

DIRECT MARKETING DATA & SERVICES

2024 CATALOG



GENERATE NEW LEADS

ENHANCE YOUR LIST

CLEAN YOUR CUSTOMER DATA

LOWER POSTAGE COSTS

melissa
DIRECT

One-Stop Shop for Data-Driven Marketing Solutions

Now more than ever before, it is vital to get in front of customers and prospects efficiently, economically and with customer-centricity. Melissa has been helping businesses cut waste, increase personalization and save on postage since 1985. With proven data-driven solutions, our formula for direct marketing success is as easy as 1-2-3.

1. GET

Mailing Lists & Sales Leads:

Micro-target a customized list of consumer, homeowner or business prospects.



2. CLEAN

Your Current Customer List:

Clean up, add missing information & enrich customer marketing lists.



3. MAIL

Directly to the Mailbox or Inbox:

Mail or email your list efficiently with postal presorting and email services.



Get Started Today!

MelissaDirect.com

1-800-MELISSA

melissa
DIRECT

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THE BEST DATA AT THE BEST PRICE

Our data is simply the best. Hands down. That's why we offer the following guarantees:

**LOW PRICE
GUARANTEE**

LOW PRICE GUARANTEE

We have the lowest prices – period. If you already have a quote from another company, scan and send it to us and we'll beat it. Applies to online orderable mailing lists and sales leads (specialty lists excluded).

**95% DELIVERABILITY
GUARANTEE**

95% DELIVERABILITY GUARANTEE

All our online orderable mailing lists are regularly cleansed, updated and CASS™ & DPV® processed to confirm the address is an actual delivery point by the USPS®. We will replace any undeliverable-as-addressed (UAA) records that exceed the above published rate when you use your list within 30 days of purchase and address your mail appropriately. Please keep hold of all returned mail as proof of undeliverable addresses. We do not reimburse for printing and postage costs.

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Generate New Leads

Mailing Lists & Sales Leads

Finding new U.S. and international business prospects is easy with our business databases. We have millions and millions of business records to help fuel your direct mail, telemarketing and email outreach efforts.

Selection options

Build your list online at MelissaDirect.com or call one of our list specialists at 800.800.6245 – we'll help you find exactly what you need.

►CONTACT EMAIL ADDRESS

Add consumer and business email addresses for email marketing success.

►PHONE

Enrich your postal database with quality U.S. consumer and business phone numbers – mobile and landline.

►SOCIAL MEDIA HANDLES

Add accurate social media account information tied to an email address and connect with customers the way they want.

►GEOGRAPHIC AREA

Local or nationwide? Either way, we have just the list for you. Choose prospects by ZIP Code™, County, City, State, or Area Code.

►RADIUS FROM ADDRESS OR ZIP CODE

Identify prospects within a certain number of miles of your business or recent sale.

►BUSINESS CLASSIFICATION

Target the most promising business leads based on Standard Industrial Classification (SIC) or National American Industrial Class

System (NAICS) number(s), or easily search by Yellow Page Listing keywords.

►NUMBER OF EMPLOYEES

Add the number of employees to all the business records in your search, or select businesses based on number of employees.

►ESTIMATED SALES VOLUME

Add the estimated sales volume to all the business records in your search, or select businesses based on estimated sales volume.

►BUSINESS TYPE

Find all businesses based on type: Headquarters, Franchise/Branch, Cottage Industry, Small Business, and/or Women-owned.

►JOB TITLE

Let us add the job title for executives to help you reach the key-decision makers for a final buying decision, including: CEO, CFO, Owner, President, Vice President, Director, and Manager.

►ADDITIONAL APPENDS AVAILABLE

Branch/Headquarters Indicator; Fax Number; Phone Number; **ExecConnect***

Append firmographic, demographic and psychographic information that empowers you to more accurately cross-sell, up-sell and target key players and decision-makers where it counts.

***Reach Business Executives on The Couch or at Their Desk**

BUSINESS MAILING LISTS & SALES LEADS

Our multi-sourced database of businesses in the U.S. and around the world help you zero in on exactly the right target to increase response rates and improve ROI.

BUSINESS LISTS AVAILABLE

15 MILLION U.S. BUSINESSES (updated monthly)	From Fortune 500 companies to in-home businesses.
50 MILLION EXECUTIVE PROSPECTS (updated monthly)	Our proprietary list blends "executives-as-consumers" at work or home by job title, industry, company size, and demographics.
185,000 NEW BUSINESSES – EVERY MONTH (updated monthly)	Ideal for information technology equipment and services, phone system sales, office furniture retailers, food catering services and health insurance.
38 MILLION BUSINESS CONTACTS WITH EMAIL	Glide past enterprise gatekeepers and get your message right into the inbox of key decision-makers and C-level prospects.
2 MILLION MEDICAL PROFESSIONALS (updated monthly)	Includes title, specialty and demographics. Ideal for pharmaceuticals, durable medical equipment (DME), continuing medical education (CME), medical apparel, and non-profit charity causes.
1.1 MILLION CANADIAN BUSINESSES (updated monthly)	Target virtually any company in Canada including new businesses, manufacturers, small businesses, etc.

