

TL Post

- > Check and standardize addresses immediately
- > Define geo-coordinates for addresses
- > Check and clean up stock addresses



Check and standardize addresses and define geo-coordinates with TL Post

Address validation and address cleansing

If you want to reach your customers, you need correct addresses. There's nothing more annoying than an expensive catalogue, which is placed in the wastepaper basket instead of at the correct recipient. And when you reach your customers, it is important that salutation and name are correct. Because everything else doesn't leave a good impression – and exactly this good impression is decisive for advertising and marketing campaigns. That's why TOLERANT Post checks your addresses for possible errors when you enter it. This leads to a significantly higher address and data quality.

Better address quality for secure duplicate recognition

TL Post checks and standardizes your address database and supports further measures such as the duplicate recognition. As a basis, the software uses postal standardized addresses, which are divided into individual fields such as postal code, city, street and house number. This standardization simplifies the further measures and increases the hit rate, if you are looking for a specific customer. Duplicates in address lists can be expensive. Not only does a customer possibly receive the same mailing several times. Company statistics and analyses can also be falsified by duplicates.

Address verification national and international

TL Post knows Bohemian villages and speaks Chinese. Whatever country your addresses come from: TL Post is cosmopolitan and at home everywhere. The software also takes into account the relevant country-specific standards and regulations for international postal traffic.

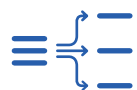
With lifestyle data and data quality to the exact target group

Lifestyle and living conditions play an important role in most of your customers' purchasing decisions. Those who know these factors can therefore address their customers in a more targeted and better way. The current extension of TL Post enriches your addresses with these so-called lifestyle data. This enables you to identify potential and increase your market share in the long term. TL Post uses CAMEO data that uniquely classifies consumers according to their stage of life and wealth across Europe. This classification supports you in location planning, target group and potential analysis. You can also use this data to identify and standardize geographical roles for big data analyses (country/region/state/postcode area/distribution area). A further plus for your sales department: TL Post also enriches your addresses with area structure data, such as GKZ (Official German Municipality Key), statistical district and others.

Incoming

TL Post

Outcoming



disassemble



search



rate



enrich



Street index



Geocodes

Street

House number

Postal code

City

Country

Geo-coordinates

Quality score

Detail result



What TOLERANT Post does for you

- > Input validation in ERP and CRM systems or Internet applications and web shops
- > Cleaning, enrichment and structuring of inventory addresses
- > Geocoding for marketing and sales optimization
- > Address validation before shipping in marketing campaigns
- > Data cleansing as part of migration projects

Your advantages

- > You can enter addresses faster
- > You avoid errors during input
- > You can also quickly check large address lists
- > Undeliverability rate can be significantly reduced
- > With a standardized address, you promote a unified view of your customers

What you need for TOLERANT Post

- > Server with 64-Bit Architecture (Multi-Core)
- > Operating system Linux, Solaris or Windows server
- > Operation on virtual machines and container environments is possible
- > Min. 1 GByte main memory
- > Min. 5 GByte hard drive space
- > Integration of a REST web service into your applications for service-based use
- > Input data as CSV files for batch processing

CONCLUSION: With TL Post, you can efficiently enter addresses, ensure the quality of the addresses as they are entered and keep your inventory up to date. TL Post also provides valuable additional information on addresses. With a total coverage of over 200 countries, you are also well positioned internationally.

With TOLERANT Post you can check, qualify and enrich addresses for over 200 countries with geo-coordinates.

| Data record | Street | House number | Postal code | City | Longitude | Latitude |
|-------------|---------------|--------------|-------------|-----------|------------|-----------|
| Query | Rhrakerstr. 7 | | 7 | S | | |
| Result | Rohrackerstr. | 7 | 70329 | Stuttgart | 48.7587451 | 9.2542207 |
| Query | R1 6 | | | Mannheim | | |
| Result | R1 | 6 | 68161 | Mannheim | 49.4891971 | 8.4686494 |