



Validation and Standardization Services

Companies go to great lengths, spending millions of dollars to attempt to derive business value from disparate data sources and often need to manage multiple vendors, which is expensive operationally and adds significant complexity to their data operations.

Tamr Enrich offers built-in validation and standardization capabilities, including Country Code Normalization, Phone Validation, Global Address Validation, Email Validation, and Company Name Normalization, enabling customers to seamlessly embed trusted, high-quality external services to their data mastering pipelines for richer business insights.

Tamr Enrich offers built-in validation and standardization capabilities, including:



Country Code Normalization



Phone Number Validation



Global Address Validation



Email Address Validation



Company Name Normalization



Country Code Normalization

Use the country code normalizer to normalize the country field in your data to the ISO 3166-1 alpha-2 two character country code.

Example Input	Example Output
country: United States	country_code: US
country: United Kingdom	country_code: GB
country: USA	country_code: US



Phone Number Validation

- Validate phone numbers against National Number Plans from ITU and other public data.
- Standardize valid phone numbers into standard international or local format.
- Enrich phone numbers with type, carrier and region, if available.

Example Input	Example Output
phone_number: +44 2037 972801	valid: true
country_code:	country_code: 44
	cleaned_number: 7973451763
	national_format: 07973 451763
	international_format: +44 7973 451763
	region: United Kingdom
	type: Mobile
	carrier: Orange



"Tamr Enrich is a game-changer. It gives us a complete, integrated solution that enables Western Union to deliver a seamless digital experience to our customers. Tamr's made it easier to maintain clean, curated data across the customer journey."

Harveer Singh

Chief Data Architect
at Western Union



Global Address Validation

- Standardize valid global addresses into standard international or local format.
- Enrich addresses with latitude, longitude, and detailed address information.

Example Input	Example Output
full_address:	verification_status: Partially Verified
address_1: 1 Fore Street Avenue	match_level: Premise (Premise or Building)
address_2:	avc: P44-I44-P6-100
address_3:	premise: 1
city: London	thoroughfare: Fore Street Avenue
region:	locality: London
postal_code: EC2Y 9DT	postal_code: EC2Y 9DT
country: United Kingdom	country_name: United Kingdom
	iso3166-2: GB
	address: 1 Fore Street Avenue London EC2Y 9DT
	delivery_address: 1 Fore Street Avenue
	latitude: 51.518100
	longitude: -0.089470
	geo_accuracy: P4
	...



Email Address Validation

- Check that the syntax of the email address is valid according to the definitions in RFC 5321 and RFC 5322.
- Check whether an email can be delivered to the domain over the public internet.

Example Input	Example Output
email: tom@undeliverable-example.com	valid_syntax: true
	domain_deliverable: false
	user: tom
	domain:
	undeliverable-example.com



Company Name Normalization

- Remove special characters from names
- Split the root name of the company and legal form using legal forms in each country

Example Input	Example Output
company_name: "Tamr Inc",	enriched_company_name_for_matching: TAMR
country: "United States"	enriched_company_legal_form: "INC",
	enriched_company_alternate_legal_forms:
	"INC;INCORPORATED"



Improve match rates
Customers can realize a potential 2x improvement.



Automate more
Customers see model confidence improved by 20+%.



Simplify data enrichment
Services are fully managed by Tamr and delivered in one click.



Eliminate broken data
Identify contacts or companies with no valid contact information and accelerate time-to-insight.



Standardize values
Data is ready for use in analytics tools.



Expand insights
New attributes unlock new uses for existing data.