Choice of Address Validation/Verification API

Smarty:

An address validation API that allows for international and unlimited lookups. Also has auto complete and uses USPS database for address lookups. The reason Smarty was chosen over other options like PostGrid and Lob is because these two are On-Premise API’s and we would have to manage the API’s on our own, which would be a waste of company time and resources. Smarty is SaaS and will allow us to integrate their services while Smarty takes care of managing the API. Smarty also has consistent history with its uptime showing great reliability. Smarty is not free but has a great client-base and due to their reliability, seems to be the most reasonable choice of API.

USPS:

USPS is a free address verification API that would be used as GoCart’s fallback API in case of any downtime Smarty could possibly have. The reason this is not going to be used as the main API is because this tool does not have the resources that Smarty has in autocompletion and geocoding, and, after some research, is known to be less reliable when it comes to correct delivery destination. This is due to USPS’ use of latitude and longitude as it’s main source of delivery information. Smarty makes sure that the address is entered is not vacant, so that the drivers will always be delivering to the exact location.