Address Study 2023

Investigation into the quality of
customer addresses in Germany

Deutsche Post Direkt

The Address Study 2023 is investigating the quality of address data for companies in Germany

The study answers the following questions:

- How well is address data maintained?
- What are the most common errors in customer and potential customer data?
- Which sectors have particularly well maintained data?
- How has address quality changed over the past two years?

10 **x** **20**

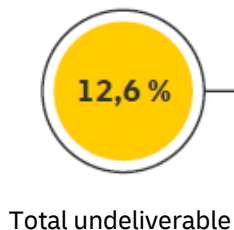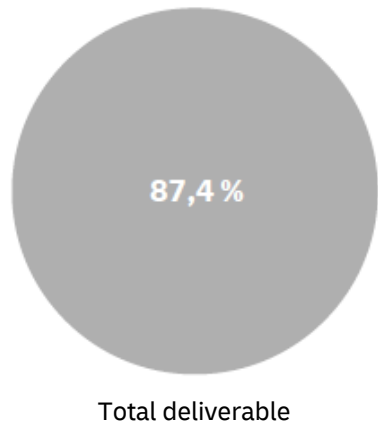sectors   anonymized companies

= **200** anonymized address cleansing projects from 2022
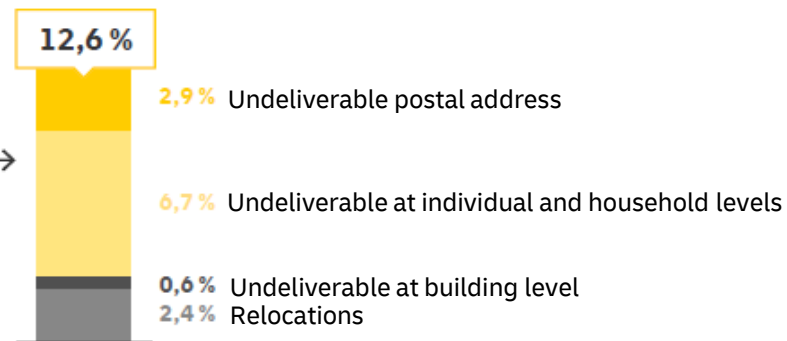
= **101 million** address datasets checked from 2022

Results overview
There are numerous reasons for undeliverability: from typing errors to relocation

One in eight customer addresses contains an error

The biggest sources of error are undeliverable addresses at both individual and household levels

87,4 %

12,6 %

Total undeliverable

Total deliverable

12,6 %

2,9 % Undeliverable postal address

6,7 % Undeliverable at individual and household levels

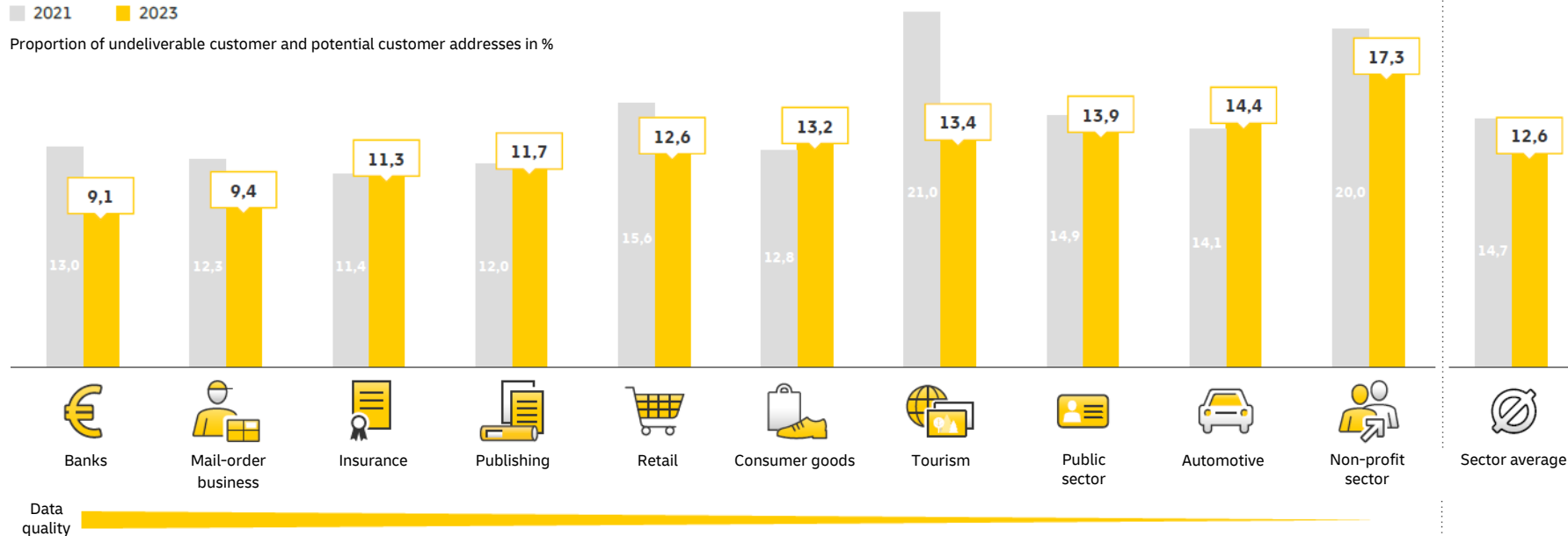0,6 % Undeliverable at building level
2,4 % Relocations

