B2B Daily

Where Leading Clean Data Solutions Win (and Where They Don't)

You can't automate or scale anything smart unless your data is clean, accurate, metadata-rich, and structured for machine use. To fully unlock the value of AI and automation, you need a solution portfolio that dynamically handles the entire data integrity pipeline.

Introduction

Artificial intelligence now operates as the default infrastructure across enterprise technology, while robotic and software automation complete repetitive tasks. In fact, **78% of businesses now use AI, up from 55% in 2023**.

However, while this shift from experimental to baseline expectation is ambitious and forward-looking, **Gartner attributes 85% of AI project failures to poor or missing data**. This reality drives model drift, hallucinations, and hard downtime, which means unbiased, metadata-rich, continuously verified datasets remain the sole gatekeepers of real productivity.

Building genuine AI and automation muscle starts with a data-quality stack that treats every record like a revenue-bearing asset. It should run through five tightly-coupled layers, namely:

- Verification at ingestion
- Cleansing in motion
- Enrichment for context
- Delivery through APIs and iPaaS
- Native SaaS and CRM connectors

Together, these layers turn data from an unpredictable liability into a consistent, high-resolution feed that enables organizations to operationalize AI and automation confidently.

Industry Overview

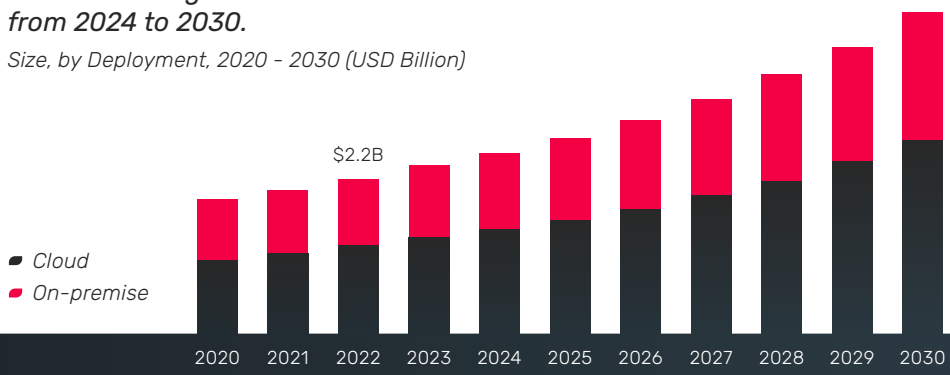
Data enrichment has become a core layer in the modern data stack. The global market for data enrichment solutions was valued at **USD 2.37 billion in 2023 and is expected to grow at a CAGR of 10.1% from 2024 to 2030**.

Naturally, demand attracts new entrants while incumbents race to deepen coverage. The increasing volume of data and growing need for better data management are major drivers expanding the data enrichment solutions market.

AI accuracy and automation reliability depend entirely on data integrity. Efficiency erodes when hallucinations, compliance failures, and process drift emerge from incomplete, biased, or outdated inputs.

Growth of the global data enrichment market from 2024 to 2030.

Size, by Deployment, 2020 - 2030 (USD Billion)



10.1%

Global Market CAGR, 2024 - 2030

Objectives and Scope

To help you select the right solution for your needs, we assessed leading market players that serve large-scale organizational priorities. These vendors represent the current landscape of mature, production-ready data enrichment technologies capable of supporting mission-critical AI deployments.

This analysis provides a systematic evaluation of data verification and enrichment solutions designed to strengthen and accelerate enterprise AI initiatives. The core capabilities examined focus on how these platforms enhance data quality, reduce model drift, and improve AI system reliability across diverse use cases.

The data enrichment vendor you choose will impact how well your models perform. Read on to inform your investments and select the right partner to power AI and automation at scale.

Evaluating Data Quality Solutions

The analysis examines six enterprise-grade data-quality platforms: Melissa, Smarty, Loqate, Experian, Precisely, and PostGrid. We chose these solutions because they: Work reliably worldwide, meet strict compliance standards, are built with APIs that integrate easily with other systems, and connect with a wide range of tools.

melissa
The Address Experts ▪ Est. 1985

The Best Address Verification. Period.

