

International Address Hygiene

Improve the quality of the postal addresses on your database or campaign file...



Understanding the particulars of varying International postal address formats is one of our specialties. Let Data Services' International data processing expertise work for you to improve the quality of your database or International direct marketing campaign:

- ✓ Improve deliverability and reach your target audience by validating and correcting postal addresses
- ✓ Decrease mailing costs by identifying records that contain insufficient or inaccurate address information
- ✓ Improve duplicate identification by cleaning and standardizing postal addresses
- ✓ Get better segmentation results by standardizing country name spellings and properly formatting postal codes
- ✓ Analyze the quality of your postal addresses with assigned hygiene return codes and DSI's Deliverability Index

Data Services' International Address Hygiene service incorporates over 200 postal databases representing virtually every country and territory across the globe. Individual country postal databases are updated on a monthly or quarterly schedule ensuring that our systems always use the most up-to-date information.

It is important to note that although the focus of this service is to validate and correct postal addresses, there is also value in identifying those records that may contain insufficient or inaccurate address information. Hygiene return codes provide valuable information regarding hygiene processing and address deliverability.

Data Services' International Address Hygiene can also be integrated into your current data processing flow through ftp transfer. An automated process for our Address Hygiene service can be customized to meet your exact specifications creating a *Real-Time* batch International data cleansing solution.

Postal Database Levels

The postal databases fall into 5 categories dependant on a country's specific postal system.

Level A – Databases for those countries where postal address information has been supplied up to the delivery point (premise & PO Box, street, city, state/province, and postal code)

Level B – Databases for those countries where postal address information has been supplied up to the street level (street, city, state/province, and postal code)

Level C – Databases for those countries where postal address information has been supplied up to the city and postal code level (city, state/province, and postal code)

Level D – Databases for those countries where limited city and state/province information has been supplied

Level E – Countries where no database information is available

Special Characters

Alphabet systems for some countries contain special characters (diacritics) such as rings (°), accents (´) and umlauts (¨). Data Services can translate special characters to their English equivalent or maintain special characters in their original form – it's your call. Some postal databases support special characters and the option is available to return special characters for matching records to these databases. Please contact us for a complete list of countries that support special characters.



Level A Countries (Delivery Point, Street, City & Postal Code)

ALAND, FINLAND	FINLAND	IRELAND	NEW ZEALAND	SWEDEN
AUSTRALIA	FRANCE	ITALY	NORWAY	SWITZERLAND
AUSTRIA	FRENCH GUIANA	LATVIA	PARAGUAY	TAIWAN
BELGIUM	FRENCH POLYNESIA	LIECHTENSTEIN	POLAND	TOKELAU
BERMUDA	GERMANY	LITHUANIA	PORTUGAL	USA
CANADA	GREECE	LUXEMBOURG	REPUBLIC OF SINGAPORE	UNITED KINGDOM
CYPRUS	GUADELOUPE	MACAO	REUNION	
CZECH REPUBLIC	HONG KONG	MARTINIQUE	SOUTH KOREA (Roman)	
DENMARK	HUNGARY	MONTENEGRO	SPAIN	
ESTONIA	ICELAND	NEW CALEDONIA	ST. PIERRE & MIQUELON	

Level B Countries (Street, City & Postal Code)

ARGENTINA	GREENLAND	MALTA	SAUDI ARABIA	THAILAND (THAI)
AZORES	MALAYSIA	MONACO	SOUTH AFRICA	THE NETHERLANDS
BRAZIL	MALDIVES	MOROCCO	SOUTH KOREA	TURKEY
				UNITED ARAB EMIRATES

Level C Countries (City & Postal Code)