Customer data quality has improved slightly over the past two years

Compared to the 2021 study, the proportion of undeliverable address has dropped by 2.1 percentage points

Legend: ■ 2021 ■ 2023

Proportion of undeliverable customer and potential customer addresses in %

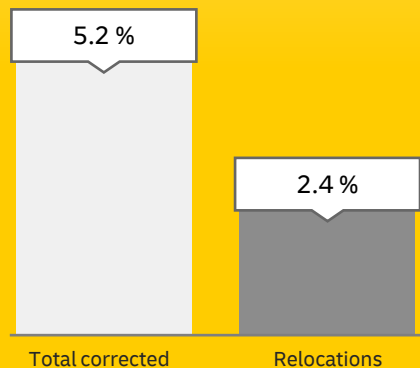| Sector	2021	2023
Banks	13,0	9,1
Mail-order business	12,3	9,4
Insurance	11,4	11,3
Publishing	12,0	11,7
Retail	15,6	12,6
Consumer goods	12,8	13,2
Tourism	21,0	13,4
Public sector	14,9	13,9
Automotive	14,1	14,4
Non-profit sector	20,0	17,3
Sector average	14,7	12,6

Data quality

Results overview
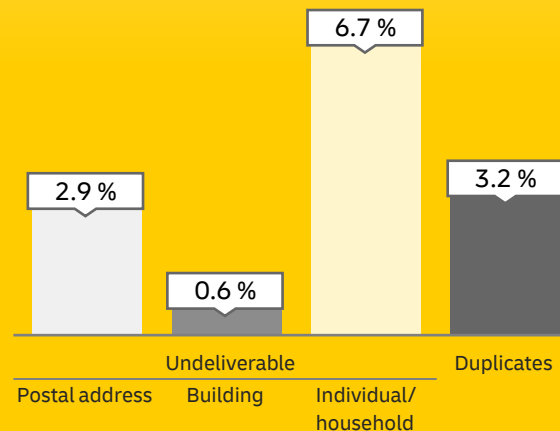# Address maintenance secures customer relationships and saves costs

Customer relationships secured!

7.6 % of the addresses were able to be corrected or updated so that shipments now reach the addressee

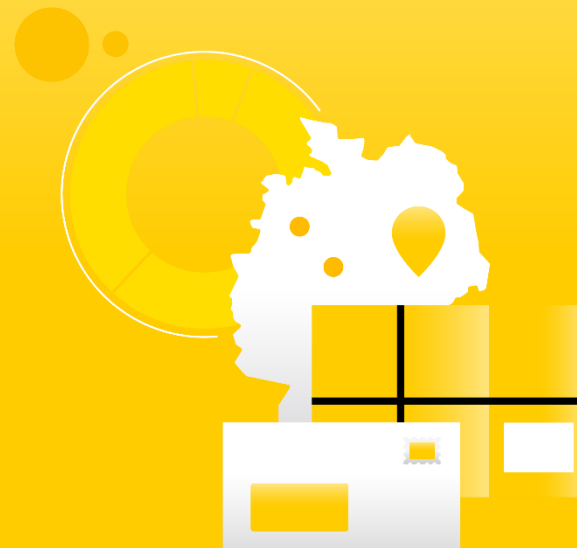|	
5.2 %	2.4 %
Total corrected	Relocations

Production and shipping costs saved!

