

# 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, and enriches your contacts with missing data to improve sales and marketing efficiency.

### What Can You Use It For?

- Verify U.S. and international addresses for over 240 countries to improve deliverability and increase response rates
- Add valuable demographic and firmographic information to better segment and target your best prospects
- Update addresses of customers who have moved to maintain contact and build strong relationships
- Fill in missing contact email, phone, address information to increase sales and marketing efficiency

### Listware Capabilities



#### Address Auto-Completion

- Listware's Express Entry® feature autocomplete U.S. and international addresses to reduce keystrokes by up to 50% and ensure only valid addresses enter your database



#### U.S. & Global Check & Verify

- Verify and standardize addresses for over 240 countries and territories
- Verify that each piece of contact info correlates to the same individual/company
- Get the new addresses of customers who have moved
- Add names, addresses, phones numbers, email addresses, and latitude/longitude coordinates (geocodes)



#### Demographics & Property Data (U.S. only)

- **Demographics:** date of birth; presence of children; marital status; household income; occupation; and much more



- **Property Data:** parcel information; owner information; prior sale information; and much more

### Benefits:

- Increase response rates and ROI with clean customer, prospect, and donor lists
- Get the right address the first time to avoid undeliverable mail
- Save money & enhance omni-channel marketing efforts with complete email, phone, and address info
- Reduce keystrokes by 50% with address auto-completion

### Features:

- Verifies and standardizes international Name, Address, Phone, and Email
- Verifies addresses for over 240 countries & territories
- Adds missing email, phone, address, demographic, and geographic info
- USPS® NCOA<sup>Link</sup>® and Canada Post NCOA® Processing

## Get Started Today!

Get up to 1,000 free credits every month! Listware can be consumed as an Excel add-in, a Salesforce plugin, or online 24/7.

>> Start Today : [www.melissa.com/lw-start](http://www.melissa.com/lw-start)

Listware®  
Online

salesforce

available on  
AppExchange

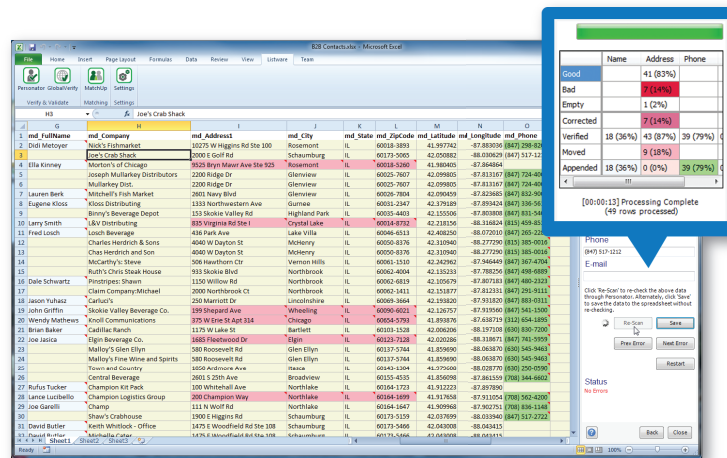


## Use Listware Your Way

Listware is versatile enough to work in a number of popular platforms:

### 1. Listware for Microsoft Excel® -

Easy list cleaning for this popular Office product; ideal for business users including salespeople, marketers, real estate, and insurance agents.



**Success**

- Address validated!
- Email validated!
- Phone validated!
- Name validated!

**Global Verification** Lookup Global A

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**Result**

Last Modified Date	2015-05-22 10:40:22
Results	AV24,GS06,ES01,ES21,PS01,PS08,NS01,NS05,NS06

[View Result Descriptions](#)

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**Address Verification Results**

Address Line 1	111 Andrew Lane
Address Line 2	High Lane
Administrative Area	Coventry

### 2. Listware for Salesforce® -

Easy-to-use data cleansing in the world's leading CRM application.

### 3. Listware Online -

This premium service allows you to clean and enrich your data the easy way. Simply upload your CSV, Text (.txt, .dat) or Excel (.xls, .xlsx) file to begin.

Upload
➔
Mapping
➔
Output
➔
Review
➔
Process

Drop your file here -OR- Click on 'Upload File' button

Upload File

## About Melissa

Since 1985, Melissa has been a leading provider of data quality and address management solutions. Melissa's data quality software, Cloud services and data integration components verify, standardize, consolidate, enhance and update U.S. and global contact data, including addresses, phone numbers and email addresses for improved communications and ROI. More than 10,000 companies worldwide rely on Melissa to gain and maintain a single, accurate and trusted view of critical information assets.

Melissa  
22382 Avenida Empressa  
RSM, CA 92688-2112

1-800-MELISSA  
[www.melissa.com](http://www.melissa.com)

Find us on:

