



Experian Datasets

Validate, enrich and suppress your customer data to unlock its full potential

Compatible with Experian Data Quality solutions to effectively manage your customer data quality

Contact us to find out how we
can add value to your data today.

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www.experian.com.au/dataquality

Better data produces better outcomes and opportunities.

Experian provides the most up to date and precise portfolio of address, geolocation, and consumer demographic data sets for enrichment and suppression purposes. This enables you to perform better customer analysis, effectively profile and segment your customers, and gain greater insight for enhanced decision making.

The datasets work seamlessly within Experian's suite of address validation, cleansing and enrichment solutions or as a one-off service by our Professional Services team to append additional data or suppress your customer records.

This guide outlines each key data set along with the data source, update frequency, features and coverage, whilst also highlighting the benefits to your organisation.

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Validate and
enrich

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Australia Postal Address (PAF)



Supplier: Australia Post



Update Frequency: Monthly/Quarterly



Licence Type: Transactional, Annual, per Seat or per Server



Country Coverage: Australia

Overview

Australia Postal Address data is an extract from Australia Post's core address database; the Postal Address File (PAF) Australian addresses in the correct address format and their corresponding DPIDs (Delivery Point Identifiers). A DPID is a randomly generated, unique 8-digit number, which is assigned to each address in the file and can be used to produce the corresponding barcode on mail. The dataset constantly changes to reflect new builds, address updates and deletions.

Australia Post's PAF data is accessible via Experian's address validation and cleansing solutions, which can be used in real-time at the point of address capture on your website or CRM system or in bulk for existing address records in your database.

Data Coverage

- The most up-to-date dataset for postal addresses in Australia with over **15 million mailing addresses**.
- Postal addresses and post office boxes maintained and certified by Australia Post.
- Includes **all address elements** such as street names, house numbers, locality information, postcodes and more in the required format.
- **Regular data updates** with monthly to quarterly refreshes.

***Note**, this is best suited if you want to reach your customers at their mailing address.

Benefits

- **Improved address accuracy** – Ensuring accurate and up-to-date address data upon capture, reducing the chances of manual errors and improving delivery efficiency.
- **Uplift customer service** – With accurate address data, businesses can ensure timely deliveries, which can result in building customer trust and satisfaction.
- **Reduce costs** – Eliminate address errors and reduce costs associated with returned mail, re-delivery attempts, and customer service inquiries.
- **Faster form completion** – Use Experian Address Validation with PAF on your e-commerce website to reduce address entry time by up to 80%.
- **Reduced risk of fraud** – Validating addresses provided by potential customers against official data sources ensures the address provided exists.

Find out more

Visit: [Address Validation Solution Page](#) | Explore: [AUS Dataset Delivery Guide](#)

Geocoded National Address (G-NAF)



Supplier: Geoscape (formerly known as PSMA)



Update Frequency: Quarterly



Licence Type: Transactional or Annual, per Seat or per Server



Country Coverage: Australia

Overview

Geoscape G-NAF is the geocoded address database for Australian businesses and governments. 10 trusted suppliers, and data sources including land records and the state and territory land agencies of Australia, provide addresses to the dataset. The addresses are then examined, validated and assigned a precise set of latitude and longitude coordinates. Using this dataset, you can correct and validate addresses and append location information and G-NAF PIDs (Persistent Identifiers). The physical addresses in the dataset are used to label land parcels and properties.

Geoscape's G-NAF data is accessible via Experian's address validation and cleansing solutions, which can be used in real-time at the point of address capture on your website or CRM system or in bulk for existing address records in your database.

Data Coverage

- All physical addresses in Australia with **over 15 million** G-NAF addresses.
- A wealth of location attributes such as the state, suburb, street, number and coordinate reference (latitude/longitude or geocodes), LGAs, Mesh block ID and much more for physical addresses in Australia.

***Note**, this is best suited if you want to establish the exact physical location of an address.

Benefits

- **Accurate geospatial information** – Streamline accurate geocoded address information, allowing business, government agencies and researchers to precisely locate and analyse addresses and geographic areas.
- **Enhanced decision making** – Organisations can make more informed decisions related to location-based strategies, market analysis, resource allocation and service provision.
- **Efficient business operations** – Optimising logistics, delivery routes and service planning with G-NAF PIDs, can help streamline operations, reduce delivery times and improve customer satisfaction.

