



What is Address Type Indicator (ATI) data?

ATI is a USA enhanced address data set used to categorize a mailing address as a business, residence or mixed use address. Companies use ATI to make more cost-effective decisions when choosing shipping options.

What type of product is ATI data?

ATI is an additional data set that can be used with the *United States with Enhanced Addresses* or *United States with Names* files. ATI is available for QAS Pro and QAS Pro Web on versions 6.47 and above. When using ATI within QAS Pro Web, the ATI flags cannot be displayed on a public website, but flags can be returned to the underlying database.

What do ATI values indicate?

- B - Business address
- R - Residential address
- M - Mixed address
- NULL - No data returned, there is no data for this address.

For match types "R" and "M", Experian QAS recommends shipping via USPS® for the lowest cost shipping option. Mixed addresses include residences with home offices, bed and breakfasts, apartment complexes with a business office, or rectories and convents.

How are PO Boxes categorized?

PO Boxes and general delivery mail can be categorized as "B", "R" or "M" depending on the address. However, private shippers will not deliver to a PO Box or general delivery address. In these instances, mail should always be shipped using USPS®. The Record Type Indicator has been included to identify these addresses.

How accurate is ATI data?

The ATI data file has 146 million address records with a 93% completeness rating. ATI data aligns with private shipper data (FedEx® and UPS®) approximately 80% of the time. Inconsistencies are most likely to occur when records have both Business and Residential sources. These addresses are likely to be labeled as either Residential or Mixed to ensure the most conservative shipping method.

What are the limitations of ATI data?

ATI data does not always match with USPS®, FedEx, or UPS data. In some cases, ATI could flag an address as a residence while the shipper categorizes the address differently. In situations where the data differs, a private shipper could indicate the package as mislabeled and could instate a wrong-address-type charge.

How can organizations use ATI?

Private shippers may charge an address correction fee if an address has been wrongly identified as a residence or business. ATI data flags business addresses for direct mail segmentation to help organizations decide on the most economical shipping method or vendor.

What is the size of the ATI Data file?

The ATI data file size is approximately 900MB. The USPS® data file is approximately 900 MB. Together, they are approximately 1.8MB.

How frequently is the data updated?

ATI data is updated on a bimonthly basis.

For more information on AddressType Indicator Data and data quality tools from Experian QAS, please visit www.QAS.com.