

2017 Solutions Catalog



Empowering The Data-Driven Organization

INTERNATIONAL ADDRESS
& DATA QUALITY

MAIL & PRESORT SOLUTIONS

MDM & GOLDEN RECORDS

DATA ENHANCEMENT
& DATA HYGIENE SERVICES

800.MELISSA
www.Melissa.com

melissa[™]

Table of Contents

Welcome Letter.....	3
Full Spectrum Data Quality.....	4
Data Integration Solutions.....	6
CRM Data Quality Solutions.....	8
Data Profiling & Monitoring.....	10
Generalized Cleansing.....	11
Global Identity Verification.....	12
Global Address Verification.....	14
Global Phone Verification.....	16
Global Email Verification.....	18
Global Name & Free Form Parsing.....	19
Data Enrichments.....	20
Matching & Deduplication.....	22
Ecommerce Data Quality Solutions.....	24
Reference Data.....	26
Data Enhancements & Hygiene Service Bureau.....	28
Mailings Lists & Sales Leads.....	30
Mailing Solutions.....	32
Professional Services & Consulting.....	34
Melissa Lookups.....	35

Copyright© Melissa Data Corp. 2017. The following trademarks are owned by Melissa Data Corporation®: Express Entry; Geocoder; Listware; MAILERS+4; MatchUp; Personator; SmartMover; Contact Zone. All Rights Reserved.

The following trademarks are owned by the United States Postal Service®: CASS; PAVE; DPV; LACSLink; SuiteLink; DSF²; First-Class; Standard Mail; IM barcode; PO Box; NCOALink; ZIP; ZIP Code; ZIP+4; United States Postal Service; and USPS. Melissa Data is a nonexclusive NCOALink® Interface Distributor and Full Service Provider Licensee of the USPS. The prices for NCOALink processing are not established or controlled by the USPS. Melissa Data receives weekly NCOALink updates. Melissa Data is a nonexclusive NCOA Licensee of Canada Post.

The following trademarks are owned by Canada Post® Corporation: NCOA, SERP Certified.

Excel, Microsoft Dynamics, SQL Server are trademarks of Microsoft Corporation®. Other product and company names referenced in this publication may be trademarks of their respective owners. All prices are subject to change without notice. Melissa Data Corp. 2017. All Rights Reserved.



Welcome to Melissa,

As we welcome our 32nd year in business, I am excited to announce an important change at Melissa Data. We've decided to drop the "Data" from our brand identity. We are simply Melissa now. This is part of a new branding effort to reflect Melissa's growth, and more importantly, the changes in the data quality space. While authoritative data sources power our products and services, we want to continue developing new solutions that deliver data-driven results for better business intelligence.

This forward thinking change is reflected in our new logo with the design emphasis on the "i" for intelligence. You will see this focus on intelligence in our new ID verification services, our industry-specific solutions to help with Know Your Customer initiatives, risk management and compliance in our robust customer data management and data integrations platforms.

And, you'll see it in our new website at www.melissa.com. Our goal with this new website is to provide our visitors an easier way to learn about Melissa's services and solutions. Immediately, you will notice streamlined menus, simple navigation and quick access to the information you need.

I want to close by thanking all of our clients and partners for their continued business and support. Without all of you, Melissa would not be recognized as one of the predominant data quality enterprises in the world. We look forward to working together with you all, side-by-side, to help you reach your corporate goals. I welcome any input and/or feedback you may have regarding our company. Please feel free to contact me at ray.melissa@melissa.com.

Sincerely,

A handwritten signature in blue ink that reads "Ray Melissa". The signature is fluid and cursive, with a long horizontal stroke at the end.

Raymond Melissa
CEO

Full-Spectrum Data Quality Solutions

Did you know that 91% of businesses suffer from common data errors? The most common errors include inaccurate data, outdated data, missing information, and duplicate data. Without clean and accurate data, it's hard to find new customers, better understand customers' needs, and increase the value of each customer. Use Melissa Data Quality and ID Verification tools to:

Identify weaknesses in your data and collection efforts so you can set up repeatable processes to maintain a high level of data quality.

Verify contact data to improve sales and marketing initiatives and ensure timely delivery of mail and shipments.

Enrich your contact records with detailed demographic and geographic data to improve targeting, customer profiling, personalization, and risk management.

Consolidate duplicates or similar records into one Golden Record for an accurate, 360-degree view of the customer.

And, best of all, Melissa solutions are designed to work any way you need them.

On-Premise APIs and Cloud Services

Multiplatform support for Windows®, Oracle®, Linux®, IBM®, HP®, and Cloud services supporting REST, JSON, XML and SOAP.

Plugins and Add-ons

Easy-to-use plugins for Salesforce®, Microsoft Dynamics® CRM, Excel®, Magento®, Shopware®, and more.

Data Integration

Add data quality workflows to your ETL and customer data integration efforts with built-in support for Microsoft® SQL Server®, Pentaho® and Talend®.

Mail, Dedupe and Presort Solutions

Desktop and Software-as-a-Service (SaaS) to clean and prepare USPS® CASS™ and PAVE Certified® mailings to get more mail delivered for less.

Service Bureau and Automated Processing

List Hygiene and Data Enhancement Services – available for batch or Automated FTP processing 24/7/365. Low prices, fast turnaround, and the best customer service!



The Data Quality Life Cycle

Our full spectrum solutions work across the entire data quality life cycle – at the point-of-entry to prevent bad data from entering your systems in the first place, to continuously monitor and update your data to combat stale information.

PROFILE & MONITOR YOUR DATA

Profiling is the first, necessary step. It helps identify weaknesses in your data and monitor data quality improvements over time.

CLEANSE YOUR DATA

Use a variety of programmatic or regular expressions to correct data inconsistencies quickly and easily.

VERIFY YOUR DATA

Leverage powerful global address, name, phone, and email validation routines, and match name-to-address to verify ID.

ENRICH YOUR DATA

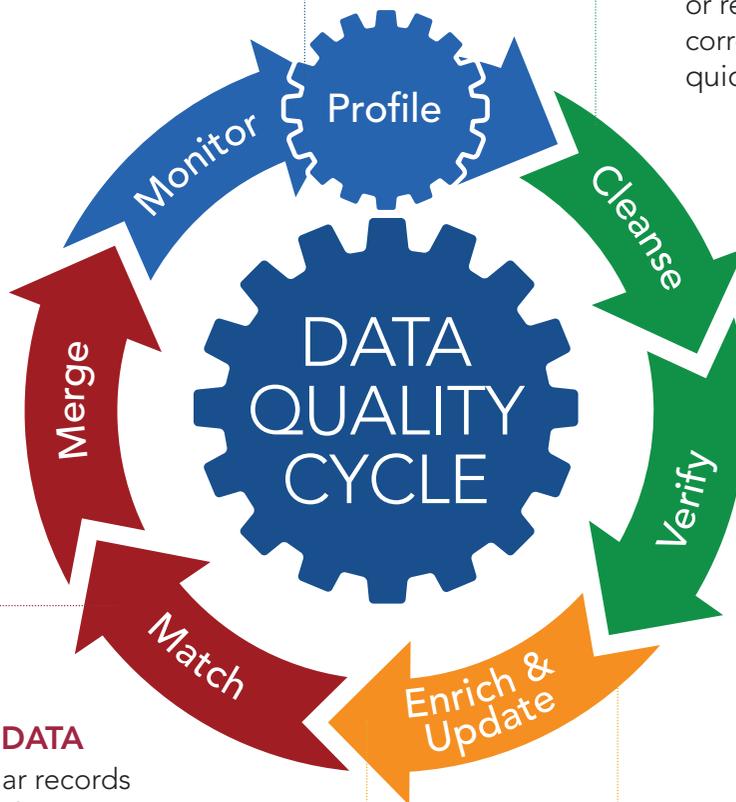
Add valuable demographics, IP location, and property data for greater insights and better omnichannel marketing.

UPDATE YOUR DATA

Access up to 20 years of change-of-address records to get the most current address of your customers, domestically and internationally.

MATCH YOUR DATA

Consolidate similar records and eliminate duplicates with advanced fuzzy matching algorithms and survivorship rules for a clearer, more accurate view of your customers.



WATCH A SHORT VIDEO ON FULL SPECTRUM DATA QUALITY AT www.melissa.com/m-spectrum

Data Integration Solutions

To support today's business processes and goals, corporate data needs to be universally accessible, accurate, and reusable. Organizations need to know what is in their source systems, they need to be able to integrate data from multiple systems into new data-intensive applications, and they must be able to cleanse and enhance data and monitor its quality as it is used in different applications.

To meet these needs, Melissa has integrated the full spectrum of data quality into its Contact Zone[®] product for **Microsoft SQL Server and Pentaho Data Integration (PDI)** platforms. Contact Zone offers capabilities far beyond most standalone data quality software, empowering organizations to:

Access any system in batch or real time.

Profile and analyze data from any source for discovery.

Validate, correct and standardize all data types.

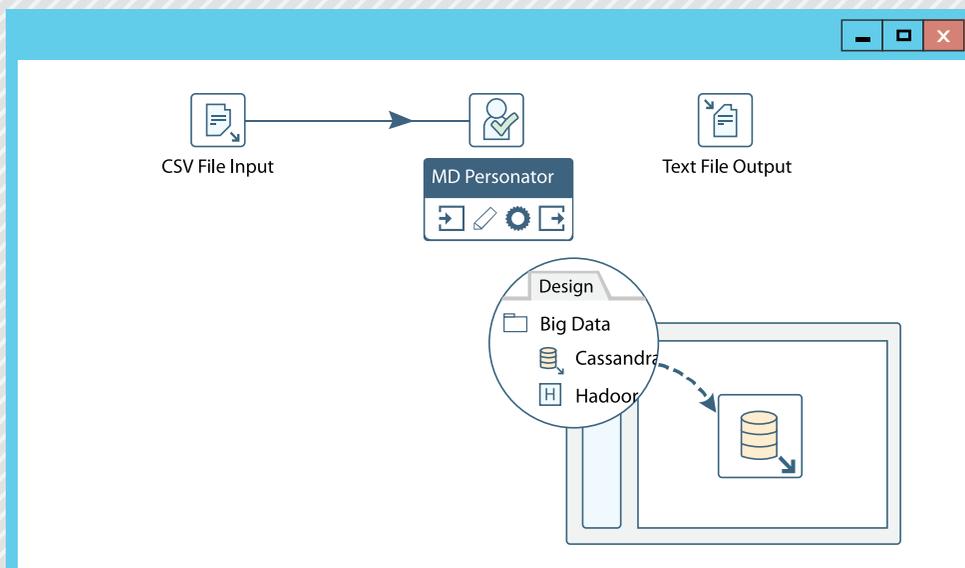
Transform and reconcile all data types for improved integration.