PRICING

\$50 PER 1000 RECORDS (\$50 minimum order)

\$165 PER 1000 RECORDS

WITH EMAIL ADDRESS (\$400 minimum order)

Leadgen Business Web Service API Available

BUILD YOUR LIST – EASY AS 1-2-3

1. Visit MelissaDirect.com/business
2. Make your selections
3. Review your count and download your order

CONSUMER MAILING LISTS & SALES LEADS

Tap into our database of over 200 million households nationwide to build the perfect consumer list. Our high-quality, multi-sourced data includes detailed household attributes, housing/homeownership and demographics/lifestyles selects.

Selection options

Build your list online at MelissaDirect.com or call one of our list specialists at 800.800.6245 – we'll help you find exactly what you need.

► GEOGRAPHY

Choose your targeted consumer list by ZIP Code(s), Radius, County, City, or Draw a Map around a particular location.

► HOUSEHOLD ATTRIBUTES

Add the following elements to your list or search by these criteria: Household Age Code, Number of Persons in Household, Number of Adults in Household, Number of Children in Household, Household Credit Card Info, Household Income.

► HOUSING/HOMEOWNERSHIP

Add the following elements to your list or search by these criteria: Homeowner/Renter, Length of Residence, Single/Multifamily Dwelling Unit.

► DEMOGRAPHICS

Add the following elements to your list or search by these criteria: Marital Status, Household Age, Mail Responsiveness.

The screenshot shows the MelissaDirect.com website interface for creating a consumer list. The top navigation bar includes the MelissaDirect logo, 'Explore Melissa', and 'My Account'. The main heading is 'Home > Consumer List > New Job'. The interface is divided into three main sections: a left sidebar with category selection, a central 'How to Make a Consumer List' area, and a right 'Job Summary' panel.

Left Sidebar (Category Selection):

- 1. Geography (Selected)
- 2. Demographic
- 3. Interests
- 4. Household
- 5. Property
- 6. Financial
- 7. Automotive
- 8. Others
- 9. Options

Central Area (How to Make a Consumer List):

1. Geography Area Selection

- ZIP Code
- Address + Radius
- Street
- City
- Town & Place
- County
- Congressional District
- State
- Map

Right Panel (Job Summary):

Job Summary

- Job Name:
- * Total Count:
- ** Total Cost:
-
- Geography Area:
- Count Filters & Options:
- List Reports:

A 'Next >' button is located at the bottom of the central area.

CONSUMER MAILING LISTS & SALES LEADS

We maintain detailed and up-to-date household, demographic and lifestyle information to make it easy for you to build the perfect list, find new leads and grow sales.

CONSUMER LISTS AVAILABLE

240 MILLION CONSUMERS
(updated monthly)

Search using 30+ demographic selects and geographic info to target the right prospects. Phone numbers and email addresses available.

SPECIALTY LISTS

200 MILLION REGISTERED VOTERS AND DONORS (updated monthly)

Micro-target by Party Affiliation, Political District, Ethnic Group, Prior Giving and Demographic and Lifestyle data to GOTV. Contacts include postal address, email address, phone and social media (where available).

12 MILLION PRE-MOVERS
(updated bi-weekly)

We acquire new records daily and build our file biweekly, so you can reach this highly responsive audience in time for the big day. Ideal for moving and storage companies, insurance agents, cleaning services, cable and satellite TV providers and security system providers.

800,000 BANKRUPTCY FILERS
(updated monthly)

Build relationships with individuals that have filed or just come out of bankruptcy. The list includes nationwide information for filings, discharges and dismissals for Chapter 7, 11, 12 and 13 bankruptcies.

27 MILLION PARENTS OF SCHOOL AGE CHILDREN (updated monthly)

New parents and parents of school age children are on the lookout for your offer for childcare, summer camps, tutoring, toys and electronics, and more.

190 MILLION AUTOMOBILE OWNERS
(updated monthly)

Use detailed auto owner data like make, model, and year to identify likely prospects for your automotive goods and related services.

12 MILLION AMERICANS WITH MEDICAL CONDITIONS
(updated monthly)

These individuals have a wide range of medical conditions (visit MelissaDirect.com/medical-conditions for a complete list of covered conditions) that require medical supplies, treatment, and maintenance.

PRICING

CONSUMERS: \$25 PER 1000 RECORDS
(\$50 minimum order)

Call 800.800.6245 for Specialty List Pricing

BUILD YOUR LIST – EASY AS 1-2-3

1. Visit MelissaDirect.com/consumer
2. Make your selections
3. Review your count and download your order

PROPERTY OWNERS MAILING LISTS & SALES LEADS

Target on-site and absentee homeowners nationwide. Our Property Owners mailing lists contain over 100 million records, covering more than 2,600 counties, 95% of the U.S. population, and over 98% of all mortgage transactions.