Find out more

Visit: [Address Validation Solution Page](#) | Explore: [AUG Dataset Delivery Guide](#)

Australia Enhanced Datafusion

	Supplier: Australia Post and Geoscape		Update Frequency: Quarterly
	Licence Type: Transactional or Annual Licence		Country Coverage: Australia

Overview

Australia Enhanced Datafusion provides the most comprehensive commercially available address data in Australia. This dataset links Australia Post's PAF with Geoscape's G-NAF data to deliver every verified postal and physical address. A single premium dataset enhances the quality and integrity of addresses captured from your customers. There is no better dataset on the market.

Australia Enhanced data is accessible via Experian's address validation and cleansing solutions, which can be used in real-time at the point of address capture on your website or CRM system or in bulk for existing address records in your database.

Data Coverage

- See **coverage** on previous PAF and G-NAF pages.
- The most complete Australian dataset with nationwide coverage of **over 15 million postal and physical addresses**.

***Note**, this is best suited for customers who want the best results with the highest number of corrections, cross-referencing both postal and physical address datasets.


Benefits

- See **benefits** on previous PAF and G-NAF pages.
- **Pinpointed location insight** – Validate an address to ensure it exists in the postal database and append with geocode coordinates to verify the physical location of the address.
- **Most accurate address** – This dataset helps to eliminate address errors, duplicates and incomplete address records, using the most comprehensive dataset for Australian addresses.
- **Easy integration** – Integrate a single dataset to benefit from both PAF and GNAF data, resulting in more accurate and comprehensive address validation.

Find out more

Visit: [Address Validation Solution Page](#) | Explore: [AUE Dataset Delivery Guide](#)

New Zealand Postal Address (PAF)

 <p>Supplier: New Zealand Post</p>	 <p>Update Frequency: Quarterly</p>
 <p>Licence Type: Transactional or Annual</p>	 <p>Country Coverage: New Zealand</p>

Overview

New Zealand Postal Address (PAF) is New Zealand's comprehensive database of postal addresses, covering all valid postal delivery points. The data accommodates the requirements of both English and Maori languages by recognising and accepting the usage of Maori place names where these are in common. It helps you to maintain accurate mailing lists, reduce undelivered mail, and improve your customer data management.

New Zealand Postal Address data is accessible via Experian's address validation and cleansing solutions, which can be used in real-time at the point of address capture or in bulk for existing address records in your database.

Data Coverage

- With over **1.8million** delivery points, this is the most complete and up-to-date database for deliverable NZ postal addresses.
- Includes **all unique postal addresses** for every address for every delivery point in New Zealand, such as Urban, Rural, PO Box, Private Bag or Counter Delivery.
- Includes **all address elements** such as building name, street number and type, sub-building number, postcode, suburb and country ISO code.

***Note**, this is best suited if you want to reach your customers at their mailing address.



Benefits

- **Improved address accuracy** – Ensuring accurate and up-to-date address data upon capture, reducing the chances of manual errors and improving delivery efficiency.
- **Uplift customer service** – With accurate address data, businesses can ensure timely deliveries, which can result in building customer trust and satisfaction.
- **Reduce costs** – Eliminate address errors and reduce costs associated with returned mail, re-delivery attempts, and customer service inquiries.
- **Faster form completion** – Use Experian Address Validation with PAF on your e-commerce website to reduce address entry time by up to 80%.
- **Reduced risk of fraud** – Validating addresses provided by potential customers against official data sources ensures the address provided exists.

