



Mailing Solutions

Mail Your Way

Melissa provides multiple ways to take advantage of our mailing solutions - whether you choose Web, Desktop, or API you'll be able to prepare U.S. and Canada Post® compliant mailings for maximum postal discounts.

Mailers Online – Web-Based Presort Software

This Software as a Service (SaaS) is perfect for the occasional mailer. Upload your file securely and pick it up when it's ready. NCOA^{Link}® 48-month processing is included for free.



Mailers+4® Desktop – Bulk Mail Software

On-Premise software to help mailers prepare USPS® and Canada Post compliant Mailings faster, easier, and more accurately. Annual and monthly subscriptions available.



Mailers+4® Developer Tools – Build Your Own Mailing Solution

For larger mailers that require more flexibility, the Mailers+4 Developer Toolkit includes a suite of On-Premise and Web API's that can be used in tandem to make a fully automated solution for any platform or database.



Capabilities	Mailers+4 Desktop	Mailers Online	Mailers+4 Developer Tools
Type	On-Premise desktop	Cloud-based	API
Multi-platform (Windows, Mac, Linux)	Windows only	Any Web Browser	Windows
Subscription type	Subscription - yearly or monthly	Pay as you go, credit-based or Subscription option also available	Subscription
Address Check		Address Object	
USPS® CASS/DPV Certified Address Correction	YES	YES	YES
LACSLink®/SuiteLink®	YES	YES	YES
Residential Business Delivery Indicator	YES	YES	YES
Canada Post SERP Certified Address Correction	Mailers+4 Add-on: Canadian Addresser	NO	YES
National Change of Address (NCOA ^{Link})		SmartMover Web Service	
USPS® NCOA ^{Link} ® 48-month Move Update	Mailers+4 Add-on: SmartMover	YES	YES
Canada Post 72-month NCOA®	NO	NO	YES
Duplicate Check		MatchUp	
Merge/Purge - Dedupe	YES	YES	YES
USPS PAVE-Gold Postal Presort		Presort Object API	
USPS® PAVE Gold Certified Presort	YES	YES	YES
First-Class Mail®	YES	YES	YES
Marketing Mail®	YES	YES	YES
Periodicals	YES	NO	NO
Palletization	YES	YES	YES
Mail.dat	YES	YES	YES
USPS Required Reports & Container Tags	YES	YES	YES
Mailing Label Support	YES	YES	NO
GeoCode		GeoCoder Object	
Geocoding	Mailers+4 Add-on: GeoCoder	NO	YES
Other			
Job Scripting	YES	NO	YES
USPS Updates	Monthly Download	Automatic	Monthly Download

Get Started Today!

>> Get a FREE quote: www.melissa.com/mailers

Melissa Mailing Solutions Capabilities



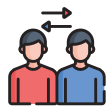
CASS™ & SERP Certified™ Address Verification Engine – Correct, standardize & check your addresses for deliverability.

Our CASS Certified address engine compares addresses in your file against the USPS® databases that includes DPV®, LACSLink®, and SuiteLink® to add missing data like ZIP+4® codes, carrier routes, delivery points, and more. It also performs SERP certified processing to confirm all addresses are deliverable and standardized by Canada Post® requirements for Address Accuracy.



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.



MatchUp® – Check for duplicate records.

Find duplicate or similar records and merge them without losing any important data. Household your mailings by grouping related records together to eliminate multiple mailings to the same address.



Residential/Business Delivery Indicator (RBDI) – Avoid costly additions to your budget.

Identify addresses as residential or business for cost-effective carrier selection.



GeoCoder™ – Link addresses with lat/long coordinates for targeted mailings.

Find and append Latitude and Longitude coordinates for 99% of all U.S. locations. Census Tract, Census Block, and County FIPS code down to the ZIP+4 level for greater delivery efficiency.



PAVE™ Gold Certified Presorting & Palletization* – Qualify for lowest rates possible.

Presort your mail to take advantage of discounts for First-Class™, USPS Marketing Mail™, Profit/Nonprofit, and Periodicals mailings. We also offer a palletization feature for high-volume mailings.

*U.S. Only



Full Service Intelligent Mail® & Mail.dat™ – Make USPS-compliant mailings easier.

Intelligent Mail barcodes are generated in our software. The IM barcode sorts parcels and letters and offers the option to add in tracking. IM barcodes improve deliverability by incorporating routing ZIP Codes and tracking information in one bar. Our solutions provide all the USPS documentation needed for USPS-compliant mailings. We also provide a free unique Mail.dat User License Code (a \$400 value).

About Melissa

Melissa Direct is the one source for all the direct marketing tools you need to improve customer communications and drive response rates. From SaaS and desktop mailing software, to list hygiene services, to targeted mailing lists and sales leads, and email marketing and data append services, Melissa Direct will help you boost sales, increase conversions, and achieve maximum ROI – whatever your budget. **Be direct. Be Melissa Direct.**

Melissa Direct

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