

# Experian Data Quality for Magento Community and Enterprise



## Overview

Customer data errors can occur in a variety of ways. A customer may accidentally mistype their email or shipping address or forget essential address components. For e-retailers who rely on customers to enter accurate information during checkout, these mistakes lead to a variety of business difficulties and unnecessary costs.

Our contact data quality validation integration prevents address, email, and phone errors for Magento users. We ensure that there is no impact on your existing shopping workflow. This turn-key integration is easy to implement and enables you to cut operational costs and increase marketing accuracy.

## How it works

Our integration exists within the My Account address book, and the billing and shipping touch points in checkout. Throughout these sections, verification will invoke whenever an address, email, or phone number is entered or updated.

We work to minimize any disruption to your check workflow, only prompting the user if he or she is missing critical contact data elements.

## Integration specifications

Experian Data Quality for Magento is a seamless integration available for customers on Magento Enterprise Edition

### Experian Data Quality for the Magento Community and Enterprise features:

- Real-time address, email, and phone verification and standardization
- Provides verification coverage for U.S., Canada, GBR, Ireland, and Germany out of the box
- Turn-key integration that installs within one hour
- Support for Magento Community v1.9.3 and below
- Support for Magento Enterprise v1.14 and below

v1.14 and below, and Magento Community Edition v1.9.3 and below. Because the number of potential modifications within Magento is limitless, our integration was developed to incorporate as close to core API functionality as possible.

This integration does not depend on the layout of the end-user display forms, as most Magento customizations affect those forms. Instead, we have embedded functionality into

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50% of businesses say that they use data to better serve their customers and increase revenue.

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Magento's back-end database and processes, where all customer information is stored and finalized. This ensures that any potential website customization will not impede a verification occurrence.

Our configuration settings are set to pull data from Magento's main CSS, ensuring consistent text and color settings in order to maintain the unique look and feel of your website.

## Address validation example

### VERIFY YOUR ADDRESS DETAILS

Sorry, we think your apartment/suite/unit is missing or wrong. To proceed, please enter your apartment/suite/unit or use your address as entered.

CONFIRM YOUR APARTMENT/SUITE/UNIT NUMBER:

CONFIRM NUMBER

Show all potential matches

YOU ENTERED:

EDIT

Jane Doe  
125 Summer St  
Boston, Massachusetts, 02110  
United States  
T: (617) 385-6849

USE ADDRESS AS ENTERED \*

\* Your address may be undeliverable

## Phone validation example

Telephone \*

Verified

## Address data sets and updates

We offer U.S., Canada, United Kingdom, Ireland, and Germany data sets out of the box. Additionally, data updates are automatically applied via Experian's data center, This reduces any potential strain to your IT team and ensures that only the latest address information is being utilized.

## Email validation example

### CHECKOUT

1 CHECKOUT METHOD

Edit

2 BILLING INFORMATION

First Name \*

\* Required Fields

Middle Name/Initial

Last Name \*

Company

Email Address \*

Sorry, email domain could not be reached or verified. To proceed, please provide a valid e-mail address.

(Suggested: jane.doe@gmail.com)

Contact us to learn more about Experian Data Quality's integration with Magento Community and Enterprise editions.

Contact us