13.4 % of addresses were marked as undeliverable or duplicated so that they are not produced unnecessarily

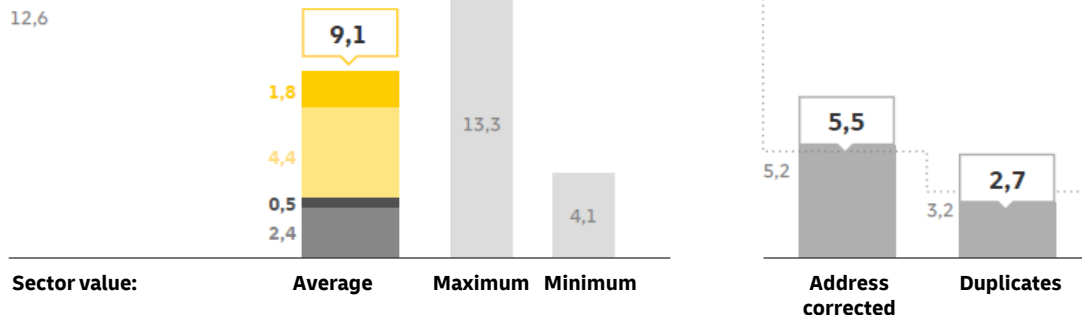| Undeliverable			
2.9 %	0.6 %	6.7 %	3.2 %
Postal address	Building	Individual/ household	Duplicates

Sector results in detail

€

Sector result: Banks

- ■ Undeliverable postal address
- ■ Undeliverable at individual and household levels
- ■ Undeliverable at building level
- ■ Relocations

Average for all sectors

12,6

9,1

1,8

4,4

0,5

2,4

13,3

4,1

5,5

5,2

2,7

3,2

| Sector value: | Average | Maximum | Minimum | Address corrected | Duplicates |

Percentage distribution of various types of error

Deutsche Post Direkt | Address Study 2023 | Troisdorf | April 2023

1st place
in the sector ranking

Improved
by 3.9 percentage points
(compared to 2021)

9.1 %
undeliverable addresses

9.4 %
postage costs saved
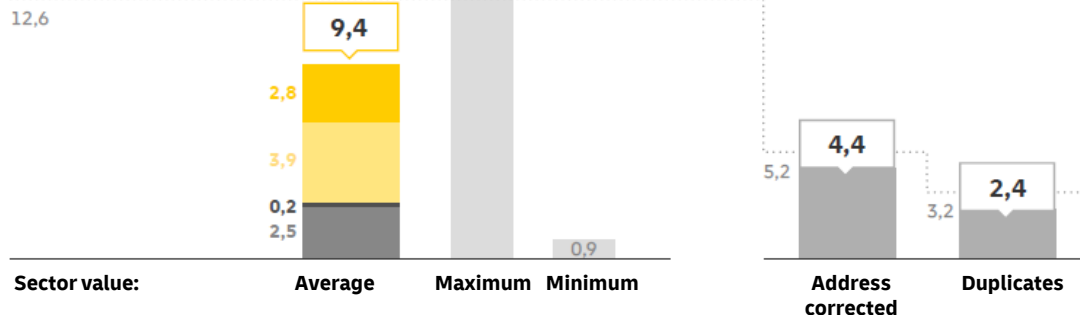(undeliverable addresses and
duplicates reported)

7.9 %
customer contacts secured
(address corrected and
delivered to new address)

Sector result: Mail-order business

- ■ Undeliverable postal address
- ■ Undeliverable at individual and household levels
- ■ Undeliverable at building level
- ■ Relocations

Average for all sectors

12,6

9,4

2,8
3,9
0,2
2,5

26,1

0,9

5,2
4,4

3,2
2,4

Sector value:	Average	Maximum	Minimum		Address corrected	Duplicates

Percentage distribution of various types of error

Deutsche Post Direkt | Address Study 2023 | Troisdorf | April 2023

2nd place
in the sector ranking

Improved
by 2.9 percentage points
(compared to 2021)

9.4 %
undeliverable addresses

9.3%
postage costs saved
(undeliverable addresses and
duplicates reported)

6.9 %
customer contacts secured
(address corrected and
delivered to new address)

Sector result: Insurance

- ■ Undeliverable postal address
- ■ Undeliverable at individual and household levels
- ■ Undeliverable at building level
- ■ Relocations

Average for all sectors

12,6

11,3

0,8

8,9

0,3
1,3

52,5

1,4

5,2

2,2

3,2

1,2

Sector value: Average   Maximum   Minimum   Address corrected   Duplicates

Percentage distribution of various types of error

Deutsche Post Direkt | Address Study 2023 | Troisdorf | April 2023

3rd place
in the sector ranking

Improved
by 0.1 percentage points
(compared to 2021)

11.3 %
undeliverable addresses

11.2 %
postage costs saved
(undeliverable addresses and
duplicates reported)

