselyID

**Sales Tax Lookup**
- Master Location Data
- PreciselyID for every address
Want to know more?

Take a scroll through our Geospatial World Forum resource page to contact us for a demo or to learn more.

Scan now for resources