

## Normalisation italian postal addresses

The normalisation procedure transforms a list of addresses into a list without duplicates, in line with mailing regulations and for which we guarantee a 99% rate of effective deliverability. This processing is the basis for direct mail actions.

Stages of normalisation:

1) Checking the record layout: fields, placement, and length, as a precursor to the following points.

2) A specialised software application is used to discard incomplete data.

3) The mailing address is standardised in accordance with Italian postal regulations.

4) Companies and individuals are identified.

5) We then separate the first name and last name and affix the gender code.

6) The mailing address is divided into parts: DUG (road/street/square etc.), DUF (central part of the street name such as 'Leonardo da Vinci', and then finally the house number and other possible extensions (door, floor, etc.).

For villages is not compulsory to write the house number.

7) We shorten the DUG (for example square = sq; street = st; road = rd etc)

8) We then standardise the DUF, that is, the street name as requested by the Italian Post Office.

9) Then we check and allocate the postal code using updated support

tables.

10) We check and standardise the name of town/locality to assign the provincial code.

11) The software application checks, compares and organises all the elements for the purposes of quality, standardisation and efficacy.

It is important to establish congruence between the DUG, the street name, street number, name of the locality, and the postal code.

12) One aim of this operation is to find duplicates more easily within the list itself or in a number of lists in order to delete them.

13) The processing results in the production of two lists: a list containing errors and waste, and a list of corrected and doubtful addresses.

This is the classification for each record:

- normalisation OK
- normalisation with the DUG changed (by the software)
- non-standard or ambiguous street name
- postal code changed and corrected by the software
- house number doubtful and unchecked.
- street name changed, but it may be incorrect
- unclear coding of the gender field.

All case studies are statisticised and available for consultation.  
At the end the final user decides which segments to use.

Update to October 2010:

Our postal code support table has been updated to include new zoned towns and cities (like Foggia, Forlì, etc.). and new provinces such as (Monza Brianza = MB, Fermo = FM, Barletta-Andria-Trani = BT).  
As of January 2011 there are 269 localities that have changed their

postal code and/or provincial code.

Costs:

The cost depends on the number of lists input and the formats.

As an indication in addition to the fixed cost of €200 for each record input there is an additional cost of:

- € 0.05 (up to 1,000 addresses)
- € 0.04 (up to 10,000 addresses)
- € 0.03 (up to 50,000 addresses)
- € 0.02 (up to 100,000 addresses)
- € 0.01 (up to 500,000 addresses)