Global Address Validation API - FAQ

What is the Global Address Validation API?
Ekata Global Address Validation API allows companies to parse, validate, normalize, and geocode addresses from any country in the world in fractions of a second.

How does it work?
Global Address Validation API leverages sophisticated match logic built from Ekata’s 21+ years of experience in matching and resolving addresses. Both US and global addresses are narrowed down using Country, State, and Zip code information before street level validation occurs by matching the address to our Identity Graph’s millions of records (made available to us across multiple data sources). Proprietary logic is included throughout the process to identify, catch, and resolve issues we’ve seen and resolved over time.

What are some key product features?
- Persistent Unique Identifier assigned to each unique address that is robust to different input permutations
- Address normalization provides clean outputs for storage and downstream usage
- Low latency response with sub-130ms P99s
- RESTful API allows for easy, flexible, and reliable integrations into your systems
- Scalable to support the volume and concurrency you need

What are the key differentiators of Global Address Validation API?
- Low latency response time

<table>
<thead>
<tr>
<th>Product</th>
<th>P90 (ms)</th>
<th>P95 (ms)</th>
<th>P99 (ms)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address Validation (US/CA)</td>
<td>20</td>
<td>50</td>
<td>90</td>
</tr>
<tr>
<td>Address Validation (Global)</td>
<td>75</td>
<td>95</td>
<td>125</td>
</tr>
</tbody>
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- Persistent Unique Identifier is assigned to each address, and is robust to different permutations of that same address
- One API endpoint for global address validation and geocoding
- One low price for US and global queries
- Global coverage in 247 countries and territories
What are the coverage levels for this product?
We provide total coverage in 247 countries and territories, including unique and not unique countries.

![Coverage Levels](image)

Does Global Address Validation API provide identity data?
No, Global Address Validation API does not return information on residents. There is no identity information behind the address or address metadata. This product is very similar to another product of ours called Reverse Address API, in which we do provide data in the return if a customer inputs an address.

How can I purchase the API and how much does it cost?
There are multiple ways to purchase the Global Address Validation API.
1. For this API in particular (along with two other products), we offer usage-based pricing without commitment requirements. Start a trial from the Global Address Validation product page, Developer Center, or Pricing page. Once you start the trial, you can purchase the API at any time, directly through the API dashboard. This self-service purchase option begins at $50 for 2,500 queries.
2. Message our team or call us at 1-877-767-8052 to receive customized pricing through our monthly commitment packages.

How can I access the product?
The product is available through API integration. Users must make sure address validation is enabled on the package and use the API key to make a request.

Where can I find the API documentation?
You can find the Global Address Validation API documentation, along with all our other API documentation, on our website here.

Where do I go if I need support regarding a change, update, or issue?
- Refer to the Global Address Validation API documentation
- Email your Account Manager
- Refer to the Help Center