



# Global Address Verification


## From Australia to Zimbabwe – Instantly Validate Addresses for 240+ Countries & Territories


20% of the addresses entered into systems contain errors: spelling mistakes, wrong house numbers, incorrect postal codes and sometimes formatting issues that don't conform to a specific country's postal regulations. If you have bad addresses, Melissa can help you fix them before shipping or mailing.

- Correct, verify & standardize addresses for 240+ countries & territories
- Reduce address correction charges & costs of returned mail
- Flexible APIs (on-prem & Cloud) for real-time or batch processing

## Keep Address Data Accurate – Here's How We Do It

Melissa Global Address Verification (GAV) combines a global knowledge database with location reference datasets for over 240 countries and territories and proprietary parsing rules to correct, validate and enrich both partial and full address inputs.





**ADDRESS** 

Gießener 30 Frankfurt am Main 60435 DE

### Verify Global Addresses

We correct address data for 240+ countries, standardize addresses to the local format of the country, and add missing components like postal codes, region, etc.\*



**AUTOCOMPLETE** 

Gießener


Gießener Str. 1, Nürnberg, Mittelfranken, 90427


Gießener Str. 18, Nürnberg, Mittelfranken, 90427

Gießener 30 Frankfurt am Main 60435 DE

### Autocomplete Global Addresses

We supply verified suggestions while users are typing to make entry fast and easy (Global Express Entry).



**GEOCODE** 

Latitude: 50.140164  
Longitude: 8.693925

### Geocode Global Addresses

We can convert international addresses for 240+ countries to precise (rooftop) latitude / longitude coordinates to power market segmentation, sales clustering, logistics.

\*For U.S. addresses, our CASS-Certified™ engine returns a complete and standardized USPS® address including ZIP+4, missing known suite/apartment number, and corrects spelling and formatting errors.

# Get Started Today!

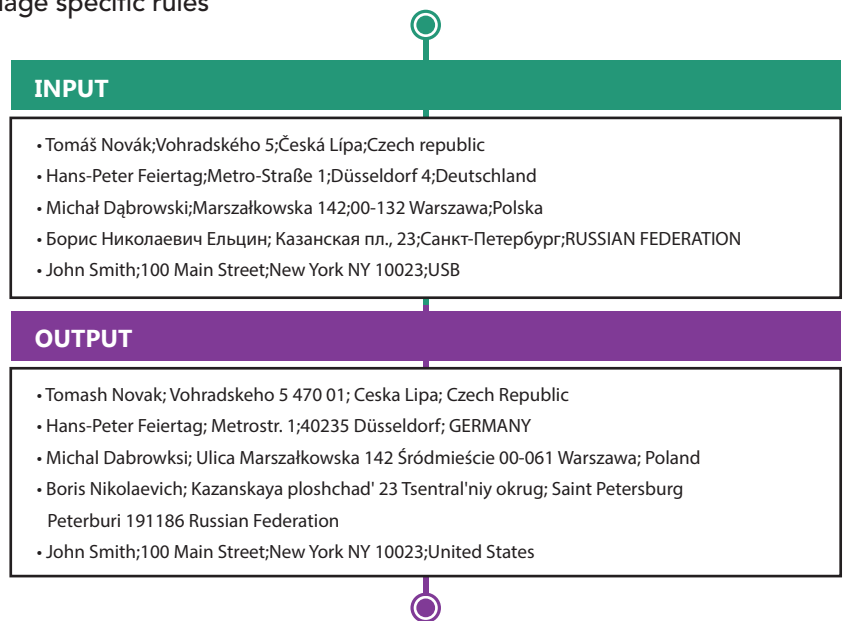
>> [www.melissa.com/au/address-verification](http://www.melissa.com/au/address-verification)

## Address Transliteration Between Latin & Major Character Sets

Melissa’s Global Address Verification (GAV) supports many different language sets and can transform non-Latin writing systems into Latin characters so addresses can be easily validated and standardized. GAV supports the following character sets and writing systems:

- Mapping between 40 different character sets, including UTF-8, ISO 8859-1, GBK, BIG5, JIS, EBCDIC
- Correct “removal” of diacritics according to language specific rules
- Non-Latin writing systems:

- Cyrillic (Russia)
- Hellenic (Greece)
- Hebrew (Israel)
- Arabic (United Arab Emirates)
- Kanji (Japan)
- Simplified Chinese (China)
- Hangul (South Korea)
- Thai (Thailand)



## Address Geocoding for Precise Mapping & Logistics

GAV can convert international addresses to precise (rooftop) latitude-longitude coordinates to power mapping applications, analytics, sales and market clustering and segmentation, and risk exposure.

## Country Coverage

To see all of the countries around the world that GAV supports, and the accuracy level for address verification and geocoding, visit [www.melissa.com/data-coverage](http://www.melissa.com/data-coverage).

## Technical Information

- Multiplatform on-prem API or SOAP/JSON/RESTful API
- Integrations for Microsoft® SSIS, Dynamics CRM®, Excel®, PDI, Talend®, and Salesforce®
- Sample code for C#, VB Script, Java, and PHP: [here](#)

### Melissa

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