

Data Quality Report

Of 20.771 analyzed records, 5.433 addresses (26,2 %) have optimization potential. We can help you clean these records to improve your data quality.

20.771

Records analyzed

73,8 %

Current quality

5.433

Optimizable
Records

26,2 %

We clean your data with our tools

PostOk

Postal validation and correction of the address based on reference databases
→ Improves delivery rate and reduces postage losses

Formal changes: 3.095 (14,9 %)
Content changes: 1.154 (5,6 %)

4.249

(20,46 %)

DataCare

Current addresses through movers, undeliverable and deceased check
→ Don't lose customers and save postage

Undeliverable: 137 (0,7 %)
Movers: 288 (1,4 %)
Deceased: 696 (3,4 %)

1.121

(5,40 %)

Duplicate Check

Duplicate cleaning and blacklist comparison
→ Saves postage and avoids complaints

41

(0,20 %)

Namecheck

Correct salutations and name spelling
→ Enables correct addressing

22

(0,11 %)