Find out more

Visit: [Address Validation Solution Page](#) | Explore: [NZL Dataset Delivery Guide](#)

New Zealand Datafusion

 <p>Supplier: New Zealand Post</p>	 <p>Update Frequency: Quarterly</p>
 <p>Licence Type: Transactional or Annual Licence</p>	 <p>Country Coverage: New Zealand</p>

Overview

New Zealand Datafusion is the most accurate, comprehensive and up-to-date database for New Zealand addresses, covering all valid postal delivery points. It includes all addresses in the New Zealand PAF file, plus an additional set of physical address records from National Postal Address Database (NPAD) which are non-deliverable. The data accommodates the requirements of both English and Maori languages by recognising and accepting the usage of Maori place names where these are in common. It helps you to maintain accurate mailing lists, reduce undelivered mail, and improve your customer data management.

New Zealand Datafusion is accessible via Experian's address validation and cleansing solutions, which can be used in real-time at the point of address capture or in bulk for existing address records in your database.

Data Coverage

- See **coverage** on previous New Zealand (PAF)
- This dataset contains **2.5 million addresses**; approx. 2 million deliverable postal addresses from NZ PAF and approx. 0.5 million non-deliverable physical records from NPAD.
- A wealth of location attributes such as coordinate references, property information and much more for physical addresses in New Zealand.

***Note**, this is best suited for customers who want the best results with the highest number of corrections, cross-referencing both postal and physical address datasets.





Benefits

- See **benefits** on previous New Zealand (PAF)
- **Pinpointed location insight** – Validate an address to ensure it exists in the postal database and append with geocode coordinates to verify the physical location of the address.
- **Most accurate address** – This dataset helps to eliminate address errors, duplicates and incomplete address records, using the most comprehensive dataset for New Zealand addresses.
- **Easy integration** – Integrate a single dataset to benefit from the most accurate and comprehensive address validation for New Zealand addresses.

Find out more

Visit: [Address Validation Solution Page](#) | Explore: [NZD Dataset Delivery Guide](#)

International Postal Address

	Supplier: Certified, regional postal sources & third-party data providers		Update Frequency: Varies by data supplier
	Licence Type: Transactional or Annual Licence		Country Coverage: 245 countries & territories – see full list .

Overview

Experian sources the most accurate and up to date international address datasets for 245 countries. Combining international address data with our powerful address validation and cleansing solutions enables businesses to quickly capture, correct, complete and validate national and international postal addresses in real-time or in bulk for existing records.

The datasets are sourced from national postal authorities and industry-leading third parties, updated regularly, and hosted by us or by you. With varying address formats, languages and frequency of record changes worldwide, this data is essential for organisations that operate internationally or have a multi-national customer base.

Global address data is accessible via Experian's address validation and cleansing solutions, which can be used in real-time at the point of address capture on your website or CRM system or in bulk(*) for existing address records in your database.

Data Coverage

245 countries and territories, consisting of:

- Datasets from **national postal sources** for Australia, Germany, Singapore, Belgium, Ireland, Spain, Canada, Luxembourg, Sweden, Denmark, Netherlands, Switzerland, Finland, New Zealand, United Kingdom, France, Norway and United States.
- Datasets from **industry leading data partners** for Africa, Eastern Europe, West Asia, Middle East, Western Europe, Eastern Asia, South America, Oceania, and Central America/Caribbean.

***Note**, country coverage and supplier varies by product. The datasets are available by country and in some cases, licence one global dataset to validate against any country.

Benefits

- **Accurate delivery of goods** – Capture accurate and complete addresses first time from all the countries in which you operate to improve successful delivery rates.
- **Faster check out process** – Reduce address entry time by up to 80% on your e-commerce website while ensuring a quick and consistent process for customers worldwide in order to reduce cart abandonment rates.
- **Pinpoint your customers** – Enrich your addresses with global geocoordinates for enhanced route planning and pick up point identification.
- **Reduced risk of fraud** – Validating addresses provided by potential customers against official data sources ensures the address provided exists, reducing the likelihood of fraudulent applications.
- **Hassle-free** – Rely on Experian as your single validation and data supplier to meet your long-term expansion plans.