3.5 %
customer contacts secured
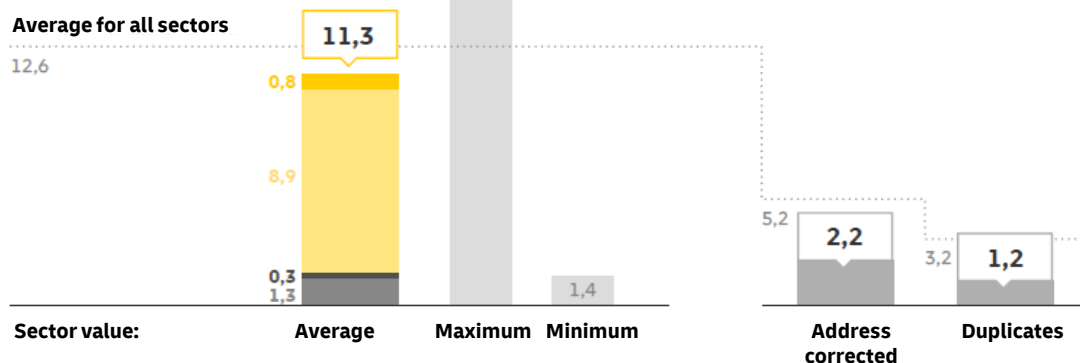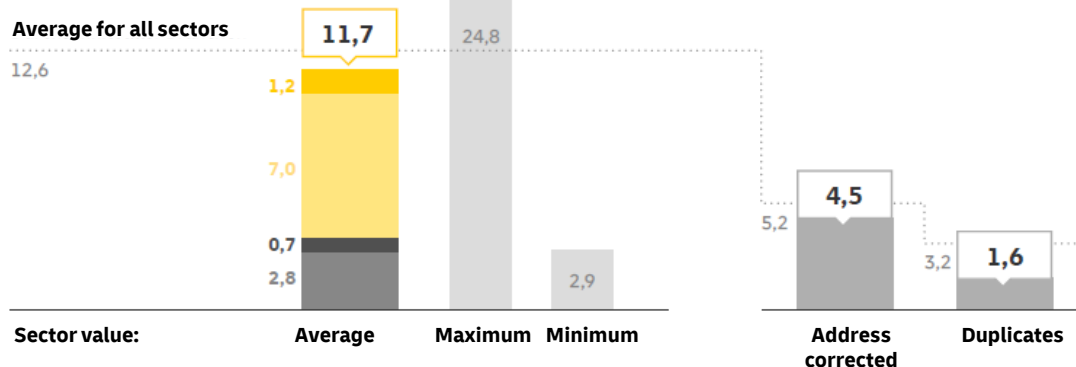(address corrected and
delivered to new address)

Sector result: Publishing

- ■ Undeliverable postal address
- ■ Undeliverable at individual and household levels
- ■ Undeliverable at building level
- ■ Relocations

Average for all sectors
12,6

11,7
1,2
7,0
0,7
2,8

24,8

2,9

4,5
5,2

1,6
3,2

Sector value:	Average	Maximum	Minimum	Address corrected	Duplicates

Percentage distribution of various types of error

Deutsche Post Direkt | Address Study 2023 | Troisdorf | April 2023

4th place
in the sector ranking

Improved
by 0.3 percentage points
(compared to 2021)

11.7 %
undeliverable addresses

10.5 %
postage costs saved
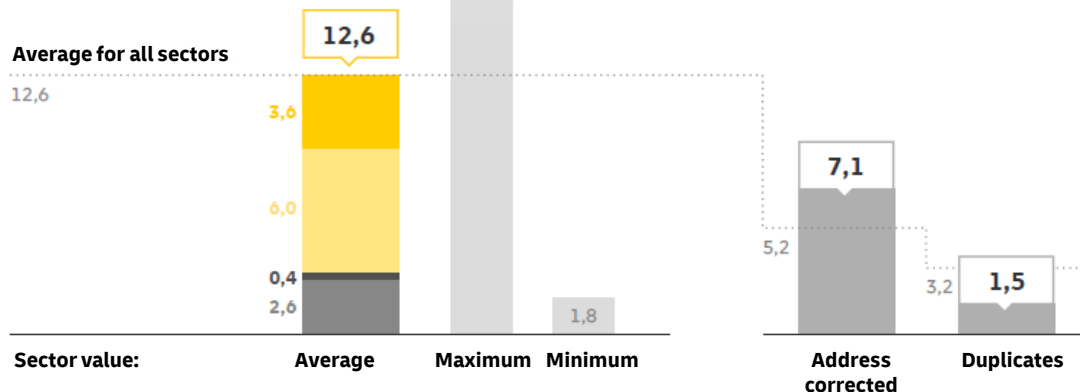(undeliverable addresses and
duplicates reported)

