



Improving Business Address Data Integrity

For most marketers, address management is boring. We understand this but we need to be very good at it, as the outcomes from address management dramatically impact upon all analysis, data management and campaigning. Therefore, getting this stage wrong would be very expensive.

To help us do it better, IA has developed Streetwise – being our core address management environment. Built around a PAF batch engine Streetwise adds business address expertise to the world leading address management system.

Off the shelf address management products utilise the Royal Mail's Postcode Address File (PAF) as their point of reference. PAF is a database of delivery points in the UK, and traditionally has been weak on the currency and accuracy of its company name data – particularly in the small business sector.

For maximum impact, off the shelf address management packages work best when the incoming addresses are well formatted and accurate. In the real world this is rare. Streetwise is Information Arts' answer, developed specifically to address the particular issues that this implies for business names and addresses.

As a preparatory stage, Streetwise first passes incoming data through a series of IA developed formatting functions, seeking to improve the basic integrity of the data *before* it gets to the address management engine.

Streetwise 'wraps' the core PAF engine with software built to recognise and match company names. Information Arts has built extensive (and current) company name reference data, and Streetwise uses this additional reference source in order to better verify, isolate and correct company names.

Streetwise is able to identify company names before PAF matching is attempted, not only ensuring the correct identification of a company name embedded in address data, but also helping to verify and correct the remainder of the address data.

In practise Streetwise is able to increase company name recognition to 98% of a typical input file, more than doubling the recognition and correction achieved by PAF matching alone. Typically an additional 10% of addresses are able to be corrected once a non-PAF company name is isolated from a records address details, providing a uplift in address quality overall.

Streetwise also produces detailed statistical analysis of the address quality of its resultant file, enabling a sound understanding not only of problems solved, but any remaining address issues enabling Information Arts consultants to recommend data quality strategies at source. A comprehensive audit report provides before-and-after samples of each type of address problem encountered, allowing the customer to see concrete examples of address data improvement in action.

Streetwise performed best in all categories in a recent independent evaluation of providers undertaken on behalf of Vodafone.