Deliver the right data, at the right time, in the right format.

Contact Zone (SQL Server and Pentaho) provides:

DATA INTEGRATION

- Intuitive drag-and-drop data integration coupled with data agnostic connectivity spanning flat files and RDMBS to Hadoop[®] and beyond.
- Complete visual big data integration tools that eliminate manual programming and scripting from the process.
- Ability to architect big data blends at the source and stream them directly for more complete and accurate analytics.



Contact Zone includes a graphical extract-transform-load (ETL) designer to simplify the creation of data pipelines.

PROFILE AND MONITOR

- Enhance data management and data warehousing efforts by identifying weak points in your data.
- Optimize data quality over time by continuously monitoring data.
- Enforce business rules on incoming records to maintain data standardization.

GENERALIZED CLEANSE, PARSE AND STANDARDIZE

- Build cleansing scripts for a wide range of data errors and inconsistencies.
- Customize and create rules (triggering) to standardize data.
- Transform and standardize data such as names, addresses, dates, product numbers, and phone numbers.
- Extract structured information from freeform text.

DATA VERIFICATION

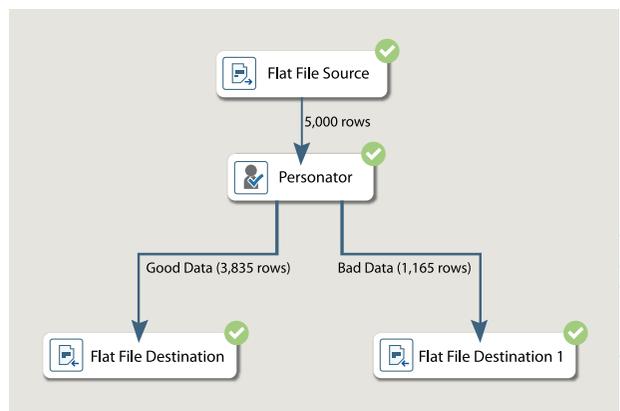
- Verify global postal addresses, phone numbers and email addresses.
- Transliterate addresses from many non-Latin writing systems into Latin characters.
- Correlate that data elements, for instance, a name and an address, belong together for simple identity resolution.
- Update addresses for contacts that have moved in the U.S. and/or Canada.

DATA ENRICHMENT

- Add geocodes (latitude-longitude coordinates) to the rooftop of a parcel, city, or postal code.
- Append detailed demographic, firmographic, and property data to records.
- Provide geographic location data for an IP address.
- Fill in gaps by adding missing email address, phone number, and address info.

MATCH AND MERGE

- Match domestic and international records using 16 powerful fuzzy matching algorithms.
- Create a golden record based on survivorship rules developed around a data quality score.
- Consolidate records at the household level.
- Identify duplicate records using latitude-longitude coordinates and proximity thresholds.



Contact Zone's Personator component can easily verify each data element – name, address, phone and email within your data flow.

FOR A FREE TRIAL OF CONTACT ZONE FOR SQL SERVER, VISIT www.melissa.com/m-sql. FOR A FREE TRIAL OF CONTACT ZONE FOR PENTAHO, VISIT www.melissa.com/m-pentaho

CRM Data Quality Solutions

Melissa plugins for Salesforce, Microsoft Dynamics, and Excel provide you the tools to enhance CRM data quality by cleaning, deduping, and enriching all your People Data – names, addresses, phones, emails, and more.

LISTWARE® – SELF SERVICE DATA QUALITY

Easily add Listware to Salesforce.com®, Microsoft Excel, or use in the Cloud and take advantage of a wealth of data cleansing and enrichment functions.



GLOBAL CONTACT CHECKING

Clean, correct and standardize all contact data elements – name, address, phone and email for 240+ countries. Includes geocoding for 40+ countries.



U.S. & CANADA CONTACT CHECKING

Clean, correct and standardize your contacts in the U.S. and Canada. Even add missing email, phone and address info to complete records.



GLOBAL EXPRESS ENTRY®

Make data entry easy and accurate. Express Entry provides a suggested, verified address as you type – reducing keystrokes by as much as 50%.



SMARTMOVERSM NCOA

Update the addresses of U.S. and Canadian customers who have moved to reduce undeliverable mail and stay in contact.



MATCHUP®

Easily remove duplicate leads, accounts and contacts and maintain a single, accurate view of your customer.



BUSINESS CODER®

Validate business addresses and add firmographic info like location type, sales volume, and name/title and contact info for 25 million U.S. businesses.



PROPERTY

Access detailed property and mortgage info on over 110 million U.S. properties including owner contact info, assessed value, deed information, and more.



SALES LEADS

Access and download customizable lead lists for marketing and sales initiatives. Reach consumers, businesses, property owners, new movers and more!

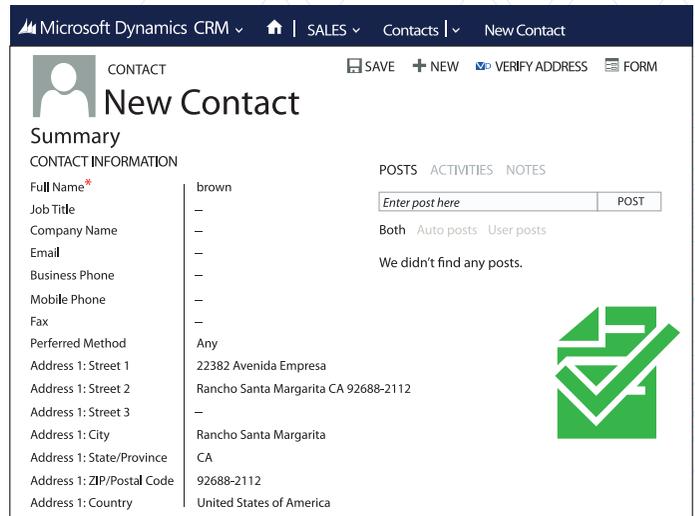
DYNAMICS CRM

In today's world of data-driven business, it's more important than ever to achieve a single, accurate view of your customers. Our data quality solutions integrate into Dynamics CRM to:

Verify, correct and append contacts before they enter the CRM.

Improve lead scoring, sales follow up, and marketing initiatives with up-to-date contact information.

Protect the quality of your customer data with data cleansing in real-time at point of entry or in batch.



The screenshot shows the Microsoft Dynamics CRM interface for creating a new contact. The page title is 'New Contact'. The 'CONTACT INFORMATION' section includes fields for Full Name (filled with 'brown'), Job Title, Company Name, Email, Business Phone, Mobile Phone, Fax, Preferred Method (set to 'Any'), and Address 1 (Street 1, Street 2, Street 3, City, State/Province, ZIP/Postal Code, and Country). The address is populated with '22382 Avenida Empresa, Rancho Santa Margarita CA 92688-2112, Rancho Santa Margarita, CA, 92688-2112, United States of America'. On the right, there are tabs for 'POSTS', 'ACTIVITIES', and 'NOTES'. A 'POST' button is visible, and a message states 'We didn't find any posts.' A green checkmark icon is also present.

Our plugins help increase data entry accuracy and productivity by autocompleting a verified address and preventing inaccurate contact data from entering your CRM in the first place.



GLOBAL EXPRESS ENTRY® (2016 and Dynamics Online only)

Express Entry makes it easy to enter accurate address data with 50% fewer keystrokes. Express Entry suggests a valid, properly formatted address as the user types.



GLOBAL CONTACT VERIFICATION

Clean, correct, and standardize all contact data elements – name, address, phone, and email – for 240+ countries. Includes geocoding for 40+ countries.



PERSONATOR®

Personator verifies, corrects, standardizes, and completes your People Data – name, address, phone and email info. Personator also enriches your contacts by appending missing email, phone and address info, and adds detailed demographic and geographic information to gain customer insights.



BUSINESSCODER®

BusinessCoder enriches your CRM data with firmographics from 25 million U.S. business records. The add-on will return company info including SIC/NAICS codes, sales volume, employee size, as well as job titles and contact information.

TO USE LISTWARE FOR FREE, VISIT www.melissa.com/m-listware OR FOR A FREE TRIAL OF DATA QUALITY FOR DYNAMICS CRM, VISIT www.melissa.com/m-dynamics

Data Profiling and Monitoring

Imagine taking a statistical analysis “picture” of your data to quickly see where the problems are. That’s exactly what Melissa’s Profiler does. Data profiling is an important step for data modeling, data quality, and master data management initiatives to help ensure the consistency of reference data. And, data profiling is an invaluable tool for business users – helping identify inconsistencies and problems in data before it is used for reporting and business intelligence purposes.

PROFILING

Profiler generates simple to advanced profiling information including basic data statistics (mean, median, frequency, variation, etc.) and details (structure, content, classifications, etc.) to identify data errors and weak points in your data collection processes.

MONITORING

Profiler also provides continuous monitoring functions that help you understand how well your data quality processes are working, and enforce business rules on incoming records to maintain data standardization and reduce the amount of cleansing needed.

