Address Verification Best Practices for the United Kingdom
Abstract

This document provides you a high-level overview of the Informatica Address Verification, powered by AddressDoctor, support for the United Kingdom address verification. This document also contains information about best practices that you can implement to optimize the United Kingdom address verification.

Supported Versions

- Informatica AddressDoctor 5.7.0
- Informatica AddressDoctor Cloud 2.0.0

Table of Contents

Language and Character Set .................................................... 2
Enrichments for United Kingdom Addresses .................................... 2
Process Modes ............................................................................. 3
Address Format and Address Examples ........................................ 3
Key Address Elements .................................................................... 4
Address Verification Tips and Best Practices ............................... 5
Frequently Asked Questions .......................................................... 6
Reference Address Databases ......................................................... 7
Additional Documentation Resources .......................................... 7

Language and Character Set

Because the United Kingdom reference address databases are in English, the United Kingdom addresses are available only in English.

The default character set for the United Kingdom addresses is Latin 1 - Western European.

Enrichments for United Kingdom Addresses

You can configure Informatica Address Verification to return the following address enrichments for validated United Kingdom addresses:

<table>
<thead>
<tr>
<th>Enrichment</th>
<th>Database</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAMEO</td>
<td>GBR5CA.MD</td>
<td>Retrieve the CAMEO profiles from the Callcredit Information Group as enrichment to valid United Kingdom addresses. CAMEO profiles provide consumer classification systems that indicate the socio-economic and geo-demographic profiles of neighborhoods across the world.</td>
</tr>
<tr>
<td>Standard Geocoding</td>
<td>GBR5GC.MD</td>
<td>Retrieve the standard, interpolated geocoordinates for valid United Kingdom addresses.</td>
</tr>
</tbody>
</table>
Retrieve the rooftop geocoordinates for valid United Kingdom addresses. This is the default geocoding for United Kingdom addresses. If you use Version 5.7.0 and later to verify addresses, you can retrieve the building-level rooftop geocoordinates even if the address does not contain a house number. 

**Note**: To receive rooftop geocoding for United Kingdom addresses, set the geocoding type to ARRIVAL_POINT.

<table>
<thead>
<tr>
<th>Enrichment</th>
<th>Database</th>
<th>Notes</th>
</tr>
</thead>
</table>
| Rooftop Geocoding   | GBR5SCAP.MD| Retrieve the rooftop geocoordinates for valid United Kingdom addresses. If you use Version 5.7.0 and later to verify addresses, you can retrieve the building-level rooftop geocoordinates even if the address does not contain a house number. 

**Note**: To receive rooftop geocoding for United Kingdom addresses, set the geocoding type to ARRIVAL_POINT. |

<table>
<thead>
<tr>
<th>Country-Specific Enrichments</th>
<th>Database</th>
<th>Notes</th>
</tr>
</thead>
</table>
| GBR5E1.MD                     |            | Retrieve the following country-specific enrichments for valid United Kingdom addresses:  
- ADDRESS_KEY  
- DELIVERY_POINT_SUFIX  
- UPRN |

**Process Modes**

Informatica Address Verification supports the following process modes for validating United Kingdom addresses:

- ADDRESSCODELOOKUP  
  You can enter the UPRN code and receive the corresponding address data.
- BATCH
- COUNTRYRECOGNITION
- FAST COMPLETION  
  **Note**: You can also use the single-line address verification feature of the fast completion mode to validate United Kingdom addresses. To use the single-line address verification feature, you need a separate unlock code of type SINGLE_LINE_VALIDATION.
- INTERACTIVE
- PARSE

Address Verification verifies addresses in the batch, fast completion, and interactive modes.

**Address Format and Address Examples**

A typical United Kingdom address contains the following elements in the following order:

RECIPIENT  
[SUBBUILDING]  
[BUILDING]  
[HOUSE_NUMBER] STREET NAME  
[DEPENDENT_LOCALITY]  
LOCALITY  
POSTAL_CODE  
UNITED KINGDOM

Note that some of the elements, such as subbuilding and dependent locality, are optional. A valid address must have the building name or house number or both.
The following table lists the address elements and examples for those elements.

