

API documentation

Klant In Beeld Premium v1

Summary

The klant in beeld Premium API is exclusively available for customers with a parcel contract with PostNL. Use this API to get real-time information about all 473 thousand Dutch postal codes to gain customer insights on e-commerce and delivery features. And increase your conversion rates through personalized and relevant communication.

Methods and endpoints

Method	Endpoint
POST	https://api.postnl.nl/address/national/insight/v1/premium

Required headers

Header key	Header value	Mandatory/optional
apikey	Your apikey	Mandatory
Content-Type	application/json	Mandatory

Input parameters

Fieldname	Mandatory/optional	Format	Example
PostalCode	Mandatory	String [6]	1234AB
Selection	Optional (default: ["All"])	Array of strings	["Frequency", "EveningDelivery", "Electronics"]

Explanation of field 'Selection'

With the Selection input field, you can select the fields you want to get. Requesting fewer fields can be cheaper.

This input field expects an array of strings, where each string contains the name of the output field you are interested in. There is an extra option: you can also select a full domain by using the name of the domain instead of listing all its corresponding fields. If you mistype or use a fieldname that is not listed, it will be ignored. Please be aware that an additional fee will be charged if more than 10 different fields (basic and premium combined) are requested during the license period.

Output parameters

The expected output depends on the fields you have selected, the Address domain is always returned.

Fieldname	Description of attribute	Dutch description of attribute	Format [length]
Address			
PostalCode	Postalcode (1234AB)	Postcode (1234AB)	String [6]
ParcelDelivery			
Frequency	Delivery frequency in 7 classes within the 6-position postal code of the address. A hit rate (%) is shown for each class.	Bezorgfrequentie in 7 klassen binnen de 6 positie postcode van het adres. Per klasse wordt een trefkans (%) weergegeven.	Dictionary [7]
EveningDelivery	Indicator one or more evening deliveries within the 6-position postal code of the address. The indicator is shown as a hit rate (%).	Indicator één of meer avondbezorgingen binnen de 6 positie postcode van het adres. De indicator wordt als een trefkans (%) weergegeven.	Dictionary [2]
SameDayDelivery	Indicator one or more same day deliveries within the 6-position postal code of the address. The indicator is shown as a hit rate (%).	Indicator één of meer zelfde dag bezorgingen binnen de 6 positie postcode van het adres. De indicator wordt als een trefkans (%) weergegeven.	Dictionary [2]

SundayDelivery	Indicator one or more deliveries on Sunday within the 6-position postal code of the address. The indicator is shown as a hit rate (%).	Indicator één of meer zondagbezorgingen binnen de 6 positie postcode van het adres. De indicator wordt als een trefkans (%) weergegeven.	Dictionary [2]
Loyalty	Indicator of loyalty within the 6-position postal code of the address. The indicator is shown as a hit rate (%).	Indicator van de loyaliteit binnen de 6 positie postcode van het adres. De indicator wordt als een trefkans (%) weergegeven.	Dictionary [5]
AreasOfInterest			
DepartmentStores	The degree of interest in department stores in classes within the 6-position postal code of the address. A hit rate (%) is shown for each class.	Voor department stores de mate van interesse in klassen binnen de 6 positie postcode van het adres. Per klasse wordt een trefkans (%) weergegeven.	Dictionary [3]
Electronics	The degree of interest in electronics in classes within the 6-position postal code of the address. A hit rate (%) is shown for each class.	Voor electronics de mate van interesse in klassen binnen de 6 positie postcode van het adres. Per klasse wordt een trefkans (%) weergegeven.	Dictionary [3]
FashionSport	The degree of interest in fashion and sport in classes within the 6-position postal code of the address. A hit rate (%) is shown for each class.	Voor fashion and sport de mate van interesse in klassen binnen de 6 positie postcode van het adres. Per klasse wordt een trefkans (%) weergegeven.	Dictionary [3]
HealthCarePersonalCare	The degree of interest in health - and/or personal care in classes within the 6-position postal code of the address. A hit rate (%) is shown for each class.	Voor health - and/or personal care de mate van interesse in klassen binnen de 6 positie postcode van het adres. Per klasse wordt een trefkans (%) weergegeven.	Dictionary [3]
HomeGarden	The degree of interest in home and garden in classes within the 6-position postal code of the address. A hit rate (%) is shown for each class.	Voor home and garden de mate van interesse in klassen binnen de 6 positie postcode van het adres. Per klasse wordt een trefkans (%) weergegeven.	Dictionary [3]
MediaEntertainment	The degree of interest in media and entertainment in classes within the 6-	Voor media and entertainment de mate van interesse in klassen binnen de 6	Dictionary [2]