7.3 %
customer contacts secured
(address corrected and
delivered to new address)

Sector result: Retail

- ■ Undeliverable postal address
- ■ Undeliverable at individual and household levels
- ■ Undeliverable at building level
- ■ Relocations

Average for all sectors

12,6

Sector value:	Average	Maximum	Minimum		Address corrected	Duplicates

Average: 12,6 (3,6 / 6,0 / 0,4 / 2,6)
Maximum: 37,5
Minimum: 1,8
Address corrected: 7,1 (5,2)
Duplicates: 1,5 (3,2)

Percentage distribution of various types of error

Deutsche Post Direkt | Address Study 2023 | Troisdorf | April 2023

5th place
in the sector ranking

Improved
by 3.0 percentage points
(compared to 2021)

12.6 %
undeliverable addresses

11.5 %
postage costs saved
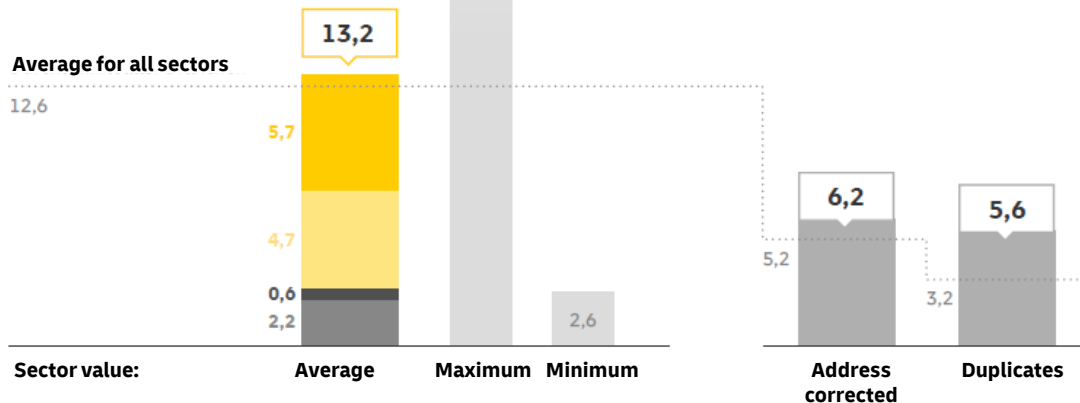(undeliverable addresses and
duplicates reported)

9.7 %
customer contacts secured
(address corrected and
delivered to new address)

Sector result: Consumer goods

Legend:
- Undeliverable postal address
- Undeliverable at individual and household levels
- Undeliverable at building level
- Relocations

Average for all sectors: 12,6

Chart values (Average bar):
- 5,7
- 4,7
- 0,6
- 2,2
- Total: 13,2

Maximum: 36,7
Minimum: 2,6

Address corrected: 6,2 (5,2)
Duplicates: 5,6 (3,2)

Sector value: Average | Maximum | Minimum | Address corrected | Duplicates

Percentage distribution of various types of error

Deutsche Post Direkt | Address Study 2023 | Troisdorf | April 2023

6th place
in the sector ranking

Improved
by 0.4 percentage points
(compared to 2021)