<table>
<thead>
<tr>
<th>Address Elements</th>
<th>Example 1</th>
<th>Example 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>[RECIPIENT]</td>
<td>John Doe</td>
<td>Informatica</td>
</tr>
<tr>
<td>[FLOOR] [APARTMENT]</td>
<td>-</td>
<td>1st Floor</td>
</tr>
<tr>
<td>[BUILDING]</td>
<td>Waltham Park</td>
<td>-</td>
</tr>
<tr>
<td>[HOUSE_NUMBER] [STREET_NAME]</td>
<td>6 Waltham Road</td>
<td>10 Arthur Street</td>
</tr>
<tr>
<td>[DEPENDENT_LOCALITY]</td>
<td>White Waltham</td>
<td>-</td>
</tr>
<tr>
<td>LOCALITY</td>
<td>Maidenhead</td>
<td>London</td>
</tr>
<tr>
<td>POSTAL_CODE</td>
<td>SL6 3TN</td>
<td>EC4R 9AY</td>
</tr>
<tr>
<td>COUNTRY</td>
<td>United Kingdom</td>
<td>United Kingdom</td>
</tr>
<tr>
<td>Complete Address</td>
<td>John Doe WALTHAM PARK 6 WALTHAM ROAD WHITE WALTHAM MAIDENHEAD SL6 3TN UNITED KINGDOM</td>
<td>Informatica 1ST FLOOR 10 ARTHUR STREET LONDON EC4R 9AY UNITED KINGDOM</td>
</tr>
</tbody>
</table>

**Key Address Elements**

The following elements in United Kingdom addresses are very important for address verification:

- House number or building name
- Street Name
- Locality
- Postal Code

**Note:** Informatica Address Verification verifies United Kingdom addresses up to the subbuilding level.

The following table shows the common address elements in different types of United Kingdom addresses:

**Note:** The elements that are marked Optional in the following table are not mandatory for address verification. However, if the input address contains these elements, you might receive better results or address suggestions. The
elements that are marked Not Applicable in the following table are typically not available for the corresponding address type and are not required for address verification.

<table>
<thead>
<tr>
<th>Address Elements</th>
<th>S (street) Type Address</th>
<th>L (large volume receiver) Type Addresses</th>
<th>P (post box) Type Addresses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization, Department, Contact</td>
<td>Optional</td>
<td>Optional</td>
<td>Not Applicable</td>
</tr>
<tr>
<td>Subbuilding (Floor or Apartment)</td>
<td>Optional</td>
<td>Optional</td>
<td>Not Applicable</td>
</tr>
<tr>
<td>Building</td>
<td>Required (if the input does not contain a house number)</td>
<td>Required (if the input does not contain a house number)</td>
<td>Not Applicable</td>
</tr>
<tr>
<td>House Number</td>
<td>Required (if the input does not contain a building name)</td>
<td>Required (if the input does not contain a building name)</td>
<td>Not Applicable</td>
</tr>
<tr>
<td>Street Name</td>
<td>Required</td>
<td>Required</td>
<td>Not Applicable</td>
</tr>
<tr>
<td>Dependent Street</td>
<td>Optional</td>
<td>Optional</td>
<td>Not Applicable</td>
</tr>
<tr>
<td>Post Box Number</td>
<td>Not Applicable</td>
<td>Not Applicable</td>
<td>Required</td>
</tr>
<tr>
<td>Dependent Locality</td>
<td>Optional</td>
<td>Optional</td>
<td>Not Applicable</td>
</tr>
<tr>
<td>Locality</td>
<td>Required</td>
<td>Required</td>
<td>Required</td>
</tr>
<tr>
<td>Postal Code</td>
<td>Required</td>
<td>Required</td>
<td>Required</td>
</tr>
</tbody>
</table>

If an address contains multiple levels of locality, Address Verification returns the largest locality in the Locality 1 field. Address Verification returns the dependent or sub localities in fields such as Locality 2 and Locality 3. Similarly, Address Verification returns the main street in Street 1 and the dependent street in Street 2.

**Address Verification Tips and Best Practices**

Note the following points when you verify United Kingdom addresses:

- To verify complex addresses, use AddressLine elements such as DeliveryAddressLines (DAL) and FormattedAddressLines (FAL). Note that the fast completion mode does not support AddressLine elements.

  You can either use a combination of DAL elements and address elements or use FAL elements.