Selection options

Build your list online at MelissaDirect.com or call one of our list specialists at 800.800.6245 – we'll help you find exactly what you need.

► GEOGRAPHIC AREA

Local or nationwide? Either way, we have just the list for you. Choose prospects by ZIP Code, Street, City, Town & Place, County, State, or Draw a Map around a particular location.

► RADIUS FROM ADDRESS OR ZIP CODE

Identify prospects within a certain number of miles of your business or property.

► PROPERTY ATTRIBUTES

Target your list by Property Type, Number of Bedrooms/Bathrooms, Square Footage, Year Built, Property Value, Equity, Loan to Value Ratio, Last Sale Date, Presence of Pool/Heater/AC/Fireplace.

► MORTGAGE ATTRIBUTES

Find the right mortgagees by Amount, Rate, Rate Type, Term, Lender, Recording Date, Loan Type, Seller Carry Back.

► TYPE OF OWNER

Identify Absentee or Owner-Occupied Properties, Vacant Address, Trustee Owner, and Corporate Owner.

► FORECLOSURE

Foreclosure type: Notice of default, Lis Pendens, Notice of trustee sales, Notice of foreclosure sales, default amount, recording date, foreclosure judgment amount.

► DEMOGRAPHICS

Add the following elements to your list: Household Age, Household Income, Gender, Marital Status, Length of Residence, Persons in Household, Adults in Household, and Children in Household.

► ADDITIONAL APPENDS AVAILABLE

165 data elements including property, mortgage, owner and demographics fields. Visit MelissaDirect.com/property to view them all.

State

Map

Around this Location

7 Berlamo

Rancho Santa Margarita

(State or ZIP Code are required)

CA

92688

Get Location

How to use map:

Step 1: Input location and click Get location to pin point location

Step 2: On the map canvas, click on Circle image to draw circle on map (0.25 miles radius min., 10 miles radius max.), Polygon image to draw polygon (0.5 miles square min., 10 miles square max.), Rectangle image to draw rectangle (0.5 miles square min., 10 miles square max.)

Step 3: Click Add button to get count in selected area.

Map

Satellite

Selected Area Data:

ShapeType: polygon

Compute Area: 1.16

Map

Polygon in Rancho Santa Margarita, CA 92688, Compute Area: 1.16 Mile Square

Count Filters & Options

Demographic

Household Income: \$100,000 - \$149,999

\$174,999-\$175,000 - \$199,999

List Reports

Count Group By Site

ZIP Code

Focus on a local neighborhood or an entire state, to find the leads you need to target your best prospects.

PROPERTY OWNERS MAILING LISTS & SALES LEADS

A steady flow of accurate property data helps you find just the right mailing list or sales leads for your property-based marketing efforts.

PROPERTY OWNER LISTS AVAILABLE

120 MILLION PROPERTY OWNERS (updated weekly)	Tap 98% of mortgage transactions to target the perfect audience for your home décor, landscaping, mortgage or security products and services.
14 MILLION ABSENTEE HOMEOWNERS (updated weekly)	Non-resident homeowners, corporate owners, and trustees are excellent lead sources for real estate investors as they might eventually tire of maintaining properties where they don't live, as well as property management, home report, pool cleaning and landscaping services.
24 MILLION NEW HOMEOWNERS (75,000 new records updated biweekly)	Homeowners are eager to spend big on home-related needs immediately after buying their new home. Get in front of these new owners and landlords before the competition.



Property Data

We collect data from diverse sources to deliver the intelligence you need for sound decisions.
See Page 21 for more information.

- ✓ Deeds
- ✓ Home Sales
- ✓ Parcel Shapefiles
- ✓ Neighborhood Data
- ✓ Natural Hazard Risk Data
- ✓ Absentee Owner
- ✓ Vacant Properties
- ✓ Foreclosure Data

PRICING

PROPERTY OWNERS: \$100 PER 1000 RECORDS
(\$50 minimum order)

ABSENTEE HOMEOWNERS: \$100 PER 1000 RECORDS
(\$50 minimum order)

NEW HOMEOWNERS: \$100 PER 1000 RECORDS
(\$50 minimum order)

Call 800.800.6245 for Specialty List Pricing
Leadgen Property Web Service API Available

