



CASE STUDY

4Site Studios

4Site Studios integrates CRM address validation into TidyContact to clean addresses behind the scenes

Challenge

Preventing inaccurate, non-standardized address data from entering their client's CRM databases and syncing supporter data across multiple systems.

Solution

4Site Studios uses Smarty's US Address Verification API within their TidyContact solution to validate, standardize, and geocode addresses in real time, ensuring seamless capture of accurate address data without customer friction.

Results

4Site Studios never has to wonder if Smarty's solutions worked because they have achieved 100% standardization rates and 0 customer complaints since integration in 2022.

PRODUCTS USED

 US Address Verification

smarty

The client: 4Site Studios

4Site Studios is a Washington, D.C.-based agency specializing in WordPress web design and development for mission-driven nonprofits and social impact organizations. Known for their innovative tools and strategic solutions, 4Site Studios supports their clients by optimizing their digital engagement, from donor journeys to advocacy campaigns. 4Site Studios is the dedicated team of professionals backing a multitude of fundraising and advocacy campaigns in the US.

One of their standout solutions, 4Site TidyContact, helps nonprofits clean and standardize supporter data—including donor addresses—before it enters their CRMs like Engaging Networks, EveryAction, and Salesforce. This helps nonprofits with their CRM address validation to maintain accurate records, improve campaign targeting, and foster stronger relationships with donors and supporters.

Driven by the desire for a better tomorrow, 4Site Studios offers many of their services and products for free to the public. They also provide retainer support for nonprofits.

The Challenge: Incorrect or missing address info resulted in undeliverable debit cards

In the nonprofit sector, address data is crucial in fundraising, marketing, and membership efforts.

However, inconsistent and inaccurate address data entry posed significant challenges for 4Site Studios' clients, especially syncing supporter data across multiple systems. Common issues included capitalization inconsistencies (is it "st." or "STREET" or even "Street"?) and incomplete addresses (what suite unit number was it?), which triggered system errors and manual intervention, and an overall unmanageable database.

"One of the biggest pain points was the issue of address standardization," explained Bryan Casler, VP of Strategy at 4Site





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Bryan Casler
VP of Strategy,
4Site Studios

Studios. "We were dealing with inconsistent data entries across various platforms, which led to syncing errors. When a supporter's address differed slightly from an existing record—say, through a street name change—it would trigger a manual process, disrupting the flow and causing delays."

The solution: Smarty's US Address Verification

4Site Studios chose Smarty's US Address Verification, integrating it within their TidyContact middleman software solution. This allowed for real-time address standardization and validation at the point of form submission. As a result, 4Site Studios could intercept user input, send the data to Smarty for standardization, and then automatically correct any discrepancies before the form was submitted, all without the user knowing anything was happening in the background.

That sounds like it could take a lot of time, but with Smarty's speed, the process is almost instantaneous.

While invisible to the end user, 4Site Studios's integration of Smarty's tools ensures that every address is standardized in compliance with CASS certification. Furthermore, every address validation returns important metadata about the address, including geolocation data (latitude and longitude), which enables enhanced targeting for their clients's marketing and outreach campaigns.

"Smarty allowed us to fully standardize addresses before they entered the CRM without requiring the user to change their behavior," said Bryan. "This approach ensured that the data entered was always accurate, thus preventing costly errors and manual interventions."

The results: 100% standardized and satisfied

Since implementing Smarty's address solution in TidyContact, 4Site Studios has seen significant improvements in their ability to provide data accuracy, workflow efficiency, and client satisfaction. The primary benefits include:

- **100% standardization:** With Smarty's real-time CRM address verification, the risk of errors in client systems has been eliminated. Bryan shared, "After thousands of address submissions, we've never had a single question or issue related to address quality on our end or from a client."
- **Time and cost savings:** Automating address correction reduces the need for manual processing, saving nonprofit organizations time and money. Bryan noted, "The seamless integration with Smarty means we never have to worry about syncing errors or data inconsistencies."
- **Client satisfaction:** Clients no longer face the burden of dealing with address errors, enabling them to focus on their core mission. "Our clients have not had to worry about address validation; the system just works, which has been a huge win for us," Bryan added. "With Smarty, we've created a solution that works perfectly for our clients—and that's what truly matters."



Why Smarty?

Bryan emphasized that Smarty's ability to provide a reliable, scalable solution at a competitive price point was a key factor in their decision. "Smarty's tools were a perfect fit for our needs—especially when compared to other solutions that were either too costly or didn't meet our standards for

accuracy. We tested many options, but Smarty was the clear winner for both performance and value."

Moreover, Bryan appreciated the transparency and support from Smarty's team. "The integration process was seamless. Their documentation was thorough, and their support team was incredibly responsive, answering questions quickly and clearly."

Conclusion

By leveraging Smarty's robust address verification tools for TidyContact, 4Site Studios created an efficient, seamless process for CRM address data validation in real time. This helped streamline their clients' operations, reduce manual processes, and ensure higher data quality.

Smarty's backend solutions transform data management processes in the nonprofit sector, offering a simple yet powerful way to optimize address data without adding complexity to the user experience or significant cost to your bottom line.

We helped 4Site Studios step up their address standardization game and improve client workflow.

What can Smarty do for you?

Questions?

Learn more at Smarty.com

smarty



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VP of Strategy,
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