  The following example shows an input that contains both DAL elements and fielded address elements:

  `<Contact>John Doe</Contact>`
  `<DeliveryAddressLine 1>6 Waltham Park</DeliveryAddressLine 1>`
  `<DeliveryAddressLine 2>Waltham Road</DeliveryAddressLine 2>`
  `<Locality 1>Maidenhead</Locality 1>`
  `<Locality 2>White Waltham</Locality 2>`
  `<PostalCode>SL6 3TN</PostalCode>`
The following example shows an input that contains FAL elements:

```xml
<FormattedAddressLine 1>John Doe</FormattedAddressLine 1>
<FormattedAddressLine 2>6 Waltham Park</FormattedAddressLine 2>
<FormattedAddressLine 3>Waltham Road</FormattedAddressLine 3>
<FormattedAddressLine 4>Maidenhead</FormattedAddressLine 4>
<FormattedAddressLine 5>White Waltham</FormattedAddressLine 5>
<FormattedAddressLine 6>SL6 3TN</FormattedAddressLine 6>
```

- To receive quick results with minimum input, use the single line address verification. You can set the process mode to FASTCOMPLETION, and enter the house number or building name and the postal code in the AddressComplete element. Informatica Address Verification returns address suggestions that match the input.

  Similarly, in the INTERACTIVE mode, you can enter the house number or building name along with the postal code and receive complete address suggestions. You can enter the house number or building name and the postal code as either FormattedAddress or AddressComplete input.

- To receive better results for addresses that do not have postal code information, enter the dependent street information if the address contains a dependent street.

- To identify an address type, validate the postal code in the Interactive process mode. Based on the address type results you receive for the postal code, choose which address elements you need to verify.

  For example, if the postal code maps to an S (street) type address, input the following elements:

  - Subbuilding information such as the floor or apartment number
  - Building name
  - House number

  If the postal code maps to an L (large volume receive) type address, input the following elements:

  - Organization, if results for the postal code validation do not contain the organization name
  - Department
  - Function
  - Contact

  If the postal code maps to a P (Post Box) type address, input the PO Box number.

**Frequently Asked Questions**

**What is the maximum number of AddressLines in a United Kingdom address?**

According to the Universal Postal Union specifications, the maximum number of address lines in a United Kingdom address is six. However, this does not include the country information.

**Is province information available for United Kingdom addresses?**

If a Postal County is available for the address, Informatica Address Verification returns the Postal County name in the Province 1 field. If the address does not have an associated Postal County, Address Verification leaves the Province field blank.

Sometimes, the Postal County associated with an address might differ from the Historical or Administrative county to which the address belongs.

According to Royal Mail, the Postal County information is no longer part of the address data. Address Verification does not require the Postal Country information to verify an address.

**What is a dependent street in a United Kingdom address?**

A dependent street in a United Kingdom address identifies a second-level street. Dependent street information depends on a main street information. The address element Street 2 maps to a dependent street.
How important is house number information in a United Kingdom address?

A valid United Kingdom address contains a house number or a building name or both. House number information is not required if the address contains a building name. Similarly, the building name is not required if the address contains a house number.

Reference Address Databases

Informatica updates the reference address databases for United Kingdom every month. You can download the latest database packages from the Informatica Database Download portal. For news about reference address databases and software updates for Address Verification, subscribe to the UpData newsletter from Informatica.

Informatica Address Verification supports the following reference databases for United Kingdom addresses:

- GBR5AC.MD. For address code look up mode.
- GBR5GCAP.MD. For arrival point (rooftop) geocoding.
- GBR5BI.MD. For batch and interactive mode.
- GBR5CA.MD. For CAMEO customer segmentation.
- GBR5E1.MD. For country-specific enrichments.
- GBR5FC.MD. For fast completion mode.
- GBR5GC.MD. For standard geocoding.

For the batch and interactive and fast completion databases, Informatica provides the following different packages:

- GBR5BI_03.ZIP and GBR5FC_03.ZIP, which contain the extended data for business names and addresses. These packages work with version 5.7.0 and later.
- GBR5BI_02.ZIP and GBR5FC_02.ZIP, which contain the Royal Mail data with subbuilding descriptors. These packages work with version 5.7.0 and later.
- GBR5BI_01.ZIP and GBR5FC_01.ZIP, which contain the Royal Mail data without subbuilding descriptors. These packages work with version 5.6.0 and earlier.

Additional Documentation Resources

For more information about Informatica Address Verification features and configuration, see the latest Address Verification documentation at:

https://network.informatica.com/community/informatica-network/products/data_quality/address-doctor/

Authors

Abhilash Prabhakaran
Lead Technical Writer

Bart Honhoff
Lead Support Engineer