

Every wrong
address costs
you money!

But at Christmas it can
cost you a whole
lot more

Charlotte Lewis
Henry Thomas | Rob Willis



**RETURN
TO SENDER**

In 30 minutes you
will learn how to...

...reduce missed
deliveries, increase
conversion rates and
improve future marketing
campaigns.





PostcodeAnywhere

- Established in 2001 and based in Worcester
- Award-winning address management supplier
- Over 8,000 customers
- Over a million transactions processed every day

Dixons



Boden

Joules

Disney store



Thorntons
the Art of the Chocolatier

LAKELAND
the home of creative kitchenware

graze[®]
nature delivered | .com

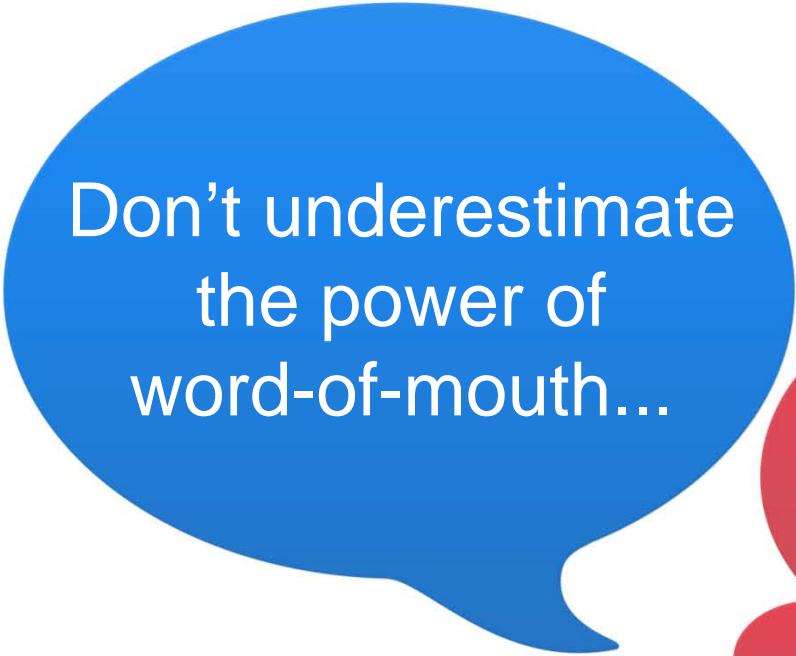
HOTEL
Chocolat.

Tyrrell's
POTATO CHIPS


PostcodeAnywhere

- An estimated **£6.6 billion** will be spent online this Christmas!
- Missing postcodes will cost retailers **£132 million**
- The average cost of putting right an undeliverable item is **£25.50**





Don't underestimate
the power of
word-of-mouth...



An unhappy
customer will
tell **SEVEN** of
their friends



**There are
less than
130 delivery
days left
before
Christmas**



Why would you have address auto-fill on your website?

7 out of 10 respondents said that cart abandonment rates were reduced

Conversion rates were improved by 9%

2/3 agreed that it brought significant ROI



Our biggest business need was to increase the number of people that convert online. For that, using Postcode Anywhere is a bit of a no-brainer.

Not only do you increase your conversion rate because the form's quicker - but, due to address data accuracy, every package is more likely to meet its recipient...

Better addresses have helped us grow.

Edd Read, Graze.com



Benefits

- Simple integration takes under one hour
- Enhance customer usability
- Ensure presents are delivered first time
- Contact your customers in future
- Reduce cart abandonment