



# AddressNow Data

Direct access to contact  
and address datasets



Ensuring you have accurate address, postcode and contact data is vital for fast, effective and efficient communication with your customers and prospects. AddressNow Data makes Royal Mail address datasets more accessible.

## Keep pace with changes to address data

There are thousands of changes to contact and address data every day as consumers and businesses move, new houses and flats are built and address updates are made.

Direct access to these changes and updates forms the lifeblood for organisations that rely on accurate and up-to-date contact and address data to support customer communications and business operations.

## Why choose AddressNow Data?

Unlike many other address data services, AddressNow Data ensures you receive data updates and changes on a daily basis. Data that's trusted by tens of thousands of businesses throughout the UK.

Use AddressNow Data to underpin your marketing campaigns or to support your internal CRM, payments or billing systems.

## The datasets behind AddressNow Data

AddressNow Data provides you with access to the Royal Mail Postcode Address File (PAF®), the UK's most up-to-date and widely used addressing database.

## Key features

- API or SFTP data feeds of address and contact datasets
- Direct access to >10,000 verified updates and changes made on a daily basis
- Over 30 million business and residential postal addresses
- 1.8 million postcodes
- 1.4 million business names
- 35 million changes of address records
- 2 million active home movers p.a.
- Use daily, weekly, monthly or as often as needed

## Additional datasets

Alongside PAF, AddressNow Data also provides you with direct access to additional address datasets including:

- Multiple Residence™
- Alias™
- Not Yet Built™
- Reconnection
- Business Movers



By using AddressNow Data, you'll be accessing address data that is regulated by Ofcom, updated daily, and directly accessible to help improve the overall efficiency of your business.

## Delivery options

Delivery options include daily, weekly, monthly or quarterly feeds via either API or SFTP. Or you may simply want a one-off provision of data.

We'll work with you to determine the datasets you need, your preferred delivery option and delivery frequency.

Whatever your chosen options, AddressNow Data provides the address and contact data you need just as you need it.

## Key benefits

- Increase addressing accuracy for improved efficiencies, reduced wastage and improved customer experience
- Power internal business systems and applications with the most accurate and up-to-date address data available
- Remove errors, duplicates and gaps in customer address information to ensure your records are up to date and standardised
- Verify addresses in seconds, for a better customer experience and to reduce fraud risk



Contact us to discuss your data requirements

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## About Royal Mail Data Services

Royal Mail Data Services is a business unit of Royal Mail Group. We're committed to helping our customers build data-driven businesses to improve business performance.

Customers work with us for many reasons. To find new customers. To identify new sales and customer retention opportunities. To reduce the cost of using inaccurate or out-of-date address data. To enhance customer experience by delivering more personalised, relevant and welcomed communications and interactions.

### For more information:

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