Profiler Dashboard Reporting

Set Acceptable Error Thresholds for Database: D:\PROJECTS\stuff_Profiler\samples\Profiler_UseCase\profileSample.csv

Set Duplicate Threshold: 15 % Set Phone Threshold: 5 %

Set Name Threshold: 5 % Set Email Threshold: 10 %

Initialization Profiling MetaData Quality

COLUMN NAME	DATATYPE	MAXLENGTH	EMPTY	NULL	INVALIDUTF8	DIACRITICS	NONPRINTA...	FOREIGN
name	DataTypeFullName	31	2	0	0	0	0	2
fi	DataTypeAddress	25	0	0	0	0	0	0
city	DataTypeCity	14	2	0	0	0	0	1
state	DataTypeStateOrPro...	2	6	0	0	0	0	0
zip	DataTypeZipOrPost...	10	1	0	0	0	0	0
phone	DataTypePhone	20	2	0	0	0	0	0
email	DataTypeEmail	27	0	0	0	0	1	0

Data Quality Errors

Match Profile: 12.96 %

Profiled Names: 33.33 %

Profiled Phone: 20.37 %

Profiled Email: 16.67 %

Next Step / Needed Actions to be Performed:

General, Matching Analysis, Name Analysis, Phone Analysis, Email Analysis, Transaction Analysis, State, ZIP Iterators

PHONE DATA FREQUENCY

Empty Phones : 7

Null Phones : 0

Invalid Phones : 9

PATTERN	COUNT
9.99999x+99	1
9999	1
999999999	1
xxbxxbxxxx	1
(999)99999	1
999-9999	2

Generate Report Call CVC Call MatchUp

Profiler creates a data quality assessment table showing possible issues for each individual column in a customer database, including the number of profanities found, inconsistently ordered names, invalid ZIP codes, email and phones.

PROFILER IS AVAILABLE AS AN ON-PREMISE API OR COMPONENT FOR OUR DATA INTEGRATION SOLUTIONS. FOR A FREE TRIAL, VISIT www.melissa.com/m-profiler

Generalized Cleansing

Build data cleansing scripts for a wide range of data errors and inconsistencies with Melissa’s Generalized Cleansing. It combines six operations that allow you to cleanse data and save operations (simple or complex) for future projects. Generalized Cleansing can be beneficial to users in many different industries, giving them the ability to standardize and validate inventory lists, correctly format data, and much more.

Cleanse any type of data and achieve a higher standard of data quality for integration, warehousing, and analytics.

Gain greater control of your data when optimized, and save your business time and resources.

Customize and create rules (triggering) to standardize data.

CLEANSING OPERATIONS AVAILABLE:

Casing – change the casing of data from capital to lowercase, etc.

Punctuation – add or remove punctuation

Abbreviation – expand or contract abbreviations, for example: CA to California

Search and Replace – replace portions of a string

Expressions – create programmatic expressions to make sense of data values

Regex – use regular expressions to extract, validate, etc.

BEFORE

#	Auto Year	Auto Make	Auto Model	Auto Transaction Date	Auto Vin	VinCheck	State	CheckedBy
1	1991	MERCURY	TRACER	11/19/1990	3MAPM1485MR60582a	3MAPM1485MR60582a	CA	M.V.
2	1991	MERCURY	MARQUIS	<null>	2MECM75F8MX679805	2MECM75F8MX679805	TX	J.V.
3	2003	CHEVROLET	S10	9/29/2009	1GCCS14H838196565	1GCCS14H838196465	UT	J.T.
4	2011	TOYOTA	SIENNA	11/19/2015	5TDKA3DC6B8S006686	5TDKA3DC6B8S006686	IA	O.L.
5	1992	BUICK	REGAL	<null>	2G4WF14L7N1478779	2G4WF14L7N1478779	NJ	T.T.
6	1996	CHEVROLET	CORSICA	<null>	1G1LD55M0TY129025	1G1LD55M0TY129025	FL	Z.R.

AFTER

#	Auto Year	Auto Make	Auto Model	Auto Transaction Date	Auto Vin	VinCheck	State	CheckedBy
1	1991	Mercury	Tracer	BADRECORD	3MAPM1485MR60582a	3MAPM1485MR60582a	CAL	M.V.
2	1991	Mercury	Marquis		2MECM75F8MX679805	Good	TEX	J.V.
3	2003	Chevrolet	S10	9/29/2009	1GCCS14H838196565	Good	UTA	J.T.
4	2011	Toyota	Sienna	11/19/2015	5TDKA3DC6B8S006686	Good	IOW	O.L.
5	1992	Buick	Regal		2G4WF14L7N1478779	Good	NEW	T.T.
6	1996	Chevrolet	Corsica		1G1LD55M0TY129025	Good	RHO	Z.R.

Generalized Cleansing can clean and format all sorts of data types, not just contact data. For instance, in this auto owner file, Generalized Cleansing can check if the VIN number is in the correct format, and verifies the transaction date is not earlier than the year the car was built.

GENERALIZED CLEANSING IS AVAILABLE AS A COMPONENT FOR OUR DATA INTEGRATION SOLUTIONS. FOR A FREE TRIAL, VISIT www.melissa.com/m-cleanser

Global ID Verification

Consumers are increasingly conducting their financial affairs and shopping online. And, they desire a smooth, rapid sign-up process. This makes it increasingly difficult for businesses to manage risk and protect the business while meeting customer demands for convenience, speed, and simplicity.

PERSONATOR U.S. EDITION

Personator is a unique, all-in-one Cloud verification and enrichment solution that you can easily integrate into your applications, shopping carts, and forms. Personator leverages a database of billions of records to ensure you capture accurate data for timely fulfillment and fraud prevention; as well as enrich your customer data so you have a better picture of "who" your customers are.



Confirm

Personator Confirm will verify, standardize, and complete all your people data – name, address, phone, and email as they are entered.

Verify U.S. addresses and perform aggressive address correction which can fix incorrect address ranges based on the person or business name.

Correct email address, lookup domain and update it, and standardize formatting.

Verify phone numbers, update area codes, and format.

Verify and parse full names, set salutations, and genderize.

Match a name to an address for quick and simple ID verification during checkout.



Enrich

Personator Enrich will fill in missing gaps and update your contact records.

Add consumer & business name, phone number, email address, postal address.

Update the addresses of U.S. and Canadian contacts that have moved over the past 20 years.

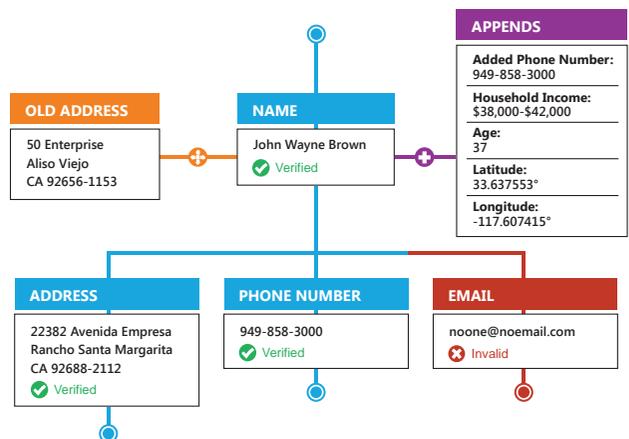


Enrich+

Personator Enrich+ adds detailed information to improve target marketing and location analysis including:

Adds demographic info like DOB, deceased info, gender, marital status, household income, and more.

Appends rooftop geographic data including latitude-longitude coordinates, census tract/block numbers, FIPS code, and more.



Personator verifies that each data element correlates for identity authentication and fraud prevention.

PERSONATOR IS AVAILABLE AS A CLOUD SERVICE OR A COMPONENT FOR OUR DATA INTEGRATION AND CRM SOLUTIONS. FOR A FREE TRIAL, VISIT www.melissa.com/m-personator

PERSONATOR WORLD EDITION

Melissa's Personator World Edition offers a significant opportunity to retire costly legacy Compliance and Know Your Customer (KYC) systems, reduce headcount for manual review, and avoid reputational risk with regulators and the general public. It's a flexible solution you can tailor to meet your specific customer sign-up process and risk management requirements ensuring an excellent customer experience while guarding against fraud and money laundering.



Age Verification and National ID

Verify a customer's national ID, such as a social security number or driver's license, as well as date of birth.



Address Correction and Formatting

Add missing street suffixes, state/province/administrative area info and standardize addresses to specific country formats.



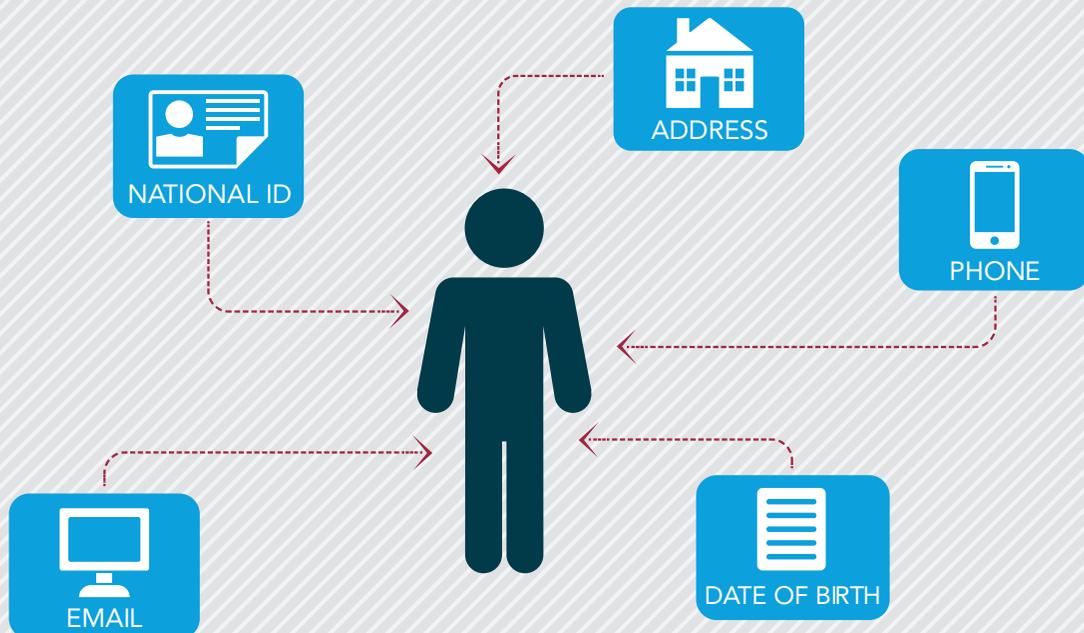
Name-Address Verification

Leverage a comprehensive dataset containing billions of records to confirm the name and address match and are current - with a high degree of accuracy.



Contact Data Validation

Determine that the given postal address is deliverable, the email address exists, the name associated with a mobile device and whether the phone number is active and callable, and the given name is in a valid format.