Find out more

Visit: [Address Validation Solution Page](#) |
Explore: [Dataset Delivery Guide](#)

Experian ConsumerView Australia and New Zealand

 Supplier: Experian via certified third-party providers	 Update Frequency: Quarterly
 Licence Type: Transactional	 Country Coverage: Australia and New Zealand

Overview

Experian ConsumerView is the most comprehensive, single view of households in Australia and New Zealand. Uniquely curated and validated, ConsumerView relies on trusted data sources to deliver demographic, socio-economic and behavioural characteristics. Enriching your address data allows you to build a complete customer profile for better segmentation, personalised customer experience and make informed decisions.

Experian ConsumerView is accessible via Experian's address validation and cleansing solutions, which can be used in real-time at the point of address capture on your website or CRM system.

Data Coverage

- A comprehensive view of consumers in Australia and New Zealand covering approximately **70% (AUS)** and **83% (NZ)** of the adult population and **100%** of households on both countries.
- Enrich over **10 million+** Australian households or **1.6+ million** New Zealand residential households with up **over 50 variables** segmentations and propensities.
- Includes a range of demographic, socio-economic and behavioural **characteristics on each household**.

***Note**, there is one dataset for each country.

Benefits

- **Better customer profiling and segmentation** – build a more detailed picture of households and the individuals residing there by appending over 50 data elements to your existing address records.
- **Insightful targeted marketing** – With greater customer insight, you can understand who is interacting with you and prioritise your most valuable leads based on customers' propensity to purchase and other important factors.
- **Improved customer experience** – Tailor your marketing messaging and product offering based on your customer needs, preferences and broader profile.

Find out more

Visit: [Address Validation Solution Page](#) |
Explore: [Dataset Delivery Guide](#)

Australia Geocodes



Supplier: Geoscape (formerly known as PSMA Australia)



Update Frequency: Quarterly



Licence Type: Transactional



Country Coverage: Australia

Overview

Australia Geocodes, also known as geocoordinates or latitude and longitude coordinates, provides extremely accurate location coordinates for every addressable building in Australia. This dataset is the most precise dataset on the market.

The address entered is validated against the postal address file and the geocodes matched and appended to the address record behind the scenes in real-time. By taking advantage of geocodes, you can get more deliveries to your customers first time, reduce operational costs and improve customer experience.

Geoscape's Geocodes data is accessible via Experian's address validation and cleansing solutions, which can be used in real-time at the point of capture on your website or CRM system.

Data Coverage

- There are **over 15 million** physical addresses in Australia. Geocodes are provided for **every address or building** capable of receiving mail, recognised by Geoscape.
- Geocodes are accurate to the rooftop level of a building.
- The dataset also includes local government area indicators and mesh blocks.

***Note**, Australia address data must also be licenced alongside Geocodes for enablement.



Benefits

- **Efficient delivery of goods** – Use geocodes to accurately pinpoint a given postal address and increase the likelihood of successful delivery.
- **Customer targeting** – Geocodes can be used for effective customer mapping based on location for store analysis, competitor insight and regional marketing.
- **Greater operational efficiencies** – Introduce more cost-effective route planning by pinpointing delivery and pick-up points.
- **Distance mapping** – Enables you, using a mapping tool, to calculate the geographic distances between two exact locations such as nearest store, branch or service for a customer.

Find out more

Visit: [Address Validation Solution Page](#) | Explore: [Technical Documentation](#)

New Zealand Geocodes

 <p>Supplier: New Zealand Post</p>	 <p>Update Frequency: Quarterly</p>
 <p>Licence Type: Transactional or Annual Licence</p>	 <p>Country Coverage: New Zealand</p>

Overview

New Zealand Geocodes, also known as geocoordinates or latitude and longitude coordinates, provides extremely accurate location coordinates for every addressable building in New Zealand. This dataset is the most precise dataset on the market.

The address entered is validated against the postal address file and the geocodes matched and appended to the address record behind the scenes in real-time. By taking advantage of geocodes, you can get more deliveries to your customers first time, reduce operational costs and improve customer experience.

New Zealand Post's Geocodes data is accessible via Experian's address validation and cleansing solutions, which can be used in real-time at the point of capture on your website or CRM system.

Data Coverage

- There are **1.8 million** postal addresses in New Zealand. Geocodes are provided for **every address or building** capable of receiving mail, recognised by New Zealand Post.
- Support for two geodetic systems: **NZTM and WSG84**.
- Geocodes are accurate to the **rooftop level** of a building.
- Dataset also includes property purpose, territorial authority, regional council, and general and Maori Electorate information.

