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## Italian Street file

We are intermediate and able to sell abroad the Italian street file and to manage merge/purge services.

Typical client:

- 1) It's an international company that has to face addresses management, mailing lists, data quality, CRM or everything else referred to the knowledge of customers, prospects, geo references and maps.
- 2) All sort of companies developing postal address normalization software and merge/purge services.
- 3) Companies looking for one shot service such as normalization, data validation, duplication and merge/purge for Italian market and optimize mailing lists and deliverability. These companies send also one to one mailings in Italy and collect many different sources that we normalize, merge and purge, duplicate and produce a spool file ready to print. We increase the result discarding corrupted addresses.

### Skills:

We have a long experience about lists of postal addresses.

We also supply reference table. Data available are:

Italian names ( 23000), Italian surname (1200000), Street File ( 1 ml of streets and 23 ml of addresses (delivery points b2c and b2b) ), zip codes etc.

These data are difficult to achieve because does not exist an official street file. We provide updates 2 time per year and geo x/y it is available too.

**MLS**

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## records layout

Istat code	Official unique ID for towns
Province	Province abbreviation
Town	Official name of the smallest territorial entity
Zip code	
Locality	Useful information for postal delivery (hamlet etc)
Street type	Street, square etc
Street name	
Civic number	
Extended info	
Units	Number of families supposed living at that address
Record id	

Updates : 2 time per year - geo ref. X /Y possible if required

### Sources:

The Italian street file has been built during the last 16 years using different sources. The file is updated continuously with the support of the “poste italiane” street file, public registers, mail order directories. Our table covers all delivery points.

Table to compare coverage:

	towns	Street names
Poste Italiane	500	300,000
Mls	8100	1,000,000

Output : our data are supplied according with “poste italiane” rules.

References: Lists4Europe, Euroleads, Time Magazine, Spartoo, Pixmania, Email.it, Morpier , D Mail, Global Data, etc.

### Offers:

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**To purchase** the Italian street file with licensing agreement:

- ◆ 12000€ is the cost for 1 year use and for internal purposes.
- ◆ 15000€ is the cost to resell the service to thirds.
- ◆ 20000€ is the cost to resell the service to thirds with the support of an external staff of salesman/resellers.
- ◆ 45000€ is the cost with included x/y geo references.

The Engagement is to buy the file for 3 years.

Free of charge : 2 updates in October and April and 3 days of assistance.

Test for free: before to order you can ask for a small sample of the file selected with your criteria and your record layout.

### **Merge/purge services one shot.**

We can process your Italian postal addresses. In this case normalisation and deduplication costs are:

200 euro ( for each list in input) and than for every record in input according with the following table:

Input universe	Cost for each rek in euro
<5000	0.05
From 5000 to 10000	0.04
From 10000 to 20000	0.03
From 20000 to 50000	0.02
Over 50000	0.01

### **Example of records layout with x/y:**

```
034007|"PR|"BUSSETO|"RONCOLE VERDI|"43011|"V|"EDMONDO DE  
AMICIS|"35|"|"|"|"P10154895|"1|"44.954133|"10.067556"  
"034007|"PR|"BUSSETO|"RONCOLE VERDI|"43011|"V|"EDMONDO DE  
AMICIS|"37|"|"|"|"P10154888|"1|"44.954065|"10.066977"  
"034007|"PR|"BUSSETO|"RONCOLE VERDI|"43011|"V|"EDMONDO DE  
AMICIS|"37|"A|"|"|"P10154891|"1|"44.953321|"10.068114"  
"034007|"PR|"BUSSETO|"RONCOLE VERDI|"43011|"V|"EDMONDO DE  
AMICIS|"37|"B|"|"|"P10154894|"1|"44.953161|"10.068017"  
"034007|"PR|"BUSSETO|"RONCOLE VERDI|"43011|"V|"EDMONDO DE  
AMICIS|"39|"|"|"|"P10154894|"1|"44.953419|"10.068500"
```

Town hamlet postal code + dug + duf + civic number extension of the civic number geo x/y

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