Global Address Verification

Approximately 20 percent of addresses entered online contain errors: spelling mistakes; wrong house numbers; incorrect postal codes; and sometimes formatting errors that don't conform to a specific country's postal regulations. This can be a big, and costly concern for companies shipping across borders.

Melissa's Global Address Verification (GAV) service verifies addresses for 240+ countries in real-time, at point of entry, to ensure only valid billing and shipping addresses enter your systems. GAV will:

Return a complete and standardized USPS® address including ZIP+4® using a CASS Certified™ engine.

Correct international addresses by adding missing components such as postal codes, region, etc.

Standardize addresses to meet local country formatting specifications.

Transliterate many popular native character sets into Latin.

Add precise lat/long coordinates to addresses for 40+ countries.

ADDRESS TRANSLITERATION

Faced with the challenge of working with addresses in foreign languages like Russian, Greek, Chinese, or Japanese? Our Global Address Verification supports many different

language sets and can transform non-Latin writing systems into Latin characters so addresses can be easily validated.

Our transliteration engine supports the following character sets and writing systems:

- Mapping between 40 different character sets, including UTF-8, ISO 8859-1, GBK, BIG5, JIS, EBCDIC
- Character filter on 'a'-'Z' and '0'-'9'
- Correct "removal" of diacritics according to language specific rules
- Non-Latin writing systems:
 - Cyrillic (Russia)
 - Hellenic (Greece)
 - Hebrew (Israel)
 - Arabic (United Arab Emirates)
 - Kanji (Japan)
 - Simplified Chinese (China)
 - Hangul (South Korea)
 - Thai (Thailand)



GAV supports many different language sets and can transform non-Latin writing systems (Cyrillic, Hellenic, Simplified Chinese, Kanji, etc.) into Latin characters so addresses can easily be standardized and validated. This process also helps improve the accuracy of deduping.

A WEALTH OF DATA RETURNED WITH EVERY VERIFIED U.S. ADDRESS

Melissa's Address Verification service empowers organizations to standardize, correct, and validate any U.S. address in one step. The U.S. dataset is CASS Certified™ by the USPS® and includes DPV® (Delivery Point Validation), LACS^{Link}®, RBDI (Residential/Business Delivery Indicator), Suite^{Link}™, and eLOT®. The following return values are available:

Addressee	Record type
Delivery Line 1	County FIPS
Delivery Line 2	County name
Delivery Point	Carrier route
Urbanization	Congressional district
Primary Number	Building default indicator
Street Name	RBDI (residential/business)
Street predirection	Latitude
Street postdirection	Longitude
Street suffix	Time Zone
Secondary number	DPV match code
Secondary designator	DPV footnotes
PMB designator	CMRA
PMB number	Vacant
City	Active
State	EWS match
ZIP Code	Footnotes
ZIP+4 Code	LACS ^{Link} code
Delivery Point	LACS ^{Link} indicator
Delivery Point Check Digit	

GAV IS AVAILABLE AS AN ON-PREMISE API, CLOUD SERVICE, A COMPONENT FOR OUR DATA INTEGRATION, CRM AND ECOMMERCE SOLUTIONS, OR VIA SERVICE BUREAU. FOR A FREE TRIAL, VISIT www.melissa.com/m-address

SmartMover NCOA

Almost 15% of the U.S. population moves each year. Is your database up to date? If not, you could be wasting money on Undeliverable-as-Addressed (UAA) mail and address correction fees. Melissa's SmartMover Cloud service provides fast, easy, change-of-address processing for U.S. and Canadian addresses so you can:

Stay in touch with customers who have moved.

Reduce costs associated with UAA mail.

Meet the USPS Move-Update requirement to qualify for postal discounts.

For U.S. addresses, SmartMover matches your customer records against the USPS® full NCOA^{Link}® data file of 160 million moves going back 48-months. This satisfies the USPS Move-Update requirement for

a period of 95 days from the date of processing to qualify for First-Class™, and USPS Marketing Mail™ (Standard Mail®). Melissa is an NCOA^{Link} Full Service Provider licensee of the USPS.

For Canadian addresses, SmartMover will match your address file against the Canada Post NCOA® database containing over 11 million records covering the last 72 months. Melissa is one of only a handful of Canada Post licensees.



SMARTMOVER IS AVAILABLE AS A CLOUD SERVICE, A COMPONENT FOR OUR DATA INTEGRATION, CRM, AND MAILING SOLUTIONS, OR VIA SERVICE BUREAU. FOR A FREE TRIAL, VISIT www.melissa.com/m-smartmover

Global Phone Verification

Melissa's Global Phone Service verifies phone numbers for over 240 countries, identifies line type (landline, VOIP, mobile), and returns carrier details, the country the number is from, the predominant language spoken in that number's region, and detailed geographic information.

Verify and correct numbers at point of entry to ensure only accurate information enters your database.

Verify if numbers are mobile for compliance with CAN SPAM regulations.

Identify the dominant language in the number's region for better communication and improved customer experience.

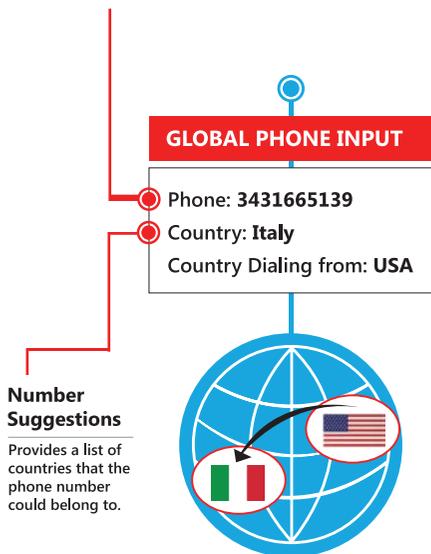
In addition, Global Phone has capabilities to keep your mobile database clean.

Premium Phone determines whether a mobile number is live and connected. This is an ideal service to keep your mobile database clean and updated, and helps reduce wasting money on SMS text that will never reach due to wrong or invalid numbers.

Caller ID taps into real-time carrier data to return the name of the person or business associated with the number at activation. The feature helps you provide more personalized and relevant messages to customers for greater marketing effectiveness.

Number Verification

Verify and append country code, international exit codes, and national prefixes for 240+ countries and territories. Allows for verification of unregistered phone numbers and locates their region.



Number Suggestions

Provides a list of countries that the phone number could belong to.

Real-Time Live Check

Checks that a mobile number is live and connected.

Number Type

Identify a number's phone type including mobile, landline, VoIP, Toll-Free, as well as determining carrier information.



Number Geocoding

Determine a phone number's origin from international address codes and append geographic latitude, longitude, administrative area, and the predominant language.

GLOBAL PHONE IS AVAILABLE AS AN ON-PREMISE API, CLOUD SERVICE, OR A COMPONENT FOR OUR DATA INTEGRATION AND CRM SOLUTIONS.
FOR A FREE TRIAL, VISIT www.melissa.com/m-phone

Global Email Verification

Melissa's Global Email Service can remove up to 95% of bad email addresses to increase deliverability, avoid high bounce rates and blacklisting, and protect your valuable sender reputation.

Ping each email to ensure it is active and can receive mail to assure a successful campaign.

Improve deliverability by correcting typos and illegal characters that lead to high bounce rates.

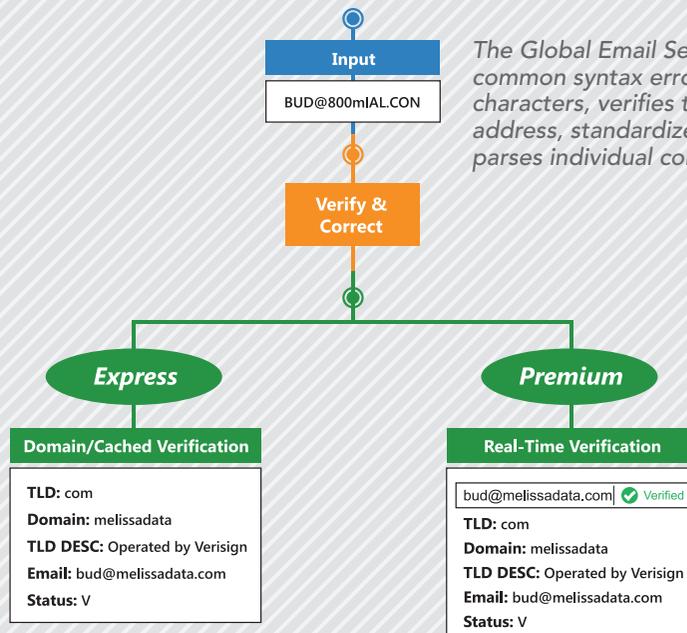
Reduce fraud by confirming only valid, not fake, emails enter your systems.

Maintain CAN-SPAM compliance with FCC mobile domain detection.

Two levels of Global Email service are available to meet your verification and speed needs. Choose either:

GLOBAL EMAIL PREMIUM provides real-time email mailbox checking domain-specific logic as well as SMTP commands and other proprietary mechanisms to validate inboxes live.

GLOBAL EMAIL EXPRESS offers higher speeds and performance than Premium by using a cached inbox validation database of known good and bad emails. All emails sent to the service will also be cached so they can be re-evaluated within a 90-day cycle.



The Global Email Service identifies common syntax errors and illegal characters, verifies the email address, standardizes casing, and parses individual components.

GLOBAL EMAIL IS AVAILABLE AS AN ON-PREMISE API, CLOUD SERVICE, A COMPONENT FOR OUR DATA INTEGRATION AND CRM SOLUTIONS, OR VIA SERVICE BUREAU. FOR A FREE TRIAL, VISIT www.melissa.com/m-email

Global Parsing

Melissa offers powerful software tools for extracting and mining data from a wide variety of unstructured, semi-structured and structured data sources.

GLOBAL NAME VERIFICATION & PARSING

Global Name Verification service recognizes 650,000+ ethnically-diverse first and last names to validate and parse the names of people and companies.

Parses names into five components for better analysis.

Flag fake or vulgar names to reduce waste and fraud.

Identify the gender of your database to improved targeting.