***Note**, New Zealand address data must also be licenced alongside Geocodes for enablement.





Benefits

- **Efficient delivery of goods** - Use geocodes to accurately pinpoint a given postal address and increase the likelihood of successful delivery.
- **Customer targeting** - Geocodes can be used for effective customer mapping based on location for store analysis, competitor insight and regional marketing.
- **Greater operational efficiencies** - Introduce more cost-effective route planning by pinpointing delivery and pick-up points.
- **Distance mapping** - Enables you, using a mapping tool, to calculate the geographic distances between two exact locations such as nearest store, branch or service for a customer.

Find out more

Visit: [Address Validation Solution Page](#) | Explore: [Technical Documentation](#)

Premium Global Geocodes

 Supplier: HERE Technologies (Global) and trusted local suppliers	 Update Frequency: Quarterly or Annually (depending on the country)
 Licence Type: Transactional	 Country Coverage: 245 countries and territories

Overview

Premium Global Geocodes is a comprehensive and precise location dataset that includes geocodes for the entry point of the specified address, door access point markers and timezone information. This is ideal for organisations who operate internationally or with internal customer bases who want to deliver goods or communications to customers, schedule logistics and launch well-timed marketing campaigns.

Experian's real-time address validation solution is the fastest, most accurate way to capture, complete, format and validate customer addresses in real-time across 245 countries. When an address is entered on a customer facing website or internal application, the address is validated and the location information matched and appended to the record behind the scenes.

Data Coverage

- The most precise latitude and longitude coordinates for every deliverable address across **245 countries**.
- Access door-level geocodes for the property entry point
- Time zone, Universal Coordinated Time (UTC), time transitions, and daylight savings information.

***Note**, countries graded with geocode accuracy of 'A' and 'A+' offers geocode accurate to building rooftop level listed in our [documentation](#).

Benefits

- **Efficient delivery of goods** - Use the entry point geocodes and timezone information to enable quick delivery of goods at an appropriate local time.
- **Customer targeting** - Use geocodes to analyse your customer base based on their location and deliver targeted campaigns.
- **Greater operational efficiency** - Introduce better route planning by precisely pinpointing delivery and pick-up points to the door.
- **Distance mapping** - Enables you, using a mapping tool, to calculate the geographic distances between two exact locations such as nearest store, branch or service for a customer.

Find out more

Visit: [Address Validation Solution Page](#) | Explore: [Technical Documentation](#)





Customer Record Suppressions

Although the data you hold might have been accurate when it was first collected, the average database decays quickly over time. According to the ABS, annually over 170,000 people pass away, 1.14 million Australians have moved, and 84% of those movers are registered to Australia Post's Mailing Redirection Service (MRS). This strongly emphasises the need for regular cleaning and suppression.

Suppression data enables you to find, flag and remove unwanted records from your database temporarily or permanently, which will help to maintain the quality and durability of your customer data. This clean data can then be enriched with additional valuable information using the datasets above for more detailed data analysis, reporting and more targeted marketing communications.

Using our managed services on request, our Professional Service Consultants fully understand your requirements and budget. They work closely with you to choose and how often you cleanse your database to maintain your data integrity.

National Change of Address (NCOA) Service

 <p>Supplier: Australia Post</p>	 <p>Update Frequency: Monthly/Quarterly</p>
 <p>Licence Type: Per matched record or Annual Licence</p>	 <p>Country Coverage: Australia</p>

Overview

According to the ABS, over the last five years 40% of Australian households reported to have moved. This equates to about 1.14 million Australians every year that move house, with around 84% using Australia Post's Mail Redirection Service (MRS). This constant movement makes it difficult to keep your database up to date.

The NCOA database from Australia Post contains all the individuals and households that have submitted a Mail Redirection form to have their mail forwarded to their new address temporarily or permanently. Through our managed service, our professional services team match your existing customer records against the NCOA data to reliably identify and suppress customers that have moved and find their forward addresses to maintain your relationship.

