melissa

Listware®
Self Service Data Quality

Global Address, Name, Phone, and Email Verification

Listware is the all-in-one data cleansing tool that easily verifies and standardizes addresses for over 240 countries, validates international name, email and phone information, provides the current addresses of customers that have moved, eliminates duplicate records, and enriches your contacts with missing data to improve sales and marketing efficiency.

Listware Capabilities

Global Verify – Validates contact data as it's entered.
- **Address**: Verifies, corrects and standardizes addresses for 240+ countries.
- **Email**: Pings email mailbox in real-time to ensure it's real.
- **Phone**: Verifies phone number and authenticates ownership for mobile phones.
- **Name**: Parses, corrects, and genderizes names from all over the world, plus flags suspicious/vulgar names.

Personator – A unique service that verifies, updates, and completes U.S. and Canada contact data in real-time.
- **Identity**: Matches a name to an address for quick, simple customer identity verification.
- **Verification**: Validates, corrects and standardizes contact name, address, phone, and email.
- **Update**: Move updates the addresses of U.S. and Canadian customers that have moved – 10+ years of move history.
- **Data Append**: Adds missing consumer and business name, phone, and email to fill in the gaps in your records.
- **Enrichment**: Adds detailed demographic information like date of birth, deceased info, marital status, household income, as well as rooftop geographic data (latitude-longitude coordinate) associated with an address.

Match – Merge/purge records of unwanted duplicates for 360° view.
Finds duplicate or similar records and merges them without losing any important data. Link two or more spreadsheets and find overlapping records in each.

Global Express Entry – Autocomplete addresses to save on keystrokes.
Suggests a complete, verified postal and/or email address as a user types to ensure only the perfect addresses enter your system.

Business Coder – Add firmographic data to your business records.
Including company, job title, contact information (name, address, phone, email), employee size, sales estimate, NAICS/SIC code, and more. Covers 25 million U.S. businesses.

SmartMover – Update records with most current address.
Use USPS® NCOALink® processing to match your addresses against the full USPS 48-month dataset containing 160 million moves. Also access Canada Post NCOA® file containing 72 months of data to ensure the most up-to-date Canadian addresses.
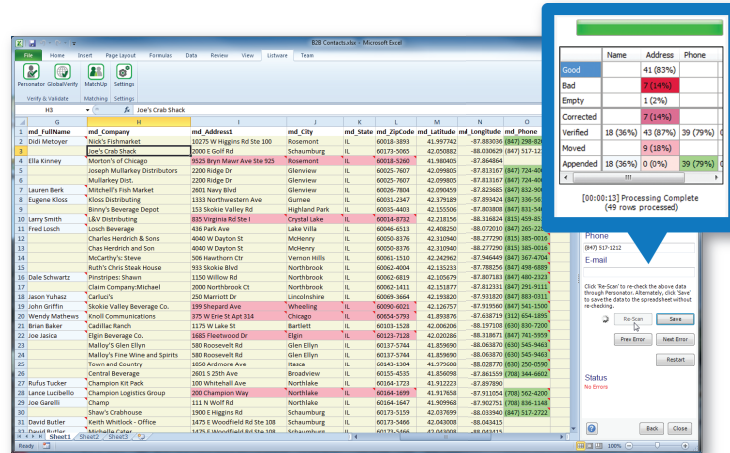
Use Listware Your Way

Listware for Microsoft Excel® -

Easy list cleaning for this popular Microsoft Office product. Ideal for business users like salespeople, marketers, real estate, and insurance agents.

Listware for Salesforce® -

Clean your data in the world's leading CRM application.

Listware Online -

Scrub your data for as little as a penny per record with pay-per-job pricing and no annual contracts.

About Melissa

Since 1985, Melissa has specialized in global intelligence solutions to help organizations unlock accurate data for a more compelling customer view. More than 10,000 clients worldwide in areas such as retail, education, healthcare, insurance, finance, and government, rely on Melissa data quality and ID verification software, including data matching, validation, and enhancement services to gain critical insight and drive meaningful customer relationships.

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