Product Roadmap

June 2024

Loqate GBG

Product roadmap
What we're working on now

Dual Line Address
We have developed a mobile-optimised user interface (UI) to improve the presentation of addresses when using Capture on a mobile phone. This means that when users search for an address, our improved UI makes it significantly easier to display the search results on the phone screen.

Ease of consumption   Product innovation

Capture – Address filtering UK
Capture now supports address filtering for UK countries. This no-code feature is easy to set up and offers a fast and accurate solution for country filtering. The filter allows inclusion or exclusion of addresses from England, Scotland, Wales, Northern Ireland, and Channel Islands

New feature   Product innovation   Ease of consumption

Enhanced coverage and match rates
We continually enhance our data to better support global needs. Our focus is on expanding coverage in key regions, starting with Brazil, followed by Turkey, and later Mexico. These updates aim to deliver a minimum 10% uplift in data coverage, with potential increases of up to 20%, ensuring our solutions meet evolving market demands.

Product innovation

Shopify Plus integration - Capture & Verify
Loqate's latest integration empowers Shopify Plus users to integrate Capture and Verify services seamlessly into their checkout. With Loqate enabled, Shopify Plus merchants can offer customers global type-ahead functionality, streamlining input and ensuring accurate address verification, even for manually entered addresses

Ease of consumption

Global AI data enhancement
Our AI Parser uses state of the art deep learning, managed on the TensorFlow Platform to create parsing models for individual countries. This advancement is significantly improving address verification codes (AVCs) in 16 countries, including the United States (+7.8%), United Kingdom (+3.9%), Indonesia (+18.9%), Malaysia (+13.9%), and Germany (+13.8%).

Product innovation   Data freshness

Store finder: geocoding type-ahead
We've introduced additional countries to our new geocoding type ahead feature which offers users the ability to search for locations by Town, City, or Postcode. This functionality is now live in the United States, Germany, Italy, Ireland, France, and Spain. This enhancement further streamlines the process of finding physical locations, saving time and enhancing the online-to-offline experience.

Product innovation

What's coming next

Location fraud signals

We continue to explore and validate a POC for Location Fraud Signals. The goal is to be able to provide Loqate customers with risk indicators against each address based on positive and suspicious activity associated with that address, helping our customers make better decisions around risky users.

`Product innovation`

Loqate platform: New reporting

We continue to enhance the Loqate platform by consolidating all usage data into a unified platform, boosting resilience and unifying user experiences. We're currently trialling a new reporting UI on select accounts. This update promises a more flexible, performant, and valuable reporting experience for our customers.

`New feature` `Global`

Address exchange

With our customers' input we are building a unique address database where members can contribute and investigate problem addresses, then share the outcome. This initiative allows our customers to notify when they find errors they uncover in our source data, so we can improve it for everyone. This will enable Loqate to significantly shorten data fix timelines and release relevant new data to straight into our products at pace.

`Product innovation` `New feature` `Global`

Loqate SDKs & APIs

Our priority is to simplify integration with Loqate through user-friendly, low-code, and no-code methods. With our initial SDK already developed within our modern platform, our next focus is on delivering an industry-leading consumption experience, guaranteeing effortless on boarding and unparalleled user satisfaction.

`Ease of consumption` `Global`

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