ALGERIA	COSTA RICA	KOSOVO (UNMIK)	PAPUA NEW GUINEA	TUNISIA
ANDORRA	CROATIA	KUWAIT	PHILIPPINES	TURKS & CAICOS ISLANDS
ARMENIA	CUBA	KYRGYZSTAN	PITCAIRN ISLAND	UKRAINE
AZERBAIJAN	DOMINICAN REPUBLIC	MACEDONIA	REPUBLIC OF SERBIA	URUGUAY
BAHRAIN	EGYPT	MADAGASCAR	ROMANIA	UZBEKISTAN
BANGLADESH	FAEROE ISLANDS	MEXICO	RUSSIA (Roman)	VATICAN CITY
BELARUS	FALKLAND ISLANDS	MOLDOVA	SAN MARINO	VENEZUELA
BOSNIA-HERZEGOVINA	HONDURAS	MONGOLIA	SLOVENIA	
BRUNEI DARUSSALAM	INDIA	MOZAMBIQUE	SRI LANKA	
BULGARIA	INDONESIA	NIGERIA	ST. HELENA	
CAPE VERDE	JAPAN	OMAN	SWAZILAND	
CHINA	JORDAN	PAKISTAN	THAILAND	

Level D Countries (City only)

AFGHANISTAN	EQUATORIAL GUINEA	NEPAL	TURKMENISTAN	WALLIS AND FUTUNA ISLANDS
ALBANIA	ERITREA	NETH ANTILLES	TUVALU	WESTERN SAHARA
ANGOLA	ETHIOPIA	NICARAGUA	UGANDA	WESTERN SAMOA
ANGUILLA	FIJI	NIGER	VANUATU	YEMEN
ANTIGUA AND BARBUDA	FRENCH WEST INDIES	NIUE	VIETNAM	ZAMBIA
ARUBA	GABON	NORFOLK ISLAND	VIRGIN ISLANDS	ZIMBABWE
ASCENSION ISLAND	GEORGIA	NORTH KOREA		
BARBADOS	GHANA	PANAMA		
BELIZE	GRENADA	PERU		
BENIN	GUATEMALA	QATAR		
BHUTAN	GUINEA	REPUBLIC OF CONGO		
BOLIVIA	GUINEA-BISSAU	RWANDA		
BOTSWANA	GUYANA	SAINT MARTIN		
BRITISH VIRGIN ISLANDS	HAITI	SAO TOME/PRINCIPE		
BURKINA FASO	IRAN	SENEGAL		
BURUNDI	IRAQ	SEYCHELLES		
CAMBODIA	ISRAEL	SIERRA LEONE		
CAMEROON	JAMAICA	SLOVAKIA		
CAYMAN ISLANDS	KAZAKHSTAN	SOLOMON ISLANDS		
CENTRAL AFRICAN REPUBLIC	KENYA	SOMALIA		
CHAD	KIRIBATI	ST. KITTS & NEVIS		
CHILE	LAOS	ST. LUCIA		
CHRISTMAS ISLANDS	LEBANON	ST. VINCENT/GRENADINES		
COCOS ISLANDS	LESOTHO	SUDAN		
COLOMBIA	LIBERIA	SURINAME		
COMOROS	LIBYAN JAMAHIRIYA	SYRIA		
COOK ISLANDS	MALAWI	TAJIKISTAN		
COTE D'IVOIRE	MALI	TANZANIA		
DEMOCRATIC REP OF CONGO	MAURITANIA	THE BAHAMAS		
DJIBOUTI	MAURITIUS	THE GAMBIA		
DOMINICA	MONTSERRAT	TOGO		
EAST TIMOR	MYANMAR	TONGA		
ECUADOR	NAMIBIA	TRINIDAD & TOBAGO		
EL SALVADOR	NAURU	TRISTAN DA CUNHA		

Supporting US, Canadian, and
International Data Processing
since 1967

- Address Hygiene & NCOA
- Merge/Purge
- List Rental Fulfillment
- List Enhancement
- Postal Presorting
- Mail Distribution
- Email Services



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The International Address Hygiene service may be used standalone or in coordination with our other International Services.