

VOTER IDENTITY SUITE



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www.Melissa.com

melissa[™]
GLOBAL INTELLIGENCE

Why Partner with Melissa Global Intelligence?

States and counties face a complex environment in which to develop, maintain, and regularly update voter registration data.

Melissa is dedicated to helping states and local election officials identify inaccurate, out-of-date, and potentially duplicate voter registration records, and reduce operations costs.

Melissa has been providing address management, identity verification, and contact data quality solutions for over 30 years. In that time, we have helped thousands of organizations proactively manage the quality of their data through world-class verification, matching, enrichment, and postal processing capabilities.

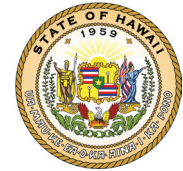
Postal Certifications and Programs

- USPS® CASS Certified™ address matching engine
- USPS PAVE™ Gold Certified address presort engine
- Canada Post® SERP Certified™ address validation engine
- USPS NCOALink® Full Service Provider Licensee (Move Update)

Certified and Compliant

- SOC 2 Type II
- US/EU Privacy Shield
- HIPAA/HITECH
- DMA Member

Proudly supporting many local and state organizations including:



Voter Identity Suite

Melissa Helps Simplify the Task to Achieve Accurate Voter Registrations

Our Voter Identity Suite provides real-time identity verification, including name, address, phone, and email validation, updates voter contact information, and dedupes voter roll data to help prevent voter fraud, maintain election integrity, and save taxpayers' money.

VOTER IDENTIFICATION



Prevent voter fraud by verifying a name matches a postal address, phone number, and/or email address, verify date of birth/date of death, and validate Driver's License and Social Security Number.

MELISSA
Personator®

VOTER DEDUPLICATION



Easily match and merge/purge duplicate voter registrations within one voter roll database or crosscheck against multiple voter rolls.

MELISSA
MatchUp®

VOTER NCOA PROCESSING



Identify voters that have moved to prevent sending undeliverable voter registration packets. Meet the USPS Move-Update requirement for presort or automation rates and save on wasted materials and postage.

MELISSA
SmartMoverSM

VOTER PCOA PROCESSING



Use in conjunction with NCOA processing to update the addresses of approximately 25-35% of people who move annually and do not complete the USPS Change-of-Address form.

MELISSA
PCOA

VOTER-CENTRIC MAIL PRESORTING



Qualify mailings for maximum postal discounts by sorting addresses by ZIP Code™ - ideal for voter registration, ballot, and other voter-centric mailings.

MELISSA
Presort

Voter Identification

Ensure Voters Are Who They Say They Are with Melissa Personator®

Melissa Personator® is a next-generation identity verification solution available as a cloud service. It leverages a multisource dataset containing billions of records to perform the following actions in real-time:

Name-Address Verification

Match a given name to a postal address to verify a voter's contact information and eligibility to vote.

Driver's License and Social Security Number Verification

Submit a voter's name and driver's license or SSN (or just the last 4 digits) to quickly verify voter identity.

Date of Birth/Date of Death Verification

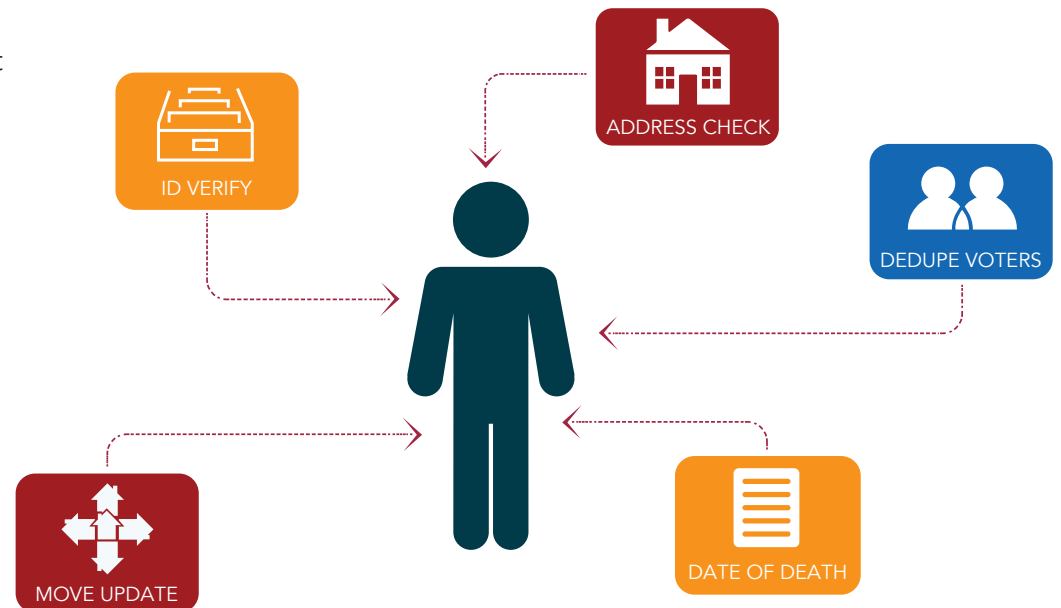
Verify date of birth to ensure a voter is registered or if the voter is deceased to remove from the rolls.