13.2 %
undeliverable addresses

16.6 %
postage costs saved
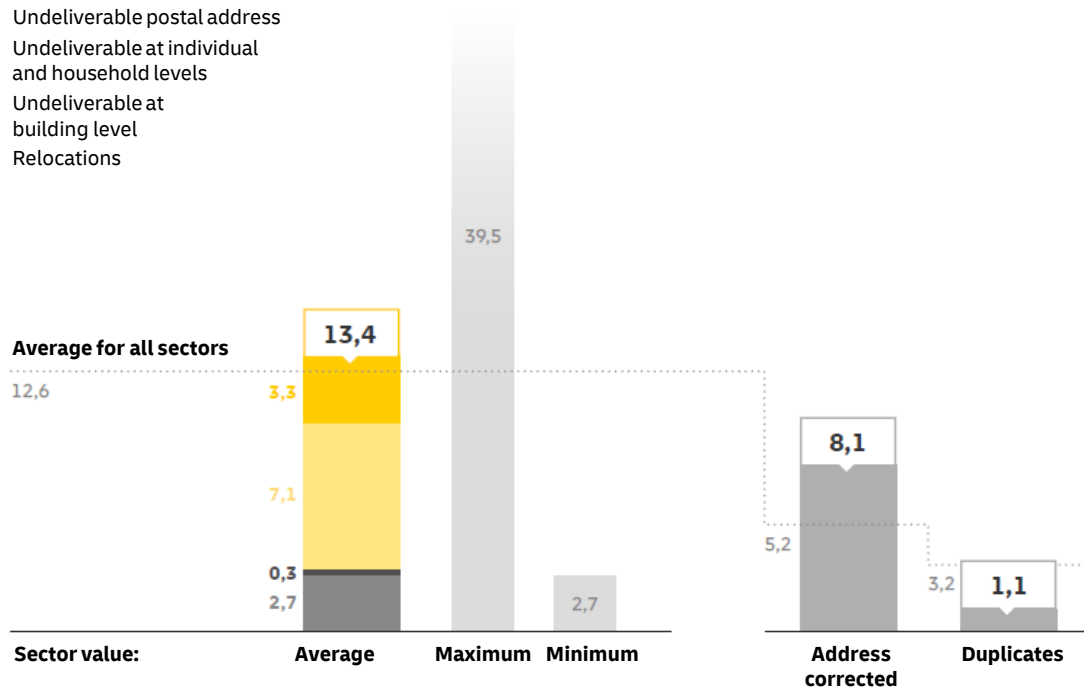(undeliverable addresses and duplicates reported)

8.4 %
customer contacts secured
(address corrected and delivered to new address)

Sector result: Tourism

Legend:
- Undeliverable postal address
- Undeliverable at individual and household levels
- Undeliverable at building level
- Relocations

Average for all sectors: 12,6

Chart values:
- Average: 13,4 (3,3 / 7,1 / 0,3 / 2,7)
- Maximum: 39,5
- Minimum: 2,7
- Address corrected: 8,1 (5,2)
- Duplicates: 1,1 (3,2)

Sector value: Average | Maximum | Minimum | Address corrected | Duplicates

Percentage distribution of various types of error

Deutsche Post Direkt | Address Study 2023 | Troisdorf | April 2023

7th place
in the sector ranking

Improved
by 7.6 percentage points
(compared to 2021)

13.4 %
undeliverable addresses

11.8 %
postage costs saved
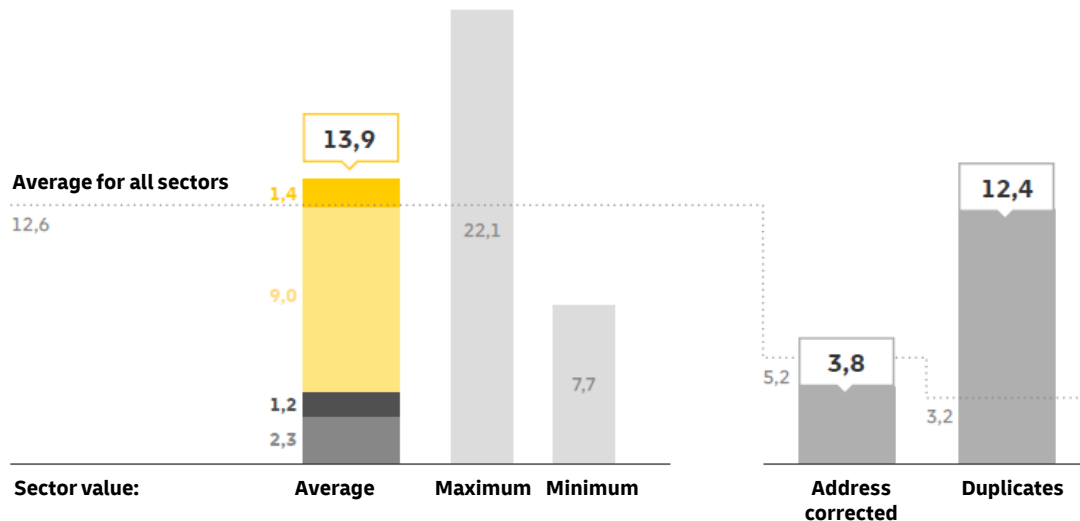(undeliverable addresses and duplicates reported)

10.8 %
customer contacts secured
(address corrected and delivered to new address)

Sector result: Public sector

- ■ Undeliverable postal address
- ■ Undeliverable at individual and household levels
- ■ Undeliverable at building level
- ■ Relocations

Average for all sectors

12,6

13,9

1,4
9,0
1,2
2,3

22,1

7,7

3,8
5,2

12,4
3,2

Sector value:

