



Italian street file

Exclusive Italian Street file.

Here **some figures** about it:

- 23 million of geocoded delivery points.
- 1,250,000 of street names.
- 8,000 of towns and 30,000 of hamlets

Usually operations:

- Sale of the Italian street file.
- Management of specific postal mail campaign providing merge/purge operations.
- Normalisation and deduplication of your file.

References:

Our typical client is an international company managing Italian postal addresses, mailing lists, crm, geo references and maps.

Another kind of clients are companies developing normalisation software or merge/purge services.

Here a list of clients: Euroleads, Time Magazine, Dmail, Global data, Pixmania, Spartoo, Morpier , Email.it, Melissa, Informadata, etc.

In case of sale here the Record Layout:

istat code (official unique id identifying towns)

province (province abbreviation)

town (official name of the smallest territorial entity)

locality (useful description for postal delivery like hamlet etc.)

street type (street, square, lane etc)

street name

civic number

extended info

units (number of families that are supposed living there; available on request)

record id

geo ref X/Y = lat/lon coordinates. (available on request).

In case of management of specific direct marketing operations we supply in output data according with the rules made by poste Italiane. Another option is to check names and surnames as we manage a table with 23000 Christian names and 1200000 surnames.

Sources:

The Italian street file has been built during the last 15 years using different sources. The file is updated continuously with the support of Italian street file coming from Poste, public registers, mail order directories.

Comparison:

Our table covers all delivery points, 8100 towns and 1 ml of street names, while poste italiane covers 500 towns and 300000 street names.

Costs:

The Italian street file can be bought by final users with a licensing agreement. 12600 euro is the cost for 1 year and for internal purposes. It may be possible for the client resell to thirds the service; in this case there is an extra charge of 2400€ and the engagement to buy the file for 3 years.

Free updates: every October and April.

The cost includes assistance for 3 working days.

Before to order we can give for free a small sample of the file selected with your criteria and the record layout.

Merge/Purge Services and costs:

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

200 euro (for each list in input) , than from 0,05 to 0,01 Euro for each record in input. The cost changes according to the universe.

input quantity	cost for each record
< 5000	0,05€
5000 to 20000	0,04
20000 to 50000	0,03
50000 to 100000	0,02
over 100000	0,01