

## ClearPath™ Services Suite

Covering 200+ countries, our address processing includes Transliteration, Parsing, Validation and Formatting. Retailers can finally handle the complexities of global customer data.

### Features

International Address Validation services to 200+ countries

Robust unicode services for character mapping

Domestic Address Validation services

CASS and SERP certified services

Postal-rules driven engine

Denied Parties Screening for U.S. export compliance

Available on-demand in the checkout

Visit us at:  
[pb.com/ecommerce](http://pb.com/ecommerce)

Or email us at:  
[bd-ecommerce@pb.com](mailto:bd-ecommerce@pb.com)

# ClearPath™ Customer Data Quality

Ecommerce address services from the world leader in location information.

## A Critical Feature In An Increasingly International Market.

Statistics show that 1/3 of your web traffic is already outside the U.S. As that percentage increases, maintaining accurate international customer data will become a critical business process. Many ambiguities are introduced as international address data are entered into Ecommerce systems. Among the problems are misplaced elements or varying abbreviations that are not only language, but country specific. Pitney Bowes brings a leading-edge customer data quality solution to the Ecommerce market, making it simple for retailers to keep up with increased globalization.

## Address Cleansing Approach:

### Address Analytics



Parses and analyzes free form addresses and identifies individual address elements—names, countries, ISO codes, big cities, etc.). Robust unicode services map character sets.

### Destination Formatting



Formats addresses according to the postal rules of the country of destination. Corrects spelling errors, adds missing components, corrects postal codes, format diacritic and many other features.

### Data Validation



Provides notification if the address is validated, a level of validation achieved (1-5), and a confidence level associated with the validation (0-100).

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### Why Pitney Bowes?

Because we've solved it. We've combined SaaS Ecommerce technology with our international delivery network. It's a market-leading solution, from the company with years of Ecommerce shipping experience.

We pioneered Ecommerce shipping technology in the dot-com era. We're experts in running an international postal network. And we've invested millions to bring together our end-to-end global shipping solution.

As one of the most trusted names in Global Ecommerce, we offer the complete package for your parcels.

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## How It Works

When a consumer inputs an address into your shopping cart, you call our API with the customer address data. We then parse the address into the correct fields and verify the address. If the address is correct, our API will confirm the validated address. If the address is not correct, the API will provide appropriate reason codes. The retailer can choose the way that the address correction is manifested to the consumer. Below are two examples of common address standardizations our APIs perform.

## Address Sample:

Before

Address Line 1	134 rue Danton
Address Line 2	
City	
Postal Code	92593
Country	fra

After

To:	
John Doe	CJ 123 456 789 US
134 rue Danton	
92593 Levallois Perret Cédex	
FRANCE	

Address Line 1	10 Hoe Chiang Rd
Address Line 2	#16-02 Keppel Twrs
City	
Postal Code	089315
Country	sgp

To:	
John Doe	CJ 123 456 789 US
10 Hoe Chiang Road	
#16-02 Keppel Towers	
SINGAPORE 089315	