BUILD YOUR LIST – EASY AS 1-2-3

1. Visit MelissaDirect.com/property
2. Make your selections
3. Review your count and download your order

CREATE LISTS BY ZIP CODE™, SHAPE OR RADIUS

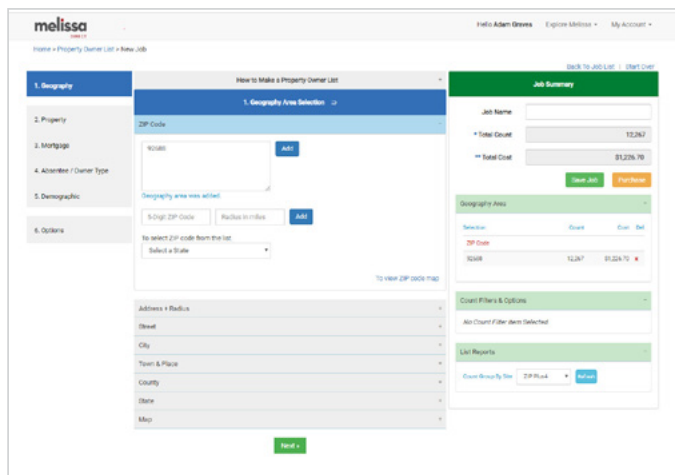
It's easy to use Melissa's online list builder to geo-target a local mailing list and download in seconds for a successful direct marketing campaign. With over 200 million consumer records, 50 million business records, and millions of property owner records, you're sure to find a large and relevant audience in the location of your choosing.

Use
Geo-Targeting
to Create a
**CONSUMER
EMAIL ADDRESS
LIST** too!

Call 800.800.6245 for
more information

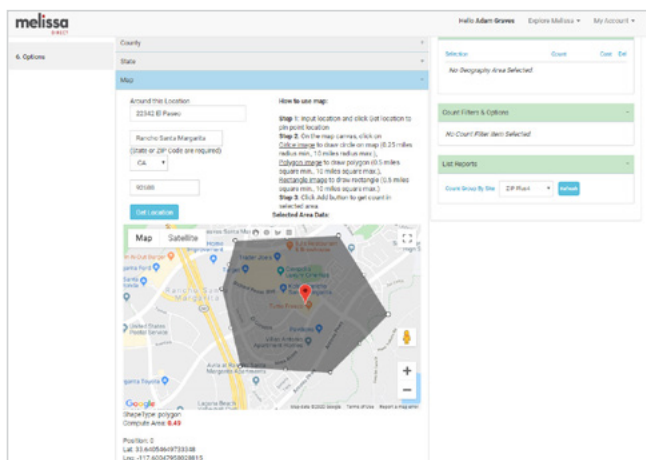
BY ZIP CODE

The most popular way to segment your audience is by ZIP Code.



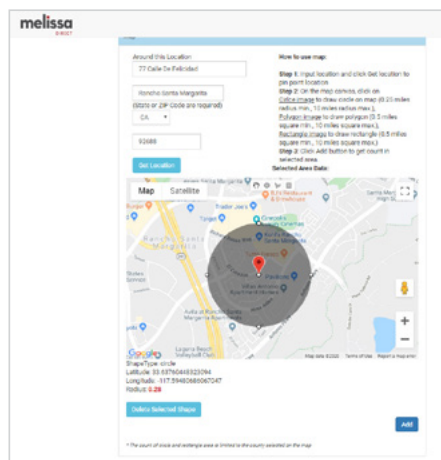
BY BOUNDARY

Draw a polygon or rectangular shape to slice and dice your map and locate your best customers.



BY RADIUS

Draw a circle on the map to target a select area around a certain location.



Easily segment your audience, get a free count and download in seconds.

Build your list today at MelissaDirect.com or call 800.800.6245.

SATURATION/RESIDENT OCCUPANT MAILING LISTS

Easily saturate a neighborhood with a direct mail piece sorted in carrier route walk-sequence order to all current residences at the lowest possible postage. This database is ideal for mailers looking to build foot-traffic into a brick-and-mortar location like a pizza parlor, dry cleaner or grocery store by getting your message to each and every single delivery point in a community at the lowest possible price.

Nationwide Personalization

USPS® Every Door Direct Mail (EDDM) does not include a personal name on each record and instead places "Current Resident" in the name space. With Melissa Saturation/Occupant Mailing list you can add personal names for head-of-household for 90%+ of nationwide addresses for better response.

PRICING

150 MILLION SEASONALLY ADJUSTED ADDRESSES

\$9.50 PER 1000 (+\$3 per 1000 for Head-of-Household Names)

\$35 MINIMUM

Leadgen Occupant Web Service API Available

BUILD YOUR LIST – EASY AS 1-2-3

1. Visit MelissaDirect.com/saturation
2. Make your selections
3. Review your count and download your order

NEW MOVERS MAILING LISTS & SALES LEADS

New movers spend big on home-related needs within the first 3 months of a move. From appliances, to furniture, to home repair and professional services, be the first in their mailboxes to capitalize on early decisions before your competition even knows they exist.

A Moving Target

Approximately 40 million Americans move to a new home every year. That's roughly 14% of the U.S. population. New movers are twice as likely to change brands or service providers; have a keen interest in upgrading services and consider direct mail a highly valued channel for receiving information during a move.