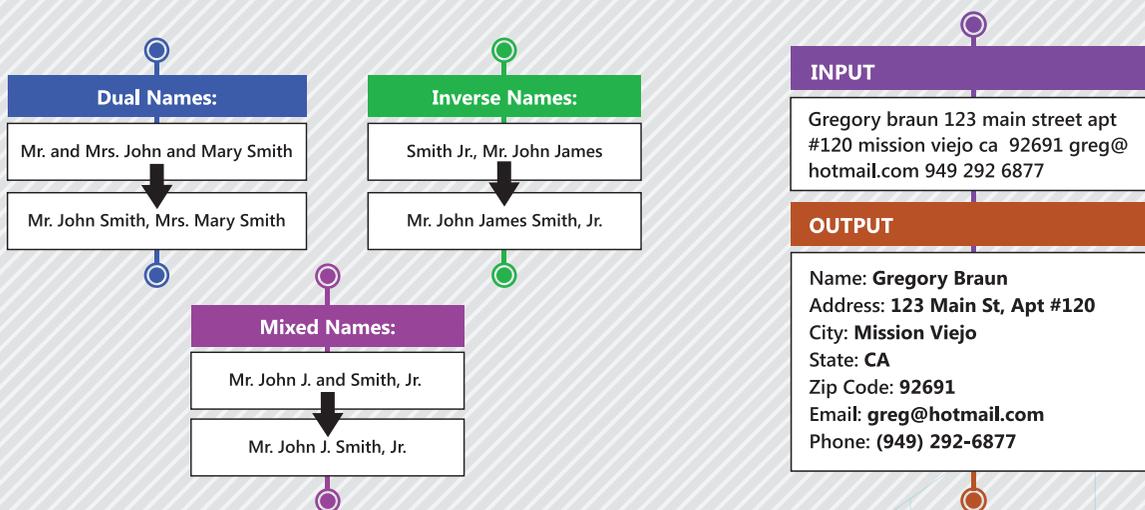
FREE FORM PARSING

Melissa's RightFielder utilizes powerful entity recognition algorithms to extract, parse and standardize all your data streams - free-form textual data (unfielded) and fielded data. It also "right fields" each element.

Organize your data, no matter where it came from to ensure quality analytics across the enterprise.

Move legacy data from old formats and reformat it for proper fielding to avoid time spent re-keying.

Break up Big Data streams of long, complicated information strings to transform your unstructured data into a format that makes sense.



Global Name Verification handles full names, dual names, and mixed names; for companies it corrects casing and deciphers acronyms.

Transform unstructured data into structured data that is meaningful to the enterprise. RightFielder extracts all textual inputs, analyzes it, recognizes where one field should end and the next begin – and fields it for you.

GLOBAL NAME IS AVAILABLE AS AN ON-PREMISE API, CLOUD SERVICE, OR COMPONENT FOR OUR DATA INTEGRATION AND CRM SOLUTIONS. FOR A FREE TRIAL, VISIT www.melissa.com/m-name. RIGHTFIELDER IS AVAILABLE AS AN ON-PREMISE API. FOR A FREE TRIAL, VISIT www.melissa.com/m-parser

Data Enrichments

Are you missing data in your customer files? Melissa's Data Enrichments will add valuable information to your customer records for better analysis, targeting, personalization, and sales and marketing outreach. We can add or update the following:

Email Addresses
Phone Numbers

Demographics
Geographics

Company Details
Postal Mailing Addresses

GEOCODING

Geocoding provides latitude/longitude coordinates linked to addresses – virtually anywhere in the world – at multiple levels of specificity. Our unique address parsing and matching algorithms help the Melissa GeoCoder solution fix errors and correct addresses to deliver more precise results – down to the rooftop level.

Rooftop geocoding for 40+ countries provides precision for global initiatives.

Compute distance, direction, and perform radial searches anywhere your organization markets and sells.

Save on direct marketing costs by deploying highly targeted campaigns.

IP LOCATION

Knowing a website visitor's location is essential for effective customer authentication, geotargeted marketing, and a good shopping experience for global customers. Melissa's IP Locator offers 20 unique lookup techniques to provide a wealth of geolocation information unobtrusively.

Deliver more relevant content by redirecting visitors to a specific country or language website.

Compare the IP location of an order with the billing address to identify possible fraud.

Localize advertising by geolocating to boost click-rates and improve ROI.

Ensure export compliance by blocking transactions from embargoed countries.

Block visitors from certain countries from visiting a site or attacking your servers.

3 Solutions to Meet Your Budget and Accuracy Needs

GEOPOINTS

Latitude-longitude of the specific GeoPoint or rooftop.



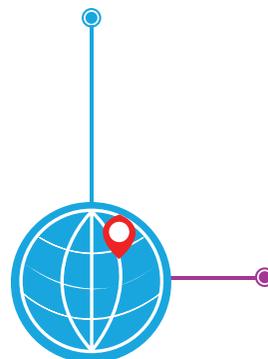
GEOCODER

Latitude-longitude from the centroid of the ZIP+4 code.



GEODATA

Latitude-longitude from the centroid (i.e. center point) of the 5-digit ZIP Code.



IP LOCATION INFORMATION

- City
- State or Region
- Country
- ISP
- Latitude
- Longitude
- Domain
- Connection Speed
- Connection Type
- Time Zone
- Postal Code

Our database of global IPv4 addresses covering over 99% of the entire Internet is updated weekly.

PREMIUM PHONE APPEND

Increase your telemarketing efforts by reliably adding landline or mobile phone numbers to your business or consumer lists. We compare against multiple databases to provide you with the highest quality data and the highest match rates. And, we can scrub all numbers against the National Do-Not-Call list for compliance.

PREMIUM EMAIL APPEND

A simple, cost-effective way to build your email database and connect with your customers online. We can add both Consumer and Business email addresses to your file. Ask about our Free Email Match Report.

REVERSE APPEND

Enhance your email records (or telemarketing records) by matching name and postal mailing address to improve targeting for your email marketing campaigns and help you take advantage of omnichannel marketing strategies.

DEMOGRAPHIC APPEND

Match your database against a comprehensive database of over 200 million individuals and 150 million households nationwide. Melissa offers 100s of demographic elements so you can review the household income, age, occupation, education levels, presence of children, and lifestyle characteristics of your customers.

FIRMOGRAPHIC APPEND

Access a comprehensive data file of over 25 million U.S. business records to add detailed firmographic data to business records, including company and contact information (name, address, phone, and email address), job title, SIC/NAICs codes, employee size, stock ticker abbreviation, sales estimate, and more.

SOCIAL MEDIA APPEND

Build more meaningful customer relationships, increase brand awareness and lead generation by adding social media from 20 networks including Facebook, Twitter, Google+, and more. Based on an individual's email address, we can return the number of followers (Twitter only), chat handles, profiles, contact information, and more.

PROPERTY APPEND

Melissa can return comprehensive property and mortgage data on over 140 million U.S. properties including parcel information, owner information, calculated value, sales information, and building information. This service is ideal for lenders, real estate professionals, investors, and insurance agents.



DATA ENRICHMENTS ARE AVAILABLE AS ON-PREMISE APIS, CLOUD SERVICES, COMPONENTS FOR OUR DATA INTEGRATION AND CRM SOLUTIONS, OR VIA SERVICE BUREAU. FOR MORE INFORMATION, VISIT www.melissa.com/m-enrich

Matching and Deduplication

On average, a database contains 8-10% duplicate records. These duplicates result in waste and inefficiencies and cloud your ability to get a single, accurate view of the customer.

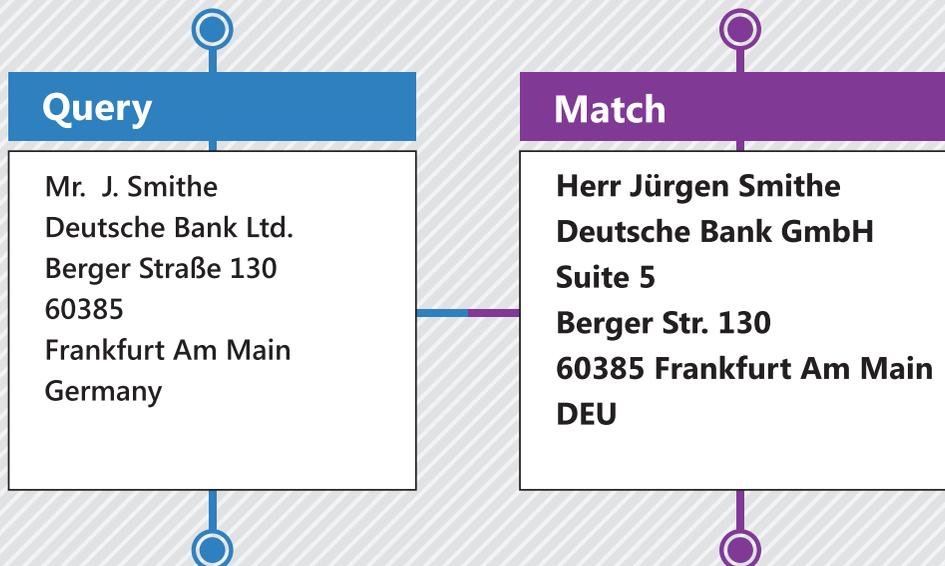
MatchUp® is the most powerful and accurate matching and deduping solution on the market to combat the problem of duplicate records. What sets it apart from the rest is its intelligent parsing capability to understand and parse the various components of international addresses.

By combining deep domain knowledge of international address formats with 16 advanced fuzzy matching techniques, MatchUp can identify and merge/purge even the most difficult to spot duplicate records.

Save time and avoid embarrassing customer situations with cleansed data.

Increase the accuracy of your customer data: business or consumer; local or international.

Reduce postage, mailing and shipping costs by eliminating duplicates using advanced matching technology.



Global MatchUp's advanced deduping can see through diacritic equivalents to Latin characters and interpret keywords that are the same but spelled differently (i.e. Germany and DEU).

MatchUp also provides other matching capabilities for specific scenarios including:

Survivorship/Golden Record (Contact Zone - SQL Server and Pentaho)

MatchUp's unique method for determining the most accurate view of the customer – the Golden Record – uses survivorship rules and a data quality score derived from the validity of address, name, phone, and email data. The survivorship process identifies the best record based on criteria including most complete, best overall quality, and most frequent. Duplicate entries are collapsed into a single customer record while retaining any additional information that may be accurate and applicable.

Proximity Matching

MatchUp's patented distance algorithm uses lat/long coordinates and proximity thresholds to identify duplicate data.

