

MORE EFFICIENT AND SUCCESSFUL WITH ADDRESS DATA VALIDATION

IN A FEW STEPS TOWARD AN OPTIMIZED DATABASE

Typing errors in the address, a missing or incorrect name: Inaccurate address data can have expensive consequences. Address data validation using Google Maps provides a fast and cost-effective means of correcting address data and displaying it correctly on the map.

THE CHALLENGE

There are many sources of error: manual entry of addresses, incorrectly entered customer data, or the merging of databases with different formats.

The inclusion of international addresses in an address book intended for national formats often leads to an incorrect database.

These mistakes have costly consequences:

- High costs for marketing and sales
- Unprofessional appearance and reputational damage
- Loss of customers if the site is not found
- Delayed delivery times or returns
- Poor data evaluation and BI analyses

THE SOLUTION

Ubilabs' address data validation on the basis of Google Maps not only offers the highest possible data quality, but also consistency and actuality of your data.

- Reliable data validation already during the input
- Intelligent input field with autocomplete
- Auto-correction and suggested corrections for existing data
- Matching of existing data with the data in Google Maps

OUR OFFER



You will not only receive a correct address list, you also optimize your customer and retailer directory.



You get an understanding of the sources of error through the plausibility check.



With Google Places, you use the constantly most up-to-date and most extensive worldwide database from Google.



You benefit from our years of expertise in working with APIs, and save developer resources.

Your contact

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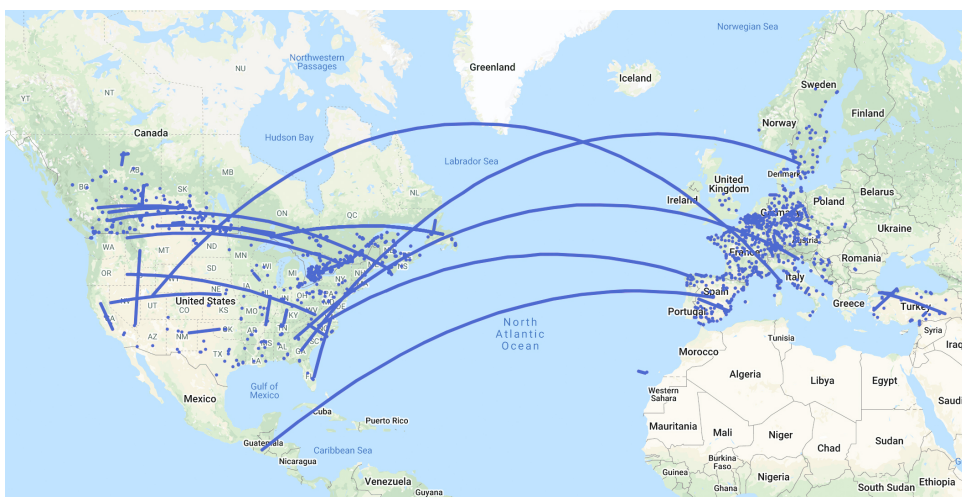
CASE STUDY

ADDRESS DATA VALIDATION

ERROR-FREE STORE LOCATOR FOR A TIRE MANUFACTURER

With the help of Google Maps, we enable companies to quickly and cost-effectively correct inaccurate data records and display them correctly on the map. This also benefited an internationally successful tire manufacturer, who uses a store locator on its website to make it possible to find the nearest dealer.

The company approached us because the addresses of dealers repeatedly did not match what was displayed on the map, or could not be displayed in the first place. Around 45 percent of the data records were incorrect or had the wrong address. The cause of the discrepancies was quickly identified: The address data had different formats, and the names of the retailers were not always filed correctly. In a lean and cost-effective process, we corrected the errors in just a few steps.



Each line is a wrong address:
In some cases, there were thousands of kilometers between the initial and the corrected data.

4 STEPS TOWARD CORRECT ADDRESS DATA

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Verification of timeliness, form and correctness
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Repeated data query via Google Maps
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Plausibility check
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Correction of the data based on the Places API

Do you have any questions or inquiries about specific applications?

GO AHEAD AND CONTACT US!

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