Average **Maximum** **Minimum**   **Address corrected** **Duplicates**

Percentage distribution of various types of error

Deutsche Post Direkt | Address Study 2023 | Troisdorf | April 2023

8th place
in the sector ranking

Improved
by 1.0 percentage points
(compared to 2021)

13.9 %
undeliverable addresses

24.0 %
postage costs saved
(undeliverable addresses and duplicates reported)
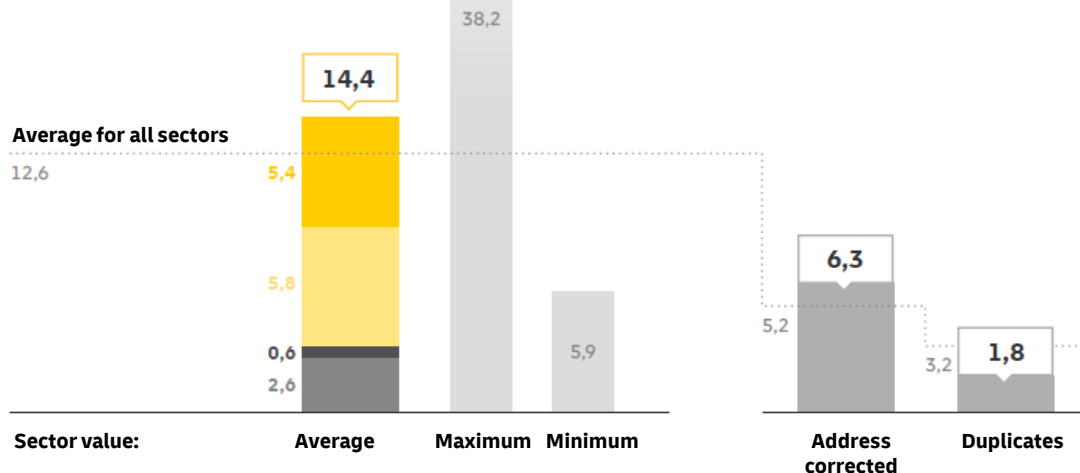
6.1 %
customer contacts secured
(address corrected and delivered to new address)

Sector result: Automotive

- ■ Undeliverable postal address
- ■ Undeliverable at individual and household levels
- ■ Undeliverable at building level
- ■ Relocations

Average for all sectors

12,6

14,4

5,4

5,8

0,6

2,6

38,2

5,9

6,3

5,2

3,2

1,8

| Sector value: | Average | Maximum | Minimum | | Address corrected | Duplicates |

Percentage distribution of various types of error

Deutsche Post Direkt | Address Study 2023 | Troisdorf | April 2023

9th place
in the sector ranking

Improved
by 0.3 percentage points
(compared to 2021)

14.4%
undeliverable addresses

13.6 %
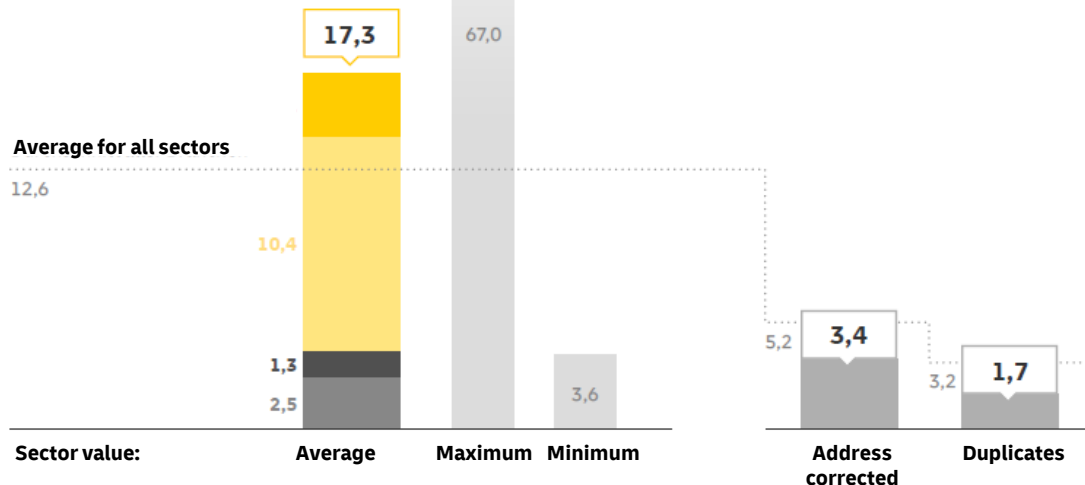postage costs saved
(undeliverable addresses and
duplicates reported)

