



Loqate vs. Google

In the search for a smart address verification tool, Loqate and Google Place Autocomplete are two attractive prospects.

But when it comes to delivering accuracy & quality, every time, there's no better choice than Loqate – here's why...

Key Differentiators

	 Loqate	 Google
Guarantees a deliverable address	✓	✗
Supports 5 of 5 fuzzy matching types	✓	✗
Offers accurate sub-premise data	✓	✗
Provides real-time customer service	✓	✗

Enhanced Data Quality

Loqate combines the richest global reference datasets with our superior parsing and matching engines to ensure you capture only the best quality data.

Input addresses are verified against a global portfolio of postal providers and supplementary satellite navigation services, all of which are updated quarterly. Meaning accurate data is always captured at the point of entry.

Autocomplete, predominantly used for geolocation, does not output a verified, mailable address. Instead, Google's data, collected by various crowdsourcing methods, only gives an estimation of an address and does not determine exactly where it is or if it even exists.

Infrequent database updates also return information that is up to four years old, heavily impacting the customer experience and delivery success.

Loqate also offers a global back office address data verification & enhancing solution to ensure you only have high quality data in your systems. Google does not.

Loqate delivers enhanced value by combining official postal authorities with unique geospatial reference datasets.



Sub-Premise Data

At Loqate, we offer a complete and up-to-date global database, allowing users to easily enter and verify their address down to the exact apartment or business unit.

Google doesn't offer the most accurate data when it comes to suites and apartments. In the USA alone, Google is missing data on approximately 30 million apartments.

For a given search query, the address populated back into the form by Google does not include sub-premise data and only returns a 5-digit zip instead of a 9-digit. While a 5-digit zip code will usually get your letter or package to its final destination, those extra 4-digits almost guarantee it.

Loqate

Google

Street address

City

State

Country

233 S Wacker Dr Unit 6167
CHICAGO IL 60606-7121
UNITED STATES

Loqate's database is full of deliverable domestic and international addresses for residential properties, including apartments, suites, rooms, and floor numbers.



Fuzzy Matching Error Correction

Loqate fuzzy matching features ensure that accurate international address data is captured even when typos or abbreviations are entered, spaces are missed or added, or letters are inverted.

If a user misspells a domestic or international address, or accidentally hits the wrong key during a mobile checkout, our search tool with fuzzy matching can still understand what the user meant to write.

Loqate has 5 out of 5 fuzzy matching capabilities. Meaning our solution picks up all methods of typos, spacing, and transposition errors – this is not the case for other solutions.

Loqate

18 Man Street, New York
18 Main Street New York, NY, USA
18 Main Street Buffalo, New York, USA
18 East Main Street, New York, USA
18 Main Street Beach, New York, USA

Google

18 Maan Street, New York
18 Mann Street Buffalo, New York, USA
18 Mann Street Auburn, New York, USA
18 Mann Street Frankfort, New York, USA
18 Mann Avenue New York, NY, USA

Loqate's fuzzy matching capabilities correct spelling mistakes, fill in missing words or letters, complete abbreviations, amend switched letters, and fix missing or extra spaces.

Dedicated Customer Support

Loqate takes a hands-on approach to customer satisfaction with an award-winning customer service team that makes it their aim to resolve issues within one working day.

Customers are greeted in real-time by a dedicated account manager, ready to support your business every step of the way.

Autocomplete offers a more transactional experience, selling an out-of-the-box product that offers limited customization. While Google also offers support to their clients, this is either via community support (i.e., their forum) or via paid support.



Trusted by 19,000 customers worldwide

NORDSTROM

ORACLE

IBM

KOHL'S

L'ORÉAL

RALPH LAUREN

Coca-Cola

kate spade
NEW YORK

GoPro

ASOS

Michaels

SEPHORA

We are Loqate, a GBG solution. We are the world's most trusted specialist for location data. Our innovative technology gives customers the ability to verify addresses at the point of capture, with a simple, and easy to integrate address validation API. Loqate can also help you maintain existing customer records in bulk using our batch processing solution. Discover how Loqate can help bring you closer to your customers.