SELECTION OPTIONS

Household Income
Contact Age Group
Home Owner/Renter
Home Value
Move Date
Move Distance
Number of Children In Household
Mail Responsive Info
Address
Move From Address

SERVICES NEEDED BY NEW MOVERS IN THE FIRST 3 MONTHS

Dentist – 70%	Family Doctor – 59%
Insurance – 53%	Vet – 55%
Accountant – 25%	Optical Services – 41%

PRICING

100,000 ADDED WEEKLY

\$150 PER 1000 (+\$3 per 1000 for Head-of-Household Names)

\$50 MINIMUM

BUILD YOUR LIST – EASY AS 1-2-3

1. Visit MelissaDirect.com/newmovers
2. Make your selections
3. Review your count and download your order

LEADGEN MAILING LIST APIS

LeadGen is a collection of Mailing List APIs that empower you and your business to seamlessly integrate mailing lists into your website and start selling lists online via your web-to-print application.

- Easy-to-integrate and super user-friendly REST APIs
- Power a new revenue stream by providing customers with mailing lists
- You or your customers can build, order and download mailing lists 24/7, and you'll be invoiced at wholesale pricing at regular intervals
- Ideal for Printers, Franchises, Dealers, Mortgage Brokers, Insurance Companies, and Marketing Companies

ZIP CODE BOUNDARY API

ZIP Code WKT Shape, Population, Average Age, Household Income, Average Home Value

CARRIER ROUTE BOUNDARY API

Carrier Route Boundary WKT Shape, Demographics, Residential Count, Business Count, PO Box, Apartment Count

CONSUMER API

200 Million Consumer Records

OCCUPANT API

In walk-sequence for lowest postage available. Think USPS EDDM®.

BUSINESS API

14 Million Businesses (From Fortune 500 to Nationwide SMBs)

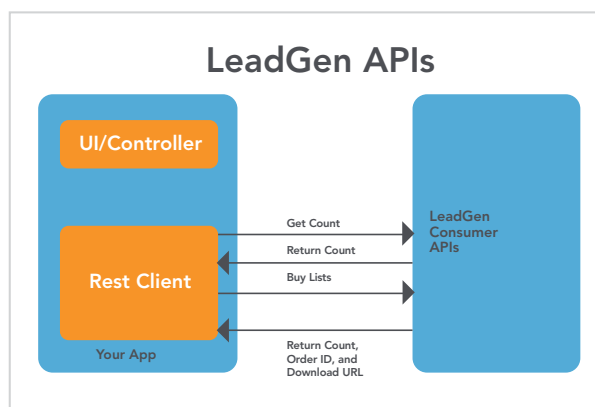
PROPERTY API

100 Million Owner-Occupied and Absentee Owner records

CONSUMER & BUSINESS EMAIL LISTS

Melissa Email Lists are verified and scrubbed regularly to ensure you have the most current and accurate email list to deliver your message straight to your customer's inbox.

- ✓ **SMTP pinged quarterly to verify inbox is active and receives email**
- ✓ **Geo-targeted + demographic/firmographic selections for better targeting**
- ✓ **Physical address available for each email – great for omni-channel marketing**



CONSUMER EMAILS	BUSINESS EMAILS
144.4 Million Records Available	47.8 Million Records Available
Demographic + Geographic Selects	Firmographic + Geographic Selects
\$100 per 1000 records	\$180 per 1000 records
\$350 minimum order	\$550 minimum order

Get started at MelissaDirect.com or call 800.800.6245.

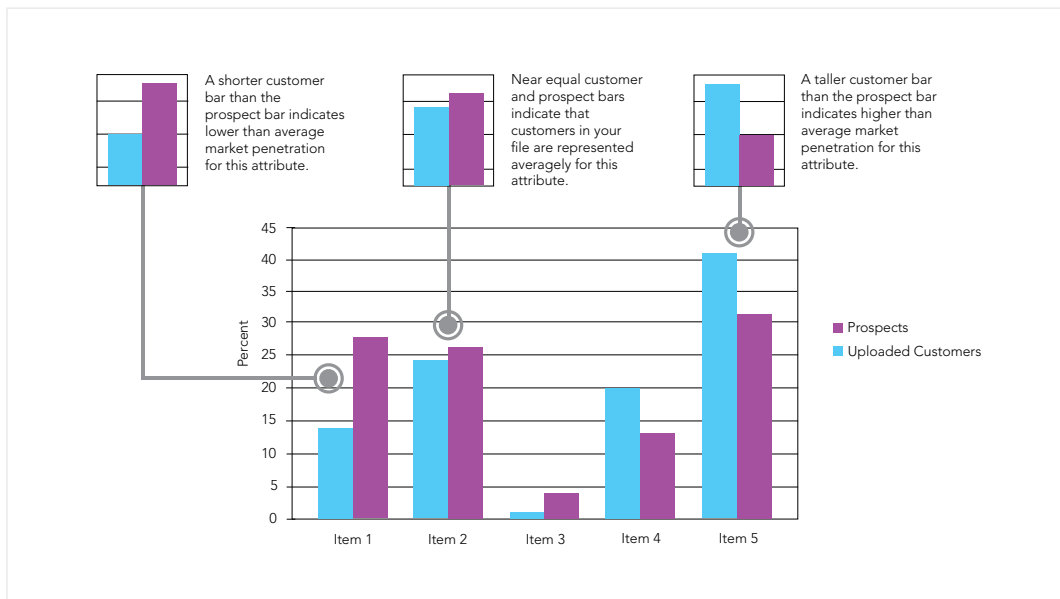
Learn More About Your Customers & Find Prospects Just Like Them

Our unique report helps you take a broad view of your customer base, identify in which sectors you have a strong or weak market presence, learn who your best customers are and get additional insights that will tell you how to market to them more effectively.