Householding

MatchUp can identify and consolidate records that are members of the same household. This is useful in being able to evaluate the total sales relationship and by eliminating unnecessary multiple mailings for cost savings.

List Intersection/Suppression

MatchUp finds all the common data elements between multiple lists and/or use suppression to find just the data unique to each individual list.

NAME	ADDRESS	CITY	STATE	ZIP	PHONE	LAST_VISIT	SALE_AMOUNT
John Doe	22382 Avenida Emp.	RSM	CA	92688		4/16/2013	45
John Doe	22382 Avenida Empresa	RSM	CA	92688	800-800-6245	10/22/2008	
John Doe	22382 Ave. Empresa	RSM	CA	92688	949-2007	8/4/2011	560

The following three contact records are duplicates. The Golden Record selection criteria uses a data quality score to determine that the second record is the Most Complete record.

NAME	ADDRESS	CITY	STATE	ZIP	PHONE	LAST_VISIT	SALE_AMOUNT
John Doe	22382 Avenida Empresa	RSM	CA	92688	800-800-6245	4/16/2013	560

This graphic shows how the survivorship process works. Incomplete matching records, like the most recent sale date (Last Visit) and the highest purchase amount (Sale Amount) are collapsed to fill in the blanks - to create a complete, accurate, single record - the Golden Record.



Based on location attributes, MatchUp can detect matching records at different addresses (for example, a company with two different entrances) but within a specified distance to each other.

MATCHUP IS AVAILABLE AS AN ON-PREMISE API, A COMPONENT FOR OUR DATA INTEGRATION AND CRM SOLUTIONS, OR VIA SERVICE BUREAU. FOR A TREE TRIAL, VISIT www.melissa.com/m-matchup

E-commerce Data Quality Solutions

The key to increasing conversions and sales is giving customers the tools they need for simplified checkout and shipping. Melissa's solutions for address autocompletion and predictive shipping calculations do just that – increase conversions, improve checkout, and slash shipping costs!

GLOBAL EXPRESS ENTRY®

Global Express Entry simplifies the checkout process helping customers enter their address by suggesting an accurate and complete address as they type.

Decrease cart abandonment by enabling fast checkout.

Ensure only accurate addresses enter your database by allowing customers to autocomplete billing and shipping addresses at checkout.

Standardize and format global addresses to local country format for faster processing and timely fulfillment.

Autocomplete and validate emails during checkout to eliminate the need for confirm email fields while decreasing the chance of bouncebacks.

Free Form Input

Express Entry completes addresses as you type them in. The Free Form Search searches the entire U.S. data for an address. Enter the first few characters of an address and search for address here:

City:
State:
ZIP Code:

When you enter an address, Global Express Entry's freeform function automatically populates the address fields to complete the address.

Email:

Global Express Entry validates domains like Gmail, Yahoo, Hotmail, and more while correcting common typographical and syntax errors so you capture only deliverable email addresses as part of checkout and registration.



GLOBAL EXPRESS ENTRY IS AVAILABLE AS A CLOUD SERVICE, A COMPONENT FOR OUR CRM AND ECOMMERCE SOLUTIONS, OR AS DESKTOP SOFTWARE FOR CONTACT CENTERS. FOR A FREE TRIAL, VISIT www.melissa.com/m-entry

67% of shoppers abandon their shopping cart.

It usually happens while completing required checkout fields. Because most shoppers want to buy, why not make it easier for them with Melissa's plugins for Magento® and Shopware® sites?



GLOBAL ADDRESS AUTOCOMPLETION

Our Global Express Entry plugin gives your shopping cart and forms type-ahead-autocomplete functionality. When a shopper starts typing their billing and/or ship to address, Express Entry will fill in the rest.



GLOBAL ADDRESS VERIFICATION

Our Global Address Verification (GAV) plugin verifies, standardizes, and formats billing and shipping addresses for 240+ countries.



DECIMAL PREDICTIVE SHIPPING CALCULATOR

Melissa's Decimal™ Shipping Calculator employs shipping-prediction algorithms customized to your business - so you can give customers a range of options for shipping while managing freight costs the way you want. When customers can choose the right shipping option before checkout, they are less likely to abandon their carts at the last minute.

Increase sales by an average of 15% while reducing shipping costs by 20%.

Better manage carriers and margins with visibility for all available USPS®, UPS®, FedEx® and DHL® rates.

Increase warehouse efficiency with advance in-cart box predictions to know which size container your warehouse will use for fulfillment.

Capture the lowest shipping rates with dynamic rate shopping.

Ensure accurate, timely deliveries with instant address verification.

Register with us for future convenience: Check out as Guest Register and Checkout

Sign in to speed up your checkout process: [Forgot your password?](#)

Melissa Data Single Row Autocompletion Support:

Street and House Number have been chosen.

GAV formats the address to the proper local country format to help ensure your deliveries are on time, every time, anywhere you have customers.

Shipping Cost and Delivery Date:
Ship to: Rancho Santa Margarita, CA, 92688 - Residential

1: Pickup from our store in San Diego, California: Free
2: Ground: Free
3: Standard via FedEx: \$18.34
4: Express via FedEx: \$30.95

Residential Commercial

Based on IP geolocation data, Decimal is able to calculate the distance from the warehouse to the delivery point and calculate shipping rates based on your rules.

FOR A FREE TRIAL OF OUR MAGENTO SOLUTIONS, VISIT www.melissa.com/m-magento FOR A FREE TRIAL OF OUR SHOPWARE SOLUTIONS, VISIT www.melissa.com/m-shopware

Reference Data

Melissa has rich datasets on every address in the U.S. and Canada plus precise geographic and phone information. Let us help you develop a custom data mine to extract data for better insight and analytics or build custom lookup and validation routines.

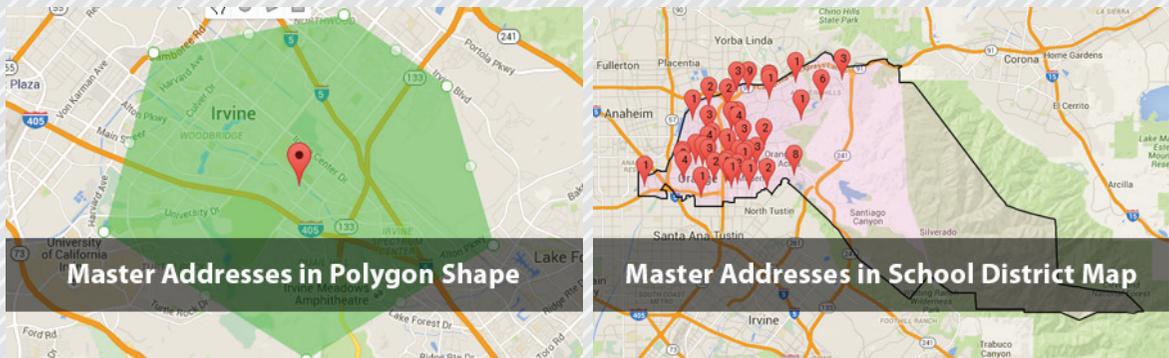
MASTER ADDRESS TABLE® (MAT®)

MAT contains accurate and detailed information on 190+ million U.S. and Canadian addresses. In addition to verified address elements, MAT provides geographic information (latitude-longitude, census tract/block numbers, county name, and FIPS) which is ideal for analytics, mapping, and logistics applications.

What makes MAT unique is that every U.S. and Canadian address is assigned a Melissa Address Key (MAK®) – a 10-digit number that never changes. This address key identifies a physical street address and aligns a multitude of additional information associated with it. When you purchase MAT, you know you have all of the valid addresses within a given area, no matter how the address changes, or if new addresses become available – you know exactly what the changes are.

MAT is a boon to the first responder community – imagine a complete database of residential and business addresses that is easily accessible by fire departments or 911 emergency call centers to quickly identify an address and ensure help reaches the correct location immediately. Additional uses of the Master Address Table include optimizing route planning, resource allocation, analytics, utilities management (water/gas/waste), and risk assessment.

A subscription includes quarterly updates with adds, deletes, and changes.



Select the search parameters that fit your needs. For instance, get all the addresses associated with a congressional district, school district, ZIP Code (or group of ZIP Codes), city, county, or state; or any shape-based search like a radius or polygon.

FOR MORE INFORMATION, OR TO REQUEST A SAMPLE FILE, VISIT www.melissa.com/m-mat

CANADIAN GEOGRAPHIC DATA

Melissa's Canadian Geo*Data contains all the postal codes in Canada as well as phone area codes and latitude-longitude coordinates. This is an ideal dataset to validate, correct, and standardize Canadian addresses and link to corresponding geographic data for target marketing. Updated quarterly.

Canadian*Postal Data

Postal Code E7P2M4
 Municipality Hartland
 Province NB
 Latitude 46.300949
 Longitude -67.510246
 Time Zone 4 (Atlantic)
 DST Y
 Area Code 506
 Overlay No

*For a list of all data elements Canadian Geo*Data can return or to purchase, visit www.melissa.com/m-cgeo.*

U.S. GEOGRAPHIC DATA

Geo*Data provides latitude-longitude coordinates to the ZIP+4 level, plus census tract/block numbers and FIPS codes. This is a great dataset to use in mapping applications, to calculate distances for dealer/store lookups, or to fine-tune marketing efforts. Updated quarterly.

Geo*Code

ZIP+4 92688-2112
 County FIPS Code 06059
 Latitude 33.6468
 Longitude -117.6002
 Census Tract 032026
 Census Block 1002

*For a list of all data elements Geo*Data can return or to purchase, visit www.melissa.com/m-geo.*

ZIP DATA

ZIP*Data contains data on all U.S. ZIP Codes. Use this dataset to verify a 5-digit ZIP Code at point-of entry and add city and state details. ZIP*Data also appends latitude-longitude coordinates and 46 census variables so you can profile customers, pinpoint markets, and increase sales. Monthly or quarterly updates available.

