

# Address lookup using Eircode

A faster and  
more reliable  
way to accept  
Irish addresses  
on your website

Eircode

Postcode

Find address



allies

In 2015,  
Ireland introduced  
a postal code system  
called **Eircode**.

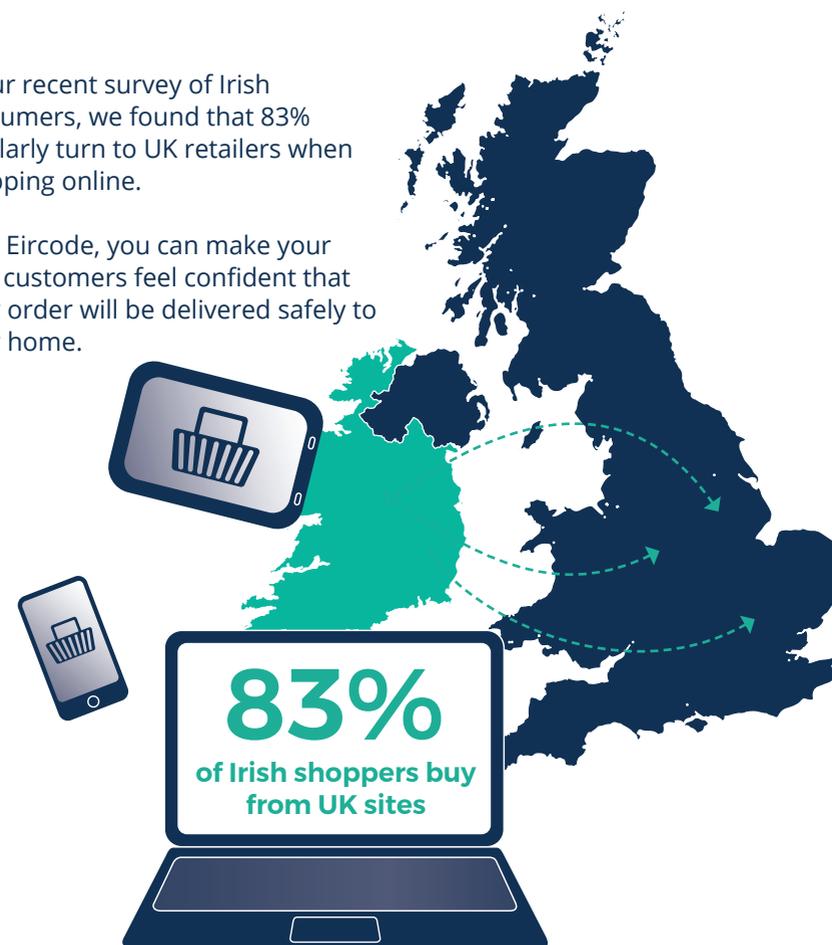
70% of Irish shoppers  
are ready to use it on  
your website today.

## Address lookup using Eircode

This guide is designed to help you provide your Irish customers - either existing or future - with an improved checkout process which results in better conversion rates and more reliable delivery addresses.

In our recent survey of Irish consumers, we found that 83% regularly turn to UK retailers when shopping online.

With Eircode, you can make your Irish customers feel confident that their order will be delivered safely to their home.



SOURCE: *Online Shopping in Ireland Survey*, Allies Computing, August 2017 [<https://goo.gl/xfwLAc>]

## Eircode, the Irish postal code

In 2015, Ireland introduced Eircode, its first ever postal code system. As a result, every home and business address in Ireland - all 2.2 million of them - now has a unique 7-character code at the end of their address.

Previously up to 600,000 addresses in Ireland were non-unique, often causing logistics companies to rely on directions and local knowledge to make deliveries.

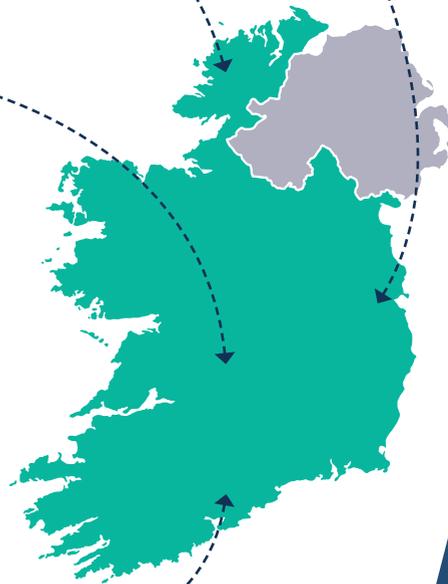
F94 AY03

D02 X285

R42 W542

Eircode helps deliveries by making every Irish address unique.

P25 KW14



Irish consumers are ready to use Eircode

7 out of 10 online shoppers aged 18 or over know their Eircode



4 out of 10 use it regularly



“As I live in the countryside, it pinpoints my exact address”



“My house is hard to find without an Eircode”

# Address lookup: the best way to capture Irish addresses on your website

Address lookup can help your Irish customers enter their address quickly and accurately using just their Eircode.

From this

To this

Address line 1

Address line 2 (optional)

Address line 3 (optional)

Town or city

County

Enter your Eircode or street

Find address

## Two key benefits of using address lookup on your website

1. Improve customer experience. Customers prefer completing forms with fewer fields.
2. Avoid delivery problems. Get a valid address from every customer, every time.