Email and Phone Verification

Verify an email address exists and the voter name is associated with a mobile phone number, and whether the number is active and callable - all in real-time.

Address Correction and Standardization

Perform aggressive address correction by fixing incorrect address ranges, adding missing street suffixes, and standardizing addresses to USPS specifications.



Voter Registration Deduplication

Identify Duplicate Voter Registrations with Melissa MatchUp®

Voter registrations can be duplicated in multiple states. This problem can arise when voters fail to change their voter registration from one state to another when they move, and through fraud and clerical errors. Melissa MatchUp is a powerful matching and deduping solution that can help identify duplicate registrations to ensure voter rolls are properly maintained.

Real-Time Matching

Easily integrate MatchUp into your voter registration process so as a new voter record is created, MatchUp can instantly identify if it is a duplicate.

Advanced Fuzzy Matching

Combine deep domain knowledge of contact data with over 20 Approximate String Matching (ASM) algorithms to match similar records and quickly dedupe your database.

Powerful Matching Strategies

Built-in rules and a combination of probabilistic and deterministic matching logic enables MatchUp to handle such things as Address Obscurities, Nicknames, Abbreviations, Acronyms, and Different Formatting – providing best-in-class identity resolution.

Survivorship/Golden Record

Determine your own intelligent selection criteria for the Golden or Master Record from a group of duplicate records to achieve a single, accurate, and complete version of each voter record.



Voter National Change-of-Address (NCOA) Processing

Update Voter Records with the Most Current Address using Melissa SmartMoverSM

About 1 in 8 Americans moved during the 2008 and 2010 election years.* Melissa SmartMoverSM matches your voter list against the USPS[®] full 48-month NCOA^{Link}[®] data file to the addresses of voters who have moved and filed a change-of-address. If you're experiencing a high level of undeliverable mail, it could be because you are mailing to addresses that your voters no longer live at.

Reduce Mailing Expenses

SmartMover helps reduce undeliverable mail by identifying and updating the addresses of voters who have moved. The payback from an NCOA^{Link} service like SmartMover typically ranges from 200% to 300% of the cost on the first mailing – and total payback can be many times that. SmartMover will help ensure prompt delivery at the most current mailing address, while helping reduce these mailing expenses:

- Printing
- Postage
- File Maintenance
- Address Correction Charges
- Mail Processing



Qualify for Postal Discounts

Performing NCOA^{Link} processing within 95 days before the mailing date satisfies the USPS Move-Update requirement for postage discounts on presorted or automated First Class and USPS Marketing Mail[®] mailings.

* U.S. Census Bureau – “Mover Rate Reaches Record Low, Census Bureau Reports.”

** Melissa receives weekly updates from the USPS and is an NCOA^{Link} Full Service Provider licensee of the USPS.

Voter Proprietary Change-of-Address Processing

Go to the Next Level with Melissa PCOA

More than 1 in 5 movers don't notify the USPS by filling out a change-of-address form. That means NCOA^{Link} alone cannot provide all new address information. For a complete address solution, use our Proprietary Change-of-Address service combined with SmartMover NCOA^{Link}. PCOA is multisourced and accesses up to 30 years' worth of change-of-address data provided by:

- Utility company connect/disconnects
- Magazine publishers
- Credit grantors
- Retailers/catalogers
- Third-party credit card processors
- Insurance companies

Using PCOA can increase the number of corrected movers by 5-10% over SmartMover NCOA^{Link} alone and will help further reduce wasted mailing expenses.



Voter-Centric Mail Processing

Maximize Postal Discounts with Melissa Presort

Melissa Presort is a world-class presort solution to help sort your voter lists for the lowest possible postal rates and generates all the required USPS documentation, reports, and postage statements. By presorting your voter mailings, you can save significant amounts of money on bulk mailings.

PAVE™ Gold Certified Presorting

Melissa Presort is PAVE Gold Certified. PAVE certification is granted by the USPS following an extensive evaluation of the software to determine its accuracy in sorting address files according to the requirements set forth in the Domestic Mail Manual (DMM®). Gold certification ensures a higher level of compliance with postal regulations because the software has passed an extra round of tests above and beyond the standard PAVE protocol. Melissa Presort takes care of front-end presorting, and arranges your list according to class, weight, size, and quantity based on ZIP® and ZIP + 4®. Melissa Presort provides support for First-Class Mail®, Standard Mail® (USPS Marketing Mail®) and Periodicals, plus palletization of sacks and trays.

Full Service Intelligent Mail Compliant

Melissa Presort produces all required USPS mailing documents, generates Mail.dat® files for electronic document submission, generates and prints POSTNET™, Code 128, and Intelligent Mail barcode (IMb®) and IMb pallet placards, tray labels, and sack tags.



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