ZIP*Data	
ZIP 92688
City Rancho Santa Margarita
State CA
ZIP Type Standard
FIPS 06059
Latitude 33.6375
Longitude -117.6008
Area Code 949
Finance Code 051878
Last Line L
Facility Community Name
ZIP / CBSA File	
ZIP 92688
CBSA 31100
DIV 42044
ZIP / County File	
ZIP 92688
FIPS 06059
Percentage 100.00
Count 2518
DST (Delivery Statistics) File	
ZIP 92688
Residential Addresses 6024
Res, PO Box Addresses 421
Business Addresses 538
Bus, PO Box Addresses 324
Group Delivery Addresses 0
Gen. Delivery Addresses 0
City Name Abbreviation File	
ZIP 92688
City Rancho Santa Margarita
Abbreviation RCHO STA MARG
County Name File	
County FIPS Code 06059
State CA
County Name Orange
Time Zone 8 (Pacific)
Type A
County Seat Santa Ana
County Seat Elevation 1102.73
County Population 2,846,289
County Type C
Households 935,287
Persons Per Household 3.04
Square Miles 790
Est. White Population 1,844,652
Est. Black Population 47,649
Est. Hispanic Population 873,578
Avg. Household Income \$50,986
Ave. House Value \$250,300
Census File (46 Total Variables)	
ZIP Code 92688
Population 2,410,556
Geographic Area 4 Variables
Race 6 Variables
Hispanic/Latino 675,578
Age 23 Variables
Educational Level 7 Variables
HH Income \$36,820
Per Capita Income \$29,826
House Value \$250,300

*For a list of all data elements ZIP*Data can return or to purchase, visit www.melissa.com/m-zip.*

PHONE DATA

Fone*Data is a unique U.S. and Canadian telephone area code and prefix database. Use Fone*Data with your custom applications to automatically update area codes and reduce data entry errors, link area codes/prefixes to a postal code, or set up a dealer locator application. Updated quarterly.

Fone*Data	
Area Code (NPA) 714
Prefix (NXX) 589
New Area Code 949
City Rancho Santa Margarita
State CA
County FIPS Code 06059
Latitude 33.6375
Longitude -117.6008
ZIP Code 1 92679
ZIP Code 2 92688
ZIP Code 3 92692
Country U (USA)
MSA 4472
PMSA 5945
Overlay 0
Cell 0
LATA 730
Phone Number History File	
Area Code 714
Prefix 589
New Area Code 949
City Rancho Santa Margarita
State CA
Start Date 04/18/1998
End Date 10/17/1998
County Name File	
See ZIP*Data return chart on the right	
MSA File	
See ZIP*Data return chart on the right	

*For a list of all data elements Fone*Data can return, or to order, visit www.melissa.com/m-fone.*

FOR MORE INFORMATION OR TO ORDER ANY OF OUR REFERENCE DATASETS, VISIT www.melissa.com/m-data

Data Enhancements & Hygiene Service Bureau

We know that quality is of the utmost importance. That's why we offer complete solutions for data hygiene, enhancements, and email marketing. Our team will ensure your data is the most up-to-date and complete for successful marketing initiatives.

BATCH DATA PROCESSING AND AUTOMATED FTP

Upload your file for quick batch processing with low minimums and quick turnaround. Or, take advantage of our secure FTP processing for the fastest turnarounds and lowest price guaranteed.



DATA HYGIENE

NCOA^{Link*}
Canadian NCOA
Global Address Verify
DSF²
CASS/DPV*
Duplicate Elimination
Do Not Call
DMA Do Not Mail
Deceased Suppression
Phone Verification*
Email Verification

DATA ENHANCEMENT

Demographics Append
Firmographics Append
Consumer/Business Phone Append
Canadian Phone Append
Consumer/Business Email Append
Reverse Email/Phone Append
Social Media Append
Property Append*
SIC/NAICS Append
Global Geocoding*

An asterisk (*) means the service is available via Automated FTP.

FOR MORE INFORMATION ABOUT OUR SERVICE BUREAU, OR TO UPLOAD A FILE FOR PROCESSING, VISIT www.melissa.com/m-service

Email Marketing Services

Melissa will help you reach your audience, everywhere. We provide eblast design consultation, robust blast technology, and advanced reporting to ensure your email marketing initiatives are a success.

TARGET

Our comprehensive database of nationwide consumer email addresses and unique geographic targeting means you can select from thousands of fresh, local prospects based on ZIP codes, as well as by age, income, gender, and/or home value. Business emails are also available.

SEND

We'll send your email and track it.

REPORTING

We'll help you see what clicks with your readers! We'll analyze and test your subject lines to produce the best open rates and provide reports on who opened your email and what links they clicked on.

“ Business has been booming ever since I started advertising with Melissa. Hanna's is the busiest it has ever been and I see new faces in my restaurant day after day. ”

-Hanna's Restaurant and Bar

“ Since advertising with Melissa Email Marketing, we see and continue to see new customers every day. In addition, our website traffic has increased. No other type of advertising has been this effective dollar for dollar. ”

-Celinda's Mexican Restaurant

“ Results have been so successful for me that I even paid for an advertisement for a friend's company, just because I knew it would help out his business. He was struggling in sales, but after two months of email advertising, his sales are better than ever. ”

-Dr. Bunkis, Orange County Plastic Surgery

FOR MORE INFORMATION ABOUT OUR EMAIL MARKETING SERVICES, VISIT www.melissa.com/m-blast

Mailing Lists and Customer Profiling

Melissa offers access to more than 200 million consumer records and 14 million business records, so finding the right new customer is a snap! We have access to 100s of specialty lists as well, so if you don't see what you are looking for, call one of our friendly list specialists – we'd love to help!

CONSUMER LISTS

Create your own perfect list by choosing from many selects including: geography; income; age; gender; homeowners/renters; and more. Many of our lists are available online – get free counts and download your list in minutes. Our most popular lists include:

- Occupant/Resident
- Property Owners
- New Homeowners
- New Movers
- Pre-Movers
- Auto Owners
- Bankruptcies
- Medical Conditions
- Parents (New and Parents of School Age Children)
- Absentee Homeowners

INTERNATIONAL LISTS

Venture into the global market with Melissa's targeted international mailing lists, including:

- Canadian Businesses
- Mexican Businesses

BUSINESS LISTS

Maximize your direct marketing and telemarketing efforts with quality business mailing lists from Melissa. This file contains 14 million company records so you can identify the prospects most likely to buy your products and services. Selects available include:

- Location (radius, area code, city, county, state or ZIP Code)
- Industry Type (SIC and NAICS codes)
- Firmographics (company size, number of employees, location type, years in business, and more)

Why Melissa is the source for Consumer, Business and Specialty Lists:

- Our mailing lists are CASS and Delivery Point Validation (DPV) processed for the greatest accuracy.
- We offer a 95% Deliverability Guarantee because your satisfaction is our highest priority.
- Our Lowest Price Guarantee means you only need one source for all your list needs.

USE COUPON CODE "FIRSTORDER15" FOR 15% OFF YOUR FIRST ORDER!

FOR A FREE QUOTE, OR TO ORDER AND DOWNLOAD A LIST ONLINE, VISIT www.melissa.com/m-lists

Mailing List APIs

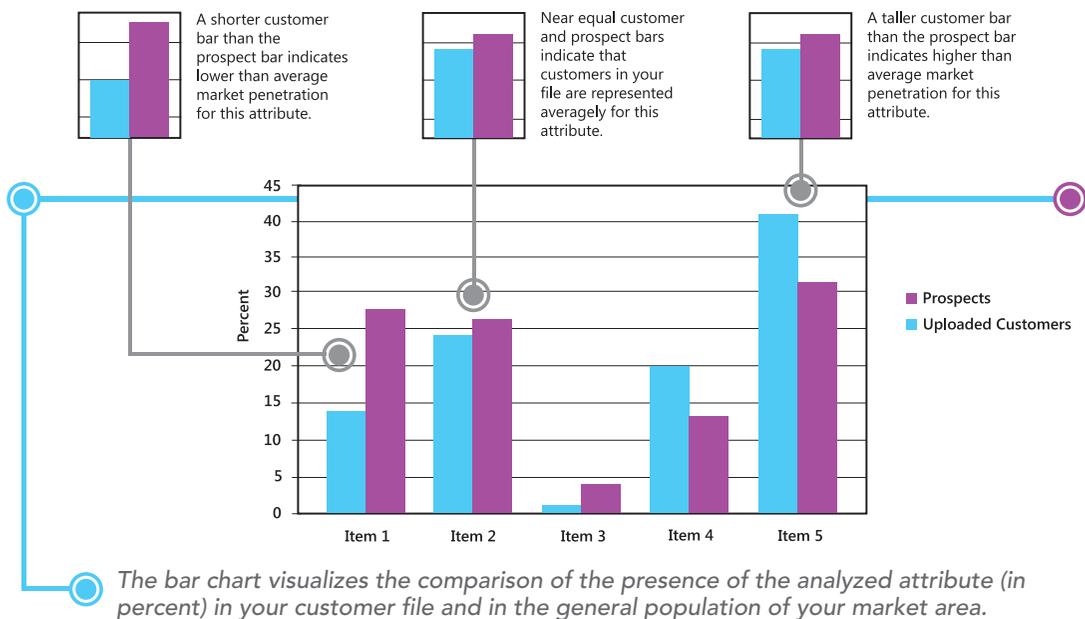
If you are looking to integrate mailing list ordering directly into your applications, either as a private label for your customers or for internal marketing purposes, LeadGen™ APIs are the answer. These APIs provide speed and convenience in seamless list ordering within your applications, plus open up opportunities for a new revenue stream. Provide Melissa lists to your customers at the price you want set, and we'll bill you regularly for use at wholesale costs.

LeadGen APIs are available for:
Consumer Lists; Occupant/Resident Lists;
Business Lists; and Property Owner Lists.

CUSTOMER PROFILING

Melissa offers a unique Customer Look-Alike Report that includes a demographic portrait of your customers, plus a calculated Market Penetration Index (MPI) to help define your prospective market potential. Use the report to:

- >Define your market.
- >Target your marketing campaigns.
- >Reach potential new customers, just like your best ones.



FOR A FREE TRIAL OF LEADGEN APIS, VISIT www.melissa.com/m-leadgen.
TO ORDER YOUR OWN CUSTOM LOOK-ALIKE REPORT, VISIT www.melissa.com/m-customer

Mailing Solutions

If you are looking for ways to easily prepare postal bulk mailings and save on postage, Melissa has the tools to help you improve mail deliverability, navigate complex postal regulations, and achieve the lowest postage rates.