## Use address lookup to avoid these issues:

1 in 4 people abandon a checkout because it is too long or complicated

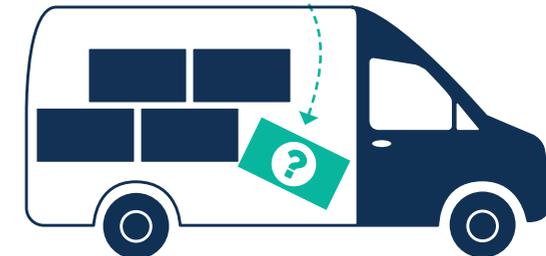


66% of online shoppers in the UK have had problems with their parcel delivery

More than 1 in 5 had a parcel go missing



38% have had a parcel arrive late

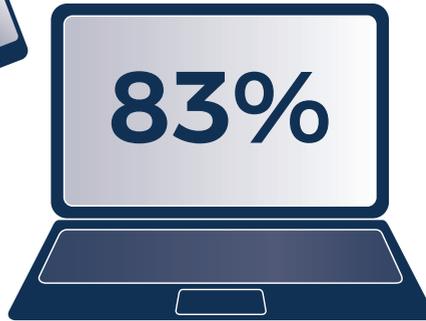


SOURCES: 37 Cart Abandonment Rate Statistics, Baymard Institute, January 2017. [<https://goo.gl/2dGeYw>]

Cara Jones and Tess Lanning, Parcel Delivery: Delivery services in the online shopping market, Citizens Advice, 16 June 2017 [<https://goo.gl/p3mmtf>]

## Don't miss out on sales from Ireland

**83% of Irish consumers are already buying from UK retailers**

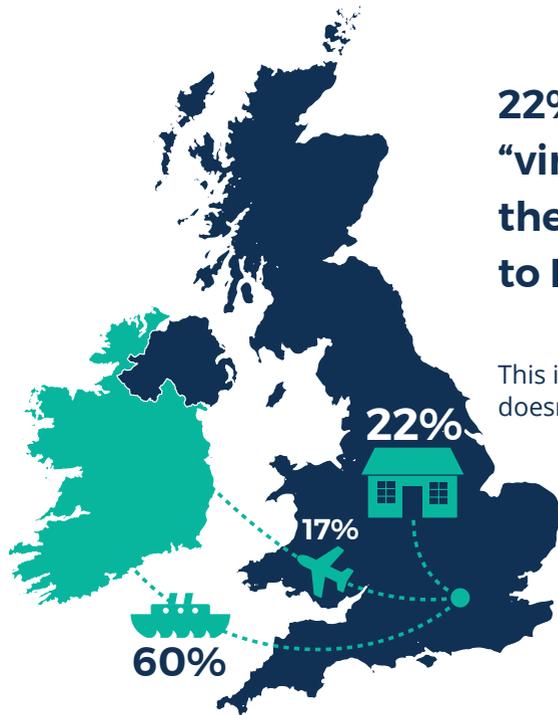


By offering delivery to Ireland, you can ensure you're not missing out on sales.

**22% have used "virtual addresses" in the UK to send goods to Ireland**

This is usually because a retailer doesn't offer delivery to Ireland.

Offering cost-effective shipping to Ireland will make your customers' lives a lot easier, and keep them coming back to your business.



## Already offering delivery to Ireland?

Be sure to offer Ireland as a separate delivery option, rather than lumping it in with the expensive 'Rest of World' category.

Increase conversions by working with your parcel carrier to find an economical way to bring down delivery costs.



**60%**

**60% of shoppers opt for the cheapest delivery method, even if it is slower**

**The cost of delivery to Ireland is the main disadvantage for 3 out of 10 shoppers**



# Use PostCoder on your website

PostCoder from Allies provides a quick and easy way to install address lookup on your website.

Better still, it provides a host of other great features too:

## Email validation

Improve data quality and reduce email bounce rates. Check and correct data at capture. Real time validation.

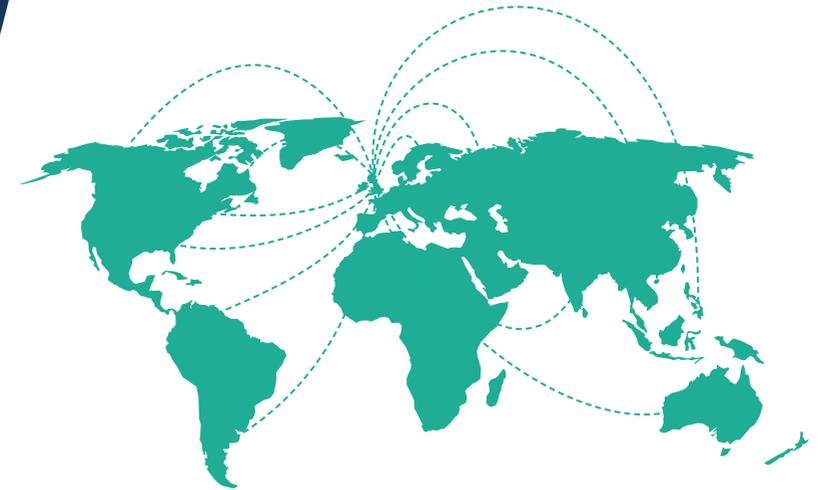
Enter your Eircode or street

Find address



## Mobile validation

Check mobile numbers are valid, live and switched on. Capture better quality customer data. No ghost calls or texts. Stop wasting staff time.



## International address lookup

Address lookup for 240+ countries around the world, in addition to the UK and Ireland.

Country

 Germany

Hausnummer

78

Straßenname

Jahnstra |

Jahnstrasse 78, Darmstadt

Jahnstrasse 78, Wolfenbüttel

Jahnstrasse 78, Berlin

Jahnstrasse 78, Nordhausen

# allies

Our PostCoder technology is trusted by over 8000 businesses in the UK.

Start using PostCoder address lookup today with our free trial.

Find out more

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 alliescomputing.com

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