	position postal code of the address. A hit rate (%) is shown for each class.	positie postcode van het adres. Per klasse wordt een trefkans (%) weergegeven.	
TravelOutdoor	The degree of interest in travel and outdoor in classes within the 6-position postal code of the address. A hit rate (%) is shown for each class.	Voor travel and outdoor de mate van interesse in klassen binnen de 6 positie postcode van het adres. Per klasse wordt een trefkans (%) weergegeven.	Dictionary [2]
PetSupplies	The degree of interest in pet supplies in classes within the 6-position postal code of the address. A hit rate (%) is shown for each class.	Voor pet supplies de mate van interesse in klassen binnen de 6 positie postcode van het adres. Per klasse wordt een trefkans (%) weergegeven.	Dictionary [2]
FoodBeverages	The degree of interest in food and beverages in classes within the 6-position postal code of the address. A hit rate (%) is shown for each class.	Voor food and beverages de mate van interesse in klassen binnen de 6 positie postcode van het adres. Per klasse wordt een trefkans (%) weergegeven.	Dictionary [2]
Mobility	The degree of interest in mobility in classes within the 6-position postal code of the address. A hit rate (%) is shown for each class.	Voor mobility de mate van interesse in klassen binnen de 6 positie postcode van het adres. Per klasse wordt een trefkans (%) weergegeven.	Dictionary [2]
Toys	The degree of interest in toys in classes within the 6-position postal code of the address. A hit rate (%) is shown for each class.	Voor toys de mate van interesse in klassen binnen de 6 positie postcode van het adres. Per klasse wordt een trefkans (%) weergegeven.	Dictionary [2]
Gifts	The degree of interest in gifts in classes within the 6-position postal code of the address. A hit rate (%) is shown for each class.	Voor gifts de mate van interesse in klassen binnen de 6 positie postcode van het adres. Per klasse wordt een trefkans (%) weergegeven.	Dictionary [2]
Education	The degree of interest in Education in classes within the 6-position postal code of the address. A hit rate (%) is shown for each class.	Voor education de mate van interesse in klassen binnen de 6 positie postcode van het adres. Per klasse wordt een trefkans (%) weergegeven.	Dictionary [2]

Example request & response

Request	Response	Response translated to insights
<pre>{ "PostalCode": "2521CA", "Selection": ["Frequency", "Loyalty", "Electronics"] }</pre>	<pre>{ "Address": { "PostalCode": "2521CA" }, "ParcelDelivery": { "Frequency": { "Frequency1": 4, "Frequency2": 8, "Frequency3": 0, "Frequency4": 12, "Frequency5": 12, "Frequency6": 17, "Frequency7": 46 }, "Loyalty": { "Loyalty1": 33, "Loyalty2": 8, "Loyalty3": 8, "Loyalty4": 25, "Loyalty5": 25 } }, "AreasOfInterest": { "Electronics": { "Electronics1": 16, "Electronics2": 20, "Electronics3": 64 } } }</pre>	<p>Frequency (deliveries per year): Extremely low (0-1): 4% Very low (2-5): 8% Low (6-11): 0% Average (12-19): 12% High (20-31): 12% Very high (32-51): 17% Extremely high (52+): 46%</p> <p>Loyalty: Very low: 33% Low: 8% Average: 8% High: 25% Very high: 25%</p> <p>Electronics: Electronics, not very interested: 16% Electronics, rather interested: 20% Electronics, very interested: 64%</p>

Possible error codes

Error code	Status message
200	JSON response with requested data.
206	Address is not supported because it is not a residential address or non-existing postal code. Example: <pre>{ "errors": [{ "status": "206", "title": "Not Supported Address", "detail": "We found this address in our database, but it is not a residential address." }] }</pre>
4xx	Error on customer-side. Example: <pre>{ "errors": [{ "status": "400", "title": "Bad Request", "detail": "PostalCode has the wrong format. It should be: 1234AB" }] }</pre>
5xx	Error on PostNL side.