MAILERS+4® ONLINE

MAILERS+4 Online is the perfect solution for the occasional mailer. There are no annual contracts and easy, pay-as-you go pricing means you'll save money on every mailing job – period! Mailing in the Cloud – what could be better?

Simply upload your job and MAILERS+4 Online does the rest.

- 1 Review your project and the job specifications. You'll know exactly how much the mail processing will cost before you run it.
- 2 Once you hit "Proceed," MAILERS+4 will:

Verify the addresses in your file by comparing them against the USPS® DPV®, LACS^{Link}®, and Suite^{Link}® files, standardize addresses to USPS specs, and add missing postal data including ZIP+4® codes, carrier route numbers, delivery points, and more.

Move-Update your file (optional). Matches your file against the full 48-month USPS NCOA^{Link}® dataset of 160 million change-of-address records and/or the Canada Post NCOA® dataset.

Presort your mailing for either First-Class™, Marketing Mail™ (Standard Mail®), Periodicals, Nonprofit, Destination Discounts (DDU) or elot® Enhanced Carrier Route basic rate.

Then, simply download your processed file (MAILERS+4 Online includes all required postal forms including postage statement 3553) and you are ready to mail! You can even save your job template(s) for future mailings.

PALLETIZATION (OPTION)

MAILERS+4 Online offers a palletization option for high-volume mailings.

MAILERS+4 Online

Cloud-based NCOA^{Link}® CASS™ & PAVE™ Certified Mailing Solution

Upload Your File and Select Your Service

Step 1. Upload Your File

Drop your file here -OR- Click on 'Select a File' button.

Select a File

File Types Supported: (Maximum size: 100.MB): Text files (.txt, .dat), CSV (.csv), Excel (.xls or .xlsx)

File with the following delimiters: Comma, Semicolon, Tab or Pipe.

For Excel File: 100,000 records limit, up to 30 columns, and data must be placed in the first sheet. If first row contains headers, they must be unique.

Column Type Format: If first row contains headers, they must be uniquely named and cannot begin with "md_" for processing purposes.

No need to worry about updating your software or uploading monthly data files, we take care of all of that - just upload your file and go!

TO UPLOAD A FILE FOR MAIL PROCESSING USING
MAILERS+4 ONLINE, VISIT www.melissa.com/m-online

MAILERS+4 Bulk Mail Software

MAILERS+4 desktop software helps mailers prepare USPS® - and Canada Post®-compliant mailings faster, easier, and more accurately. MAILERS+4 is USPS CASS™ and PAVE™ Gold Certified and Canada Post SERP Certified™, providing address verification for greater deliverability and presorting mail to the best possible level of sortation to maximize postage savings.

The software's Move Update and deduplication features can significantly reduce Undeliverable-as-Addressed (UAA) mail, and eliminate duplicates to save on postage and stay in compliance with USPS requirements.

Bonus!

MAILERS+4 now includes **Canadian Addresser** and **RBDI** for free – a \$1400 value. With these modules you can easily verify Canadian addresses against the Canada Post database and identify addresses as residential or business for cost-effective carrier selection.

MAILERS+4 ADD-ONS:

GeoCoder® - add lat/long coordinates to addresses for better target marketing and mapping analysis.

SmartMoverSM – access real-time U.S. and/or Canada Move-Update processing to get the current addresses of customers who have moved.

Palletization – leverage advanced presorting to better manage larger mailings.

Post Office of mailing

City: SAN CLEMENTE
State: CA ZIP+4: 92673 -

Save as default

Mail Class

First-class Periodicals Standard

Mail Piece Type

Postcard Letter/Card Flat

Rate Type

Profit Non-profit
 Classroom Science of Agriculture

Destination Discounts

My post office of mailing is:
 an SCF an NDC/ASF

Sample Size and Weight

Number of pieces in sample: 10
Sample Thickness in inches: 0.42
Sample weight in oz lbs 0.42

Piece Dimensions

Height of mail piece in inches: 10
Width of mail piece in inches: 0.42

Aspect Ratio

Width / Height 2.0

FSM 1000

Use FSM 1000 dimensions

Mail Processing Type

Nonmachinable

Presorting allows you to turn a database into a prepared mailing with labels, reports and USPS forms. MAILERS+4 Presort wizard guides you through all the necessary steps, from determining the mail class, mail piece type, entry point, etc.

FOR A FREE TRIAL OF MAILERS+4 DESKTOP SOFTWARE, VISIT www.melissa.com/m-mp4

Melissa Professional Services

Melissa data consultants help make customer data better – every day. With the experience of our specialized consultants and powerful tools, we provide you with everything you need to successfully carry out your data quality project – whether it is a simple integration of a data cleansing project, or creating and performing complex data management tasks.

Melissa provides high value services to solve your biggest data challenges:

- >Develop a high-level data integration and data quality strategy.
- >Assist in data migration and parsing unstructured data from legacy systems.
- >Implement fuzzy matching algorithms for entity management.
- >Profile and analyze data to discover weaknesses.
- >Code custom applications.



REAL STORIES, REAL SOLUTIONS

Cleaning 100,000 Records a Day

A company in the marketing analytics and research industry came to Melissa for help in preventing losses due to undeliverable mail. Melissa consultants developed a custom, automated process to clean the client's data (millions of records) using several solutions: Personator; NCOA Move Update; prison and deceased suppression. With Melissa's assistance, over 39 million prospect records have been verified and 33 million more have had a valid address appended to the record, reinstating value for the client. Summary reports detail the results and modifications and are coded for easy review by the client.

Watching the Competition

A real estate investing and research company employed Melissa on a market intelligence project. The client wanted to stay ahead of the industry, and look for opportunities to innovate and distinguish themselves from competition. On a monthly basis, Melissa gathers relevant market data from both supply side and demand side sources, building a 360-degree view of the market. County accessor, county recorder and lending entities were tapped for real estate data including when the property was sold, property values, and building metrics.

IF YOU ARE LAUNCHING OR MIDWAY THROUGH AN INTEGRATION, MIGRATION, OR IMPLEMENTATION PROJECT, LET'S DISCUSS A GAME PLAN. WE'RE HAPPY TO TALK WITH YOU ABOUT HOW OUR SERVICES CAN BE OF BENEFIT. VISIT www.melissa.com/m-pro

Melissa Lookups

Data is the bread and butter of analytics, reports, and projects. However, data digging is a struggle. To make your life easier, Melissa has developed a unique collection of Lookups – they work like a search engine to give you free access to a wealth of data, including:

CONTACT VERIFICATION

- Personator
- People Finder
- Global Address Check
- Global Phone Check
- Reverse Phone
- Email to Address
- Email Location
- IP Location

FEDERAL DATA

- NonProfit Organizations
- Public Schools
- Death Check
- Campaign Contributors

ADDRESS & ZIP DATA

- Property Viewer
- Property Info
- House Numbers by ZIP
- Street Names by ZIP
- ZIP Code Demographics
- Carrier Routes by ZIP
- Distance Between ZIPs
- Home Sales by ZIP
- ZIP Codes by City/County
- ZIP Codes in a Radius
- Carrier Routes in a Radius
- Area Codes in a Radius

MAPS & AERIAL VIEWS

- ZIP Code Maps
- Carrier Route Maps
- Global Postal Codes
- County Maps
- School District Maps
- Census Tract/Block Maps
- Neighborhood Maps
- State Legislature Maps
- County Subdivisions

STATISTICS

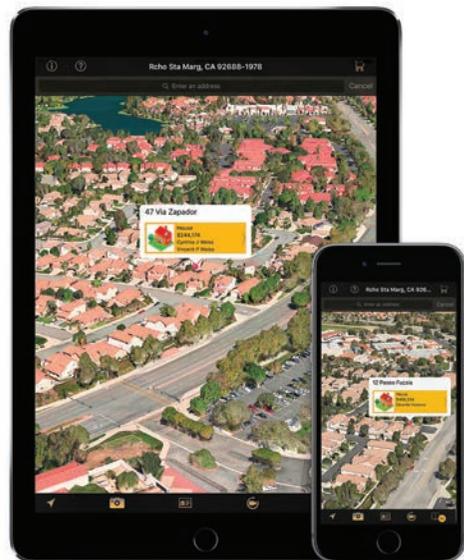
- Income Tax Statistics
- Climate Averages

TOPCONNECTOR APP FOR IOS

Powered by Melissa property data, TopConnector provides instant access to data on over 110 million U.S. properties and their owners, updated weekly. All in one place – your hand.

Use TopConnector to find out:

- > Property values, size, age, property details, tax, mortgage, last sale date and price, and more.
- > Who is the property owner, their contact info, absentee status, how long they have been living there, key owner demographics, and more.
- > If it's a business, find out who is the business owner, key executive, contact person, phone, key sales figures, and more.



Get info on any property you see on the map, just by touching the roof. It's as easy as that!

OVER 70,000 USERS ACCESS MELISSA LOOKUPS EVERY DAY. START DATA MINING FOR FREE. VISIT www.melissa.com/m-lookups. TO DOWNLOAD THE TOPCONNECTOR APP FOR UNLIMITED ACCESS TO NATIONWIDE PROPERTY & OWNER DATA, VISIT www.melissa.com/m-top

MELISSA DATA CORP.
22382 Avenida Empresa
Rancho Santa Margarita
California, 92688-2112

PRSR STD
US Postage Paid
Liberty, MO
Permit No. 326

Clean Data Made Easy

So You Can Connect with Customers Faster.

Melissa's Listware data cleansing tool helps you know your customers better, market smarter, and sell faster. Clean your data for as little as a penny per record with pay-as-you go pricing and no contracts – what could be easier?

- ✓ Remove Duplicates
- ✓ Verify & Update Global Contacts
- ✓ Append Missing Emails & Phones
- ✓ Add Consumer & U.S. Property Data



AVAILABLE IN



START FOR FREE

We'll give you 1,000 free credits so you can get started cleaning your customer data today!
Visit www.melissa.com/m-listware

GERMANY
www.MelissaData.de

INDIA
www.MelissaData.in

UK
www.MelissaData.co.uk

AUSTRALIA
www.MelissaData.com.au

melissaTM
www.Melissa.com | 800.MELISSA