

Press Release

October 2013

ROMANIAN GEOCODING TOP OF THE CLASS

A major international organisation recently benchmarked geocoding services from a number of countries around the world – including Romania. For each country, well over 1,000,000 customer addresses were cleansed and geocoded to provide comparative data. The results (geocoding success rates) were as follows:

Australia	88%
France	86%
Germany	84%
Romania	89%
Spain	73%

Daniela Florea, CEO of Geo Strategies, commented:

“We are particularly pleased with this result which has been arrived at after considerable investment in natural language processing within our [SMARTaddress](#) parser. Romanian addresses are particularly difficult to extract and correct as the language is morphologically rich and the addresses themselves are quite often very complex e.g. Str. Subcomis. de Pol. Ion C. Pompilian in Turgiu Jiu.

In addition, many CRM systems contain unstructured and messy address data including numerous spelling mistakes, abbreviations and duplicate records. This was certainly true of the benchmark data encountered for this trial.

Messy data is a huge inhibitor towards a Single Customer View – the essential for modern marketing. SMARTaddress not only solves the SCV problem but also allows modern marketers and business intelligence analysts visualise their customer data on a map and make informed marketing decisions.

Basically, SMARTaddress provides a gateway to Big Data and geo-location services”.

For more information please contact:

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About Geo Strategies

Geo Strategies was founded in 1993 and has become the leading supplier of geo-marketing intelligence for Central and Eastern Europe.

Its core expertise is built around geo-spatial information solutions, analytical and modelling tools, consumer segmentation, bespoke data services, consultancy, training, and project management.

This expertise has been developed according to internationally recognised best practices and methodologies, to which significant innovation / value is being added to make it relevant and actionable in the local context. They develop and maintain Mosaic Romania, the national consumer segmentation, MicromarketerG3 Romania - an integrated map and data GIS system - and the Platform for Cross-channel Marketing, a SaaS for campaign management and real time communication. Geo Strategies is Experian Marketing Services' exclusive franchise and partner for Romania.

Further information on [SMARTaddress](#)

SMARTaddress major update – September 2013

[Data curate = business mai bun](#) – Computerworld, 14 June 2013

[Address Cleansing and Geocoding for Romania](#) – Computerworld, 10 June 2013

[Data cleansing & geocoding for Microsoft CRM](#) – Computerworld, May 2013

[SMARTaddress Brochure](#)