

Drive sales and optimise your network.



Streamline customer **checkout** and reduce **shipping** errors with address autocomplete. Geocode every delivery address to enable location analysis.

Common issues for online retailers

- Your customers have no tolerance for a slow checkout and they make errors when entering their address.
- Lack of insight into who is buying what from where.
- Surges in online spending mean your systems and processes need to scale.

Implications for you

- Shopping cart abandonment and delivery issues and the lost revenue and costs they cause.
- Challenges optimising your network of online and offline stores with customers shopping across multiple channels.
- Bad historical address data driving ongoing costs.

FREE Address Data Detox* With Every 12-Month Enterprise Subscription.

3 steps to better addressing

1 Batch Processing

CORRECTS Misspellings and errors, including street type or suburb, are corrected.

COMPLETES An address component, such as a postcode, is added if missing.

SUGGESTS Where an address can't be verified, an alternative is suggested.

Clean the customer addresses you already hold. Up to **10 million** in **5** business days.

Your addresses are checked against official sources and given a rating indicating the confidence of a match.

Batch processing corrects bad address data that has already entered your system.

2 Predictive API

Embed predictive text and autocomplete into your checkout process to make it easy for customers to enter their address.

It reduces the number of keystrokes required, speeding up form completion and **reducing customer drop out**.

Customers select their address from a pre-populated and verified list ensuring you never collect a bad address again. It helps **prevent delivery issues**.

The API also adds a latitude and longitude to every address. You can plot on a map exactly where your customers are and where their shipments have been delivered to inform your channel strategy.

Predictive Address Verification

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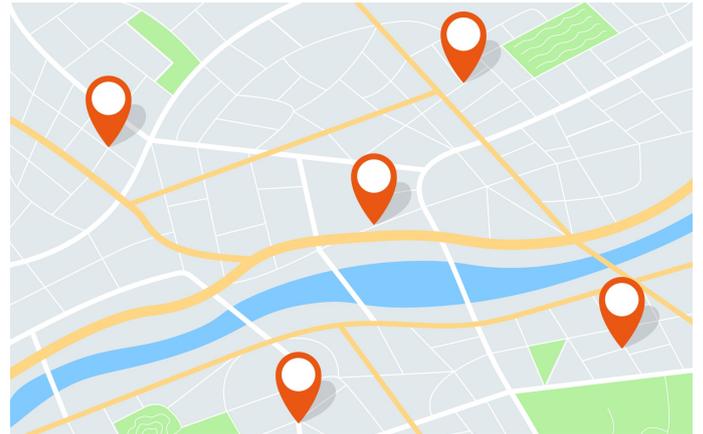
483 GAINSBOROUGH DR, PIMPAMA QLD 4209

483 GALSTON RD, DURAL NSW 2158

483 GARDENERS RD, ROSEBERY NSW 2018

483 GEELONG RD, YARRAVILLE VIC 3013

483 GEORGE ST, FITZROY VIC 3065



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3 Addresses API

Enrich your customer address data by attaching other types of data to each address - including ABS Statistical Area and Remoteness Index.

Anonymise and aggregate customer address data for **location-based segmentation and analysis** to reveal patterns and insights into shopper behaviour that drive competitive advantage and business value.

The **reverse geocoder** in this API converts a location recognised by a device, like a smartphone, into one easily understood by a person.



Geoscape helps open your shopping cart data to geospatial analysis.

Geoscape Australia is widely trusted. Our address data is updated daily from official sources, and we've managed the national address file (G-NAF) for 17 years.

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