- Uncover the look-alike attributes of your current customers
- Define your market and better target the audience for marketing campaigns
- Identify the demographics to order a mailing list of potential customers just like your current customers

The following 30+ demographic elements are analyzed:

GEOGRAPHY SCR Codes	SOCIAL NETWORKING Internet Connection Type Social Influencer (individual) Socially Influenced (individual) Mobile Social Networker (individual) Heavy Facebook User (individual) Heavy Twitter User (individual) Heavy LinkedIn User (individual)
HOME Dwelling Unit Size Homeowner/Renter Home Equity Available Ranges Home Purchase Year	HOUSEHOLD Marital Status Number of Adults Number of Children Health Life Insurance Policy Owner
BUYING BEHAVIOR Credit Card Users Mail Responders Heavy Transactor Buying Activity Categories	WEALTH Estimated Income NetWorth Gold
INDIVIDUAL Adult Age (2-year increments) Gender (individual) Country of Origin Education of Selected Record	AUTO Number of Vehicles Vehicle Type – 1st Vehicle Vehicle Type – 2nd Vehicle
INTEREST Political Party (individual) Green Living	



Only \$499 for a 29-page report that includes a demographic portrait of your customers + calculated Market Penetration Index. Order yours today at MelissaDirect.com/lookalike or call 800.800.6245.

DATA APPEND SERVICES

Melissa Direct's Data Append Services enrich and append missing data to your consumer and business records to gain insight, empower omnichannel marketing and grow sales. Upload your customer list to quickly add any of the following:

- Email Addresses
- Phone Numbers
- Demographics
- Firmographics/Company Details
- Geographic Information
- Property & Mortgage Data
- Foreclosure Data

Flexible Delivery Options

Upload your file for batch processing through our service bureau via our website or utilize our secure FTP.

► PREMIUM EMAIL APPEND (CONSUMER + BUSINESS)



Connect with customers more efficiently and empower email marketing campaigns when Melissa Direct adds accurate email addresses to your consumer or business customer records.

- Matched against our constantly updated database of 250 million email addresses
- Industry-high append rate of 15-30%
- Free Email Append Test – send us your file and we'll tell you how many emails we can add – FREE!

► REVERSE EMAIL APPEND

Our reverse email append service optimizes your email file for omni-channel campaigns with the addition of contact names and postal addresses.

WHY CHOOSE MELISSA DIRECT?

BEST DATA

We gather our information from a multitude of sources and cross-reference it for accuracy.

FAST TURNAROUND

Get your file processed in hours.

EMAIL APPEND MATCH REPORT

	COUNT	PERCENT
Gross Records Received	34,507	100.0%
Invalid or Incomplete Records	3	0.0%
Records Processed	34,504	100.0%
Remove Requests	0	0.0%
Appended Emails	13,523	39.2%

Get Started at MelissaDirect.com or call 800.800.6245.

►PREMIUM PHONE APPEND

Our premium service will add accurate mobile phone numbers and landlines to your records for effective telemarketing and SMS marketing.

- Matched against our updated database
- Industry-high append rate

►REVERSE PHONE APPEND

Match contact names and postal addresses to the telephone numbers you have on file.

►CONSUMER DEMOGRAPHIC APPEND

Add thousands of data elements to your consumer records including household income, age, gender, presence of children, marital status and more.

►BUSINESS FIRMOGRAPHIC APPEND

Choose from 30+ firmographic elements including contact name/title, sales volume, employee size,

SIC/NAICS code and more to augment your B2B sales and marketing efforts.