8.9 %
customer contacts secured
(address corrected and
delivered to new address)

Sector result: Non-profit sector

- **■ (yellow)** Undeliverable postal address
- **■ (light yellow)** Undeliverable at individual and household levels
- **■ (dark grey)** Undeliverable at building level
- **■ (grey)** Relocations

Average for all sectors 12,6

Sector value:	Average	Maximum	Minimum		Address corrected	Duplicates

Average: 17,3 (10,4 / 1,3 / 2,5)
Maximum: 67,0
Minimum: 3,6
Address corrected: 5,2 → 3,4
Duplicates: 3,2 → 1,7

Percentage distribution of various types of error

Deutsche Post Direkt | Address Study 2023 | Troisdorf | April 2023

10th place
in the sector ranking

Improved
by 2.7 percentage points
(compared to 2021)

17.3 %
undeliverable addresses

16.5 %
postage costs saved
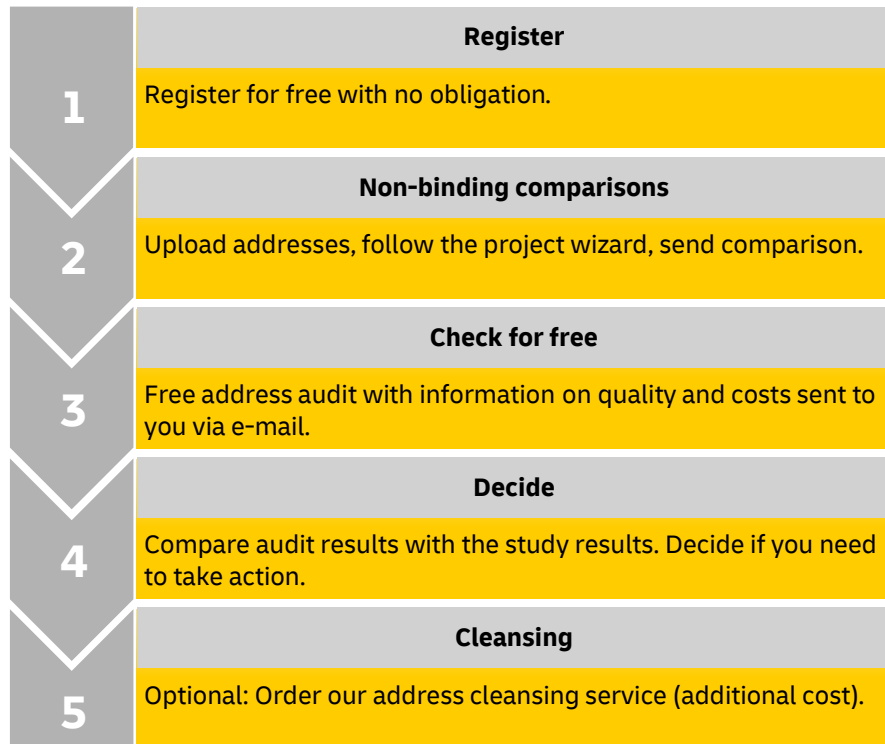(undeliverable addresses and
duplicates reported)

5.9 %
customer contacts secured
(address corrected and
delivered to new address)

And how do things look for your data quality?

- Compare your customer database with the overall results for your sector and the economy as a whole!
- This **free and non-binding address audit** through ADDRESSFACTORY WEB provides you with fast conclusions as to the quality of your customer data.
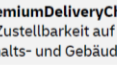
So what's next?

ADDRESSFACTORY
WEB

1	**Register**	
	Register for free with no obligation.	
2	**Non-binding comparisons**	
	Upload addresses, follow the project wizard, send comparison.	
3	**Check for free**	
	Free address audit with information on quality and costs sent to you via e-mail.	
4	**Decide**	
	Compare audit results with the study results. Decide if you need to take action.	
5	**Cleansing**	
	Optional: Order our address cleansing service (additional cost).	

www.addressfactory.de

Free and non-binding address audit

Modul	Ergebnisse		
Zustellbarkeitsprüfung	**Beschreibung**	**Anzahl Datensätze**	**in %**
	Personen- oder Haushaltsanschriften zustellbar	38.330	95,8 %
	Gebäudeanschriften zustellbar	408	1,0 %
PremiumDeliveryCheck	Anschrift unzustellbar	1.238	3,1 %
prüft die Zustellbarkeit auf Personen-,	Anschrift nicht zu verarbeiten	24	0,1 %
Haushalts- und Gebäudeebene	**Gesamt**	**40.000**	**100,0 %**

Contact

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