A comprehensive data quality platform specializing in address verification, contact data cleansing, and global coverage with 40 years of market experience.

GBG Loqate

Capture. Verify. Enrich.

Loqate offers APIs for real-time address verification and geocoding with a developer-first approach and extensive documentation.

smarty

Fastest Address Verification

An address verification service that provides international postal validation, autocomplete, and geocoding across 240+ countries and territories.

experian

Take Control of Your Data Quality

Data services company that offers identity verification, fraud detection, and consumer/business data alongside address validation leveraging extensive credit bureau data.

precisely

Trusted data. Brilliant AI outcomes.

A cloud-native Data Integrity Suite that unifies data quality, observability, lineage, and location intelligence within one governance framework. Optional enrichment and identity modules let you expand precision as workloads grow.

PostGrid

Autocomplete, Verify, Validate, and Standardize Addresses

A postal automation platform that provides address verification within document delivery and mailing services through a cloud-based infrastructure.

Basic address validation locks down mailing accuracy. Yet, enterprise AI depends on a far broader data-quality engine that polices every field flowing into models and automation workflows, making accuracy a non-negotiable result.

When governance, verification, and enrichment operate as a single stack, AI and automation initiatives stay precise and scale smoothly.

Enterprise Data Verification and Enrichment Solutions: A Competitive Analysis

Each vendor was evaluated across the following eight capabilities that reveal how they support and improve AI initiatives:

- Full-spectrum data verification
- Data enrichment
- Flexible deployment options
- eCommerce and CRM integrations
- Breadth of coverage
- Data cleansing
- Identity resolution
- Fraud prevention

	Melissa	Smarty	Loqate	Experian	Precisely	PostGrid
Full-spectrum data	✓	✓	✓	✓	✓	○
Data enrichment	✓	✓	✓	✓	✓	○
Flexible deployment options	✓	✓	✓	✓	✓	○
eCommerce and CRM integrations	✓	✓	✓	○	○	✓
Breadth of coverage	✓	✓	✓	✓	✓	○
Data cleansing	✓	○	✓	✓	✓	○
Identity resolution	○	✗	○	✓	○	✗
Fraud prevention	○	✗	○	✓	○	✗

To enhance readability, the results are shown using symbols:

✓ *for strong capability* ○ *for moderate capability* ✗ *for limited or no capability*

Strategic Insights

A battle-tested data-quality platform de-risks AI rollouts. By feeding every model consistent, bias-checked data, predictive accuracy stabilizes, automation workflows scale without rework, and compliance headaches recede. Coverage across postal, email, phone, device, and firmographic domains eliminates gaps that would otherwise require decision-makers to seek secondary vendors.

Select a single enterprise-grade platform with a proven record and a wide service catalog. This will help you achieve measurable cost savings, accelerate time to value, and confidently seize emerging AI use cases.

The Leading Data-Quality Platforms

melissa
The Address Experts ▪ Est. 1985

The Best Address Verification. Period.

Melissa offers the broadest API coverage and turnkey ERP/CRM connectors, enabling rapid rollout and consistent data integrity at scale.

experian

Take Control of Your Data Quality

Experian provides rigorous governance features and integrated fraud analytics that align with stringent regulatory requirements.

GBG Loqate

Capture. Verify. Enrich.

Loqate delivers efficient, sub-second type-ahead performance for customer-facing applications.

Conclusion

Enterprise AI and automation reach full value only when precision-built infrastructure underpins every layer. Stable, verified data flows feed models, deterministic orchestration, while unified governance prevents drift. As a result, models produce accurate outputs and automation completes tasks without deviation.

When moving from comparison to decision, ensure your chosen vendor matches your specific data-quality objectives. By doing so, your business locks in one accountable pipeline of verified, enriched information and seamlessly accommodates new AI and automation demands.

Keep long-term impact front and center. Invest in AI-ready data quality that powers future automation, safeguards compliance, and holds integration costs steady.

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