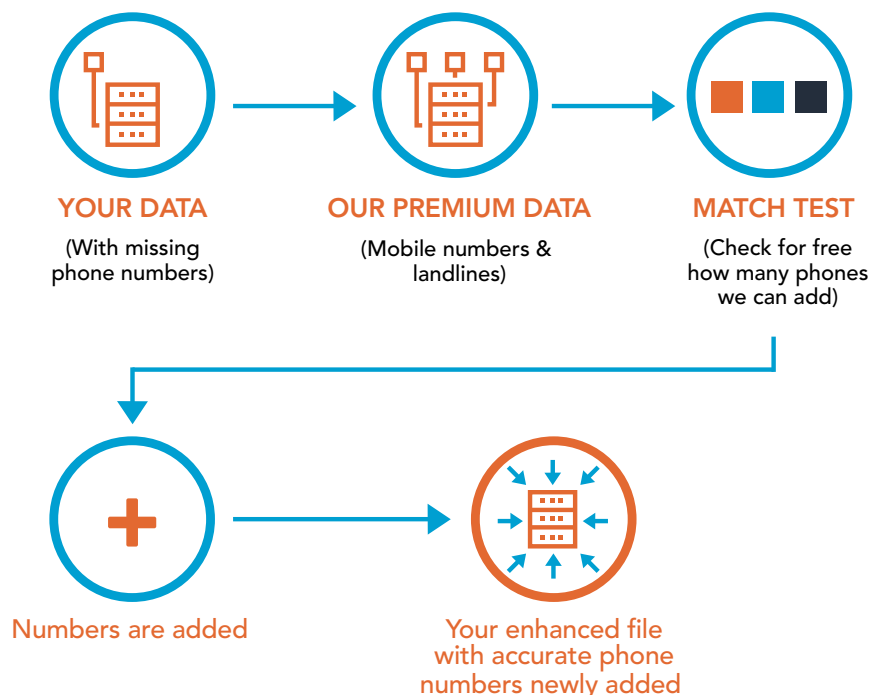
►PROPERTY DATA APPEND

Add 400+ property and mortgage details including building and lot, current sale, deed and more on over 140 million U.S. properties.

►GEOGRAPHIC APPEND

Convert postal addresses to precise latitude-longitude coordinates for mapping, clustering and analytical applications. Rooftop geocoding available for 95% of all U.S. postal addresses and 40 countries.

HOW PHONE APPEND WORKS



Get Started at MelissaDirect.com or call 800.800.6245.



Melissa Direct's data hygiene services help you avoid unwanted costs associated with undeliverable-as-addressed (UAA) mail, qualify for postage discounts and improve response and ROI from direct mail campaigns.

WHY CHOOSE MELISSA DIRECT?

USPS CASS™ & NCOA^{LINK}® FULL-SERVICE LICENSEE PROVIDER

As a Full-Service provider, we'll use the USPS® 48-month dataset of up-to-date address information. All our processing is done in-house, in our USPS-approved secure facility.

CANADA POST NCOA PARTNER

We are one of only a handful of authorized Canada Post NCOA partners. Melissa Direct is your one stop source for U.S. and Canada change-of-address services.

► NCOA^{LINK} CHANGE OF ADDRESS PROCESSING

POPULAR
SERVICE

Update new addresses for individuals, families and businesses that have moved in the last four years. It's the best way to reduce the costs of undeliverable-as-addressed mail and comply with the USPS Move Update requirement for postal discounts.

- Access approximately 160 million records of permanent address changes filed with the USPS
- 48-month and 24-month service available; guaranteed lowest pricing
- Batch processing, Web service or fully automated FTP processing in our SOC II secure facility

► CANADA NATIONAL CHANGE OF ADDRESS PROCESSING

POPULAR
SERVICE

Update the addresses of Canadian customers that have moved in the last five years.

- Access over 10 million records from the last 72 months

► PROPRIETARY CHANGE OF ADDRESS (PCOA) PROCESSING

Identify the 40% of people who don't file a change of address with the USPS. Our service checks up to 30 years of private records from banks, credit cards, magazine publishers, insurance companies and more. A recommended complement to NCOA processing to give you the greatest improvement in mail deliverability.

► CASS AND DSF²® PROCESSING

Easily CASS process your mailing list by adding the correct ZIP+4® postal codes and standardizing to USPS CASS requirements, or qualify your mailings for USPS Enhanced Carrier Route (ECR) and other discounts by adding DSF2 delivery types and walk sequence codes.

► DUPLICATE ELIMINATION

Up to 10% of the average mailing list contains duplicate records. Our service identifies duplicates in your mailing list, or across multiple lists, to eliminate wasted printing, postage and production costs.

► SUPPRESSION SERVICES

Omit a select group of customers or house prospects from direct mail communication to cut down on costs while protecting your brand reputation: DMAChoice Do-Not-Mail, Deceased, and Prison Suppression.

► GLOBAL VERIFY SERVICES

Our premium service will verify U.S., Canadian and international addresses, email addresses, names and phone numbers to ensure your postal mail, email and telemarketing databases are standardized.

- Address Verification: validate, correct and standardize addresses for 240+ countries.
- Phone Number Verification: determine type of line (mobile, landline, etc.), CallerID and whether mobile number is live and connected.
- Email Verification: verify email addresses, correct typos and remove spam traps to increase email deliverability.

► EMAIL CHANGE OF ADDRESS PROCESSING

Our Email Change of Address (ECOA) service replaces old email addresses with the new ones your customers are actively using.



AUTOMATED SFTP FOR FAST, SECURE PROCESSING

If you receive data on a regularly scheduled basis (hourly, daily, weekly, etc.), then Melissa's Automated FTP Data Processing Services is right for you. Fast 24/7 service with files returned in minutes, secure and no minimums!

- NCOA Processing – U.S. & Canada
- CASS Processing (ZIP+4 & DPV)
- Personator Consumer
- Rooftop Geocoding
- Global Phone Verification

Get Started at MelissaDirect.com or call 800.800.6245.