Data Coverage

- Individuals who have taken out a temporary or permanent redirection and **given permission** for their data to be used in the MRS.
- Includes the **individual's new address** with their permission and states if they want their new address information kept private.
- Includes a deceased flag identifying **customers who have passed away**.
- Australia Post's **reconnect service** that reaches out to your customers on your behalf, helpful for those who have not shared permission to pass on their new address.

Benefits

- **Maintain contact** – If your customer moves and doesn't inform you, you can't communicate with them. Use NCOA to maintain valuable customer relationships.
- **Cut operational costs** – Reduce wasted spend and caused by sending communications or goods to the wrong address, and admin costs to reach disconnected customers.
- **Keep your data up to date** – Easily manage redundant or legacy data in your database through periodic cleanses from a trusted data source and data experts.
- **Improve brand perception** – Stay connected with your customers wherever they go and avoid spamming individuals residing at the households who are not interested.

Find out more

Visit: [NCOA page](#)

How we can help

Experian is an industry-leading provider of global data quality, management and enrichment solutions that are designed to unlock the power of your data. We offer the complete suite of data quality solutions that work seamlessly through the entire data lifecycle.

Through innovative validation, cleansing, profiling, matching and enrichment capabilities, we help clients worldwide to achieve trusted data, so they can mitigate risk and make better business decisions.

We also offer specialist consultancy and support to help you make the most of our solutions and services. This includes enabling you and your clients, where needed, to reap the full value of their existing customer data and any additional datasets they may purchase.

Experian Professional Services

Experian's specialist team of data quality consultants can identify and advise on all data issues you may be experiencing as well as implement solutions to minimise risk and fix issues at source. They also provide invaluable advice and support to ensure you get the most from your data investment.

Our Professional Services team can work with you to:

- Deliver an audit of your database(s) to help you identify areas for improvement and give better insights to your data
- Produce a data quality strategy and associated plan of action to help you achieve your data goals
- Implement streamlined integration assistance with our data validation solution APIs.
- Deploy and expand templated solutions to support projects such as data migrations, creating a single customer view or improving ongoing data quality and reporting
- Improve your contact data quality with our one-off or on-going bulk data cleansing, enrichment and suppression services
- Enable you to use our data quality platform and cleansing solutions to manage this in-house if preferred

Contact us to find out how we can add value to your data today.

Visit [Experian Data Quality Solutions](#)

Why Experian

Trusted partner

Partnering closely with our clients and suppliers to achieve better results is the Experian way. We are a certified supplier of data from authoritative sources such as Australia and New Zealand Post and collaborate with clients to solve every data challenge.



Hassle-free

Our industry-leading address cleansing and validation solutions are used by customers of all sizes and sectors. They play nicely with all major applications, are updated frequently. We also host the data so you don't have to, making set up truly easy.



Global reputation

We are data quality experts with over 25 years' experience, coupled with the best data portfolio, processes and technology. Thousands of customers worldwide rely on us to achieve trusted data and deliver better outcomes for their business.

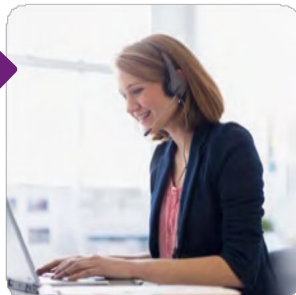


Unique data

We offer an unrivalled portfolio of data on a global scale, providing you with demographic, behavioural, financial, business, location data and much more. Combining our unique data with yours enables you to perform better.

Unparalleled support

We offer integration assistance, consultancy and 24/7 support and a community platform, along with a dedicated customer hub and knowledge base to guide you every step of the way.



Data enhancements

As we source and compile data from several sources, we perform many data enhancements, formatting and compliance checks to guarantee accuracy before delivering data to you.



Complete data quality solution

We offer a comprehensive suite of data quality solutions and in-house services to manage your data from capture to use. Experian's industry-leading data validation and enrichment solutions can be easily integrated into your internal or customer facing applications, complimented by done-for-you bureau cleanses and solutions for existing customer records.





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