Responselabels

Fieldname	Response	Label (ENG)	Label (NL)
Address			
PostalCode	String [6]	Postal code	Postcode
ParcelDelivery			
Frequency1	Number [1-3]	Extremely low (0-1)	Extreem laag (0-1)
Frequency2	Number [1-3]	Very low (2-5)	Zeer laag (2-5)
Frequency3	Number [1-3]	Low (6-11)	Laag (6-11)
Frequency4	Number [1-3]	Average (12-19)	Gemiddeld (12-19)
Frequency5	Number [1-3]	High (20-31)	Hoog (20-31)
Frequency6	Number [1-3]	Very high (32-51)	Zeer hoog (32-51)
Frequency7	Number [1-3]	Extremely high (52+)	Extreem hoog (52+)
EveningDelivery1	Number [1-3]	No evening deliveries	Geen avondbezorgingen
EveningDelivery2	Number [1-3]	One or more evening deliveries	Één of meer avondbezorgingen
SameDayDelivery1	Number [1-3]	No same day deliveries	Geen zelfde-dagbezorgingen
SameDayDelivery2	Number [1-3]	One or more same day deliveries	Één of meer zelfde-dagbezorgingen
SundayDelivery1	Number [1-3]	No Sunday deliveries	Geen zondagbezorgingen
SundayDelivery2	Number [1-3]	One or more Sunday deliveries	Één of meer zondagbezorgingen
Loyalty1	Number [1-3]	Very Low	Erg Laag
Loyalty2	Number [1-3]	Low	Laag

Loyalty3	Number [1-3]	Average	Gemiddeld
Loyalty4	Number [1-3]	High	Hoog
Loyalty5	Number [1-3]	Very High	Erg Hoog
AreasOfInterest			
DepartmentStores1	Number [1-3]	Department Stores, not very interested	Department Stores, weinig geïnteresseerd
DepartmentStores2	Number [1-3]	Department Stores, rather interested	Department Stores, redelijk geïnteresseerd
DepartmentStores3	Number [1-3]	Department Stores, very interested	Department Stores, zeer geïnteresseerd
Electronics1	Number [1-3]	Electronics, not very interested	Electronics, weinig geïnteresseerd
Electronics2	Number [1-3]	Electronics, rather interested	Electronics, redelijk geïnteresseerd
Electronics3	Number [1-3]	Electronics, very interested	Electronics, zeer geïnteresseerd
FashionSport1	Number [1-3]	Fashion & Sport, not very interested	Fashion & Sport, weinig geïnteresseerd
FashionSport2	Number [1-3]	Fashion & Sport, rather interested	Fashion & Sport, redelijk geïnteresseerd
FashionSport3	Number [1-3]	Fashion & Sport, very interested	Fashion & Sport, zeer geïnteresseerd
HealthCarePersonalCare1	Number [1-3]	Health Care & Personal Care, not very interested	Health Care & Personal Care, weinig geïnteresseerd
HealthCarePersonalCare2	Number [1-3]	Health Care & Personal Care, rather interested	Health Care & Personal Care, redelijk geïnteresseerd
HealthCarePersonalCare3	Number [1-3]	Health Care & Personal Care, very interested	Health Care & Personal Care, zeer geïnteresseerd
HomeGarden1	Number [1-3]	Home & Garden, not very interested	Home & Garden, weinig geïnteresseerd
HomeGarden2	Number [1-3]	Home & Garden, rather interested	Home & Garden, redelijk geïnteresseerd
HomeGarden3	Number [1-3]	Home & Garden, very interested	Home & Garden, zeer geïnteresseerd

MediaEntertainment1	Number [1-3]	Media & Entertainment, not very interested	Media & Entertainment, weinig geïnteresseerd
MediaEntertainment2	Number [1-3]	Media & Entertainment, rather interested	Media & Entertainment, redelijk geïnteresseerd
TravelOutdoor1	Number [1-3]	Travel & Outdoor, not very interested	Travel & Outdoor, weinig geïnteresseerd
TravelOutdoor2	Number [1-3]	Travel & Outdoor, rather interested	Travel & Outdoor, redelijk geïnteresseerd
PetSupplies1	Number [1-3]	Pet Supplies, not very interested	Pet Supplies, weinig geïnteresseerd
PetSupplies2	Number [1-3]	Pet Supplies, rather interested	Pet Supplies, redelijk geïnteresseerd
FoodBeverages1	Number [1-3]	Food & Beverages, not very interested	Food & Beverages, weinig geïnteresseerd
FoodBeverages2	Number [1-3]	Food & Beverages, rather interested	Food & Beverages, redelijk geïnteresseerd
Mobility1	Number [1-3]	Mobility, not very interested	Mobility, weinig geïnteresseerd
Mobility2	Number [1-3]	Mobility, rather interested	Mobility, redelijk geïnteresseerd
Toys1	Number [1-3]	Toys, not very interested	Toys, weinig geïnteresseerd
Toys2	Number [1-3]	Toys, rather interested	Toys, redelijk geïnteresseerd
Gifts1	Number [1-3]	Gifts, not very interested	Gifts, weinig geïnteresseerd
Gifts2	Number [1-3]	Gifts, rather interested	Gifts, redelijk geïnteresseerd
Education1	Number [1-3]	Education, not very interested	Education, weinig geïnteresseerd
Education2	Number [1-3]	Education, rather interested	Education, redelijk geïnteresseerd