Consumer Identity Resolution & Enrichment

Fill in the gaps in your customer and business contact records with Identity Resolution and Enrichment powered by Personator Consumer. We combine billions of active and historical records to verify consumer contact information and enrich your data with demographic, firmographic and geolocation information to build a clearer view of your customers for deeper insights.

PERSONATOR CONSUMER VERIFICATION CAPABILITIES:



Address, Name, Phone & Email Check

Verify, correct and standardize U.S., Canada and international contact data – addresses, names, phone numbers, email addresses.

- Standardize full names, set salutations, genderize and parse records
- Update the addresses of U.S. and Canadian customers/prospects with 10+ years of history and millions of move records
- Correct and update email addresses, domains and formatting
- Update and properly format mobile and landline phone numbers
- Certify that U.S. and Canadian address records are accurate and deliverable
- Aggressively correct and append house numbers, cities, states, codes to U.S. addresses with Advanced Address Correction (AAC)

PERSONATOR CONSUMER ENRICHMENT CAPABILITIES:



Data Appends

Add missing addresses, names, phone numbers and email addresses. These enrichments not only improve communication and omni-channel marketing efforts, but they also help you match missing contact fields to flesh out your single view of the customer.



Geocoding

Convert U.S., Canadian and international postal addresses to a precise rooftop latitude and longitude coordinate in real time for mapping, logistics, location analysis, target marketing and more. Power retail store location and local search lookups to increase customer satisfaction and ease of shopping. The business uses are endless.



Consumer Demographics

Add detailed demographic information on over 250 U.S. individuals and 170 million households, including household income, marital status, credit information and more.

- | | |
|------------------------|-----------------------|
| • Date of Birth | • Marital Status |
| • Deceased Information | • Home Owner/Renter |
| • Gender | • Household Income |
| • Presence of Children | • Length of Residence |
| • Number of Adults | • Occupation |

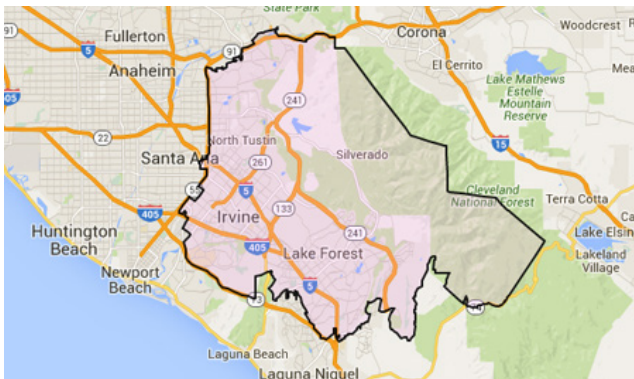
Reference Data Sets for Analytics, Mapping & Verifications

Our data solutions offer complete location, demographic, firmographic and property intelligence on U.S., Canadian and global addresses to ensure your analytics, GIS and spatial analysis delivers critical insights.

► GLOBAL ADDRESS DATABASE (GAD)

GAD provides complete postal address information and location intelligence for U.S., Canada and a growing number of international countries.

- 200+ Million U.S. addresses (includes USPS, non-USPS, PO Boxes, Apartments & Suites)
- 15 Million Canadian addresses
- 25 Million French addresses
- 13 Million German addresses
- 26 Million Spanish addresses
- 26 Million Portuguese addresses
- 26 Million Italian addresses



Customize your selection to get all of the addresses associated with a City, Province, State, Postal Code, or any shape-based or radial search.

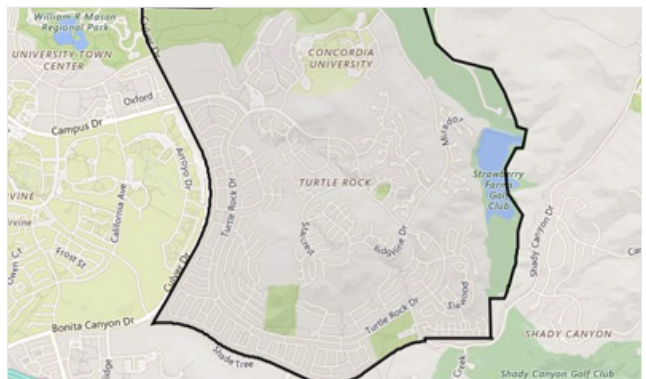
FILL IN THE GAPS IN YOUR MASTER ADDRESS FILE

Use GAD to get a complete list of all addresses in your target area for route planning, logistics and/or GIS applications, or fill in missing data in your master address file, including:

- Resident Delivery Indicator
- Census Key
- Rooftop Latitude & Longitude Coordinates
- Address Type
- Plus 4

For sample data layouts and updated counts for all countries (we're adding new ones all the time), visit

www.melissa.com/mc-gad



When you purchase the MAT, you get complete coverage, and complete intelligence, on all of the valid addresses within a given area.

For sample layouts and free counts, visit www.melissa.com/mc-gad or call 800.800.6245.

►ZIP+4/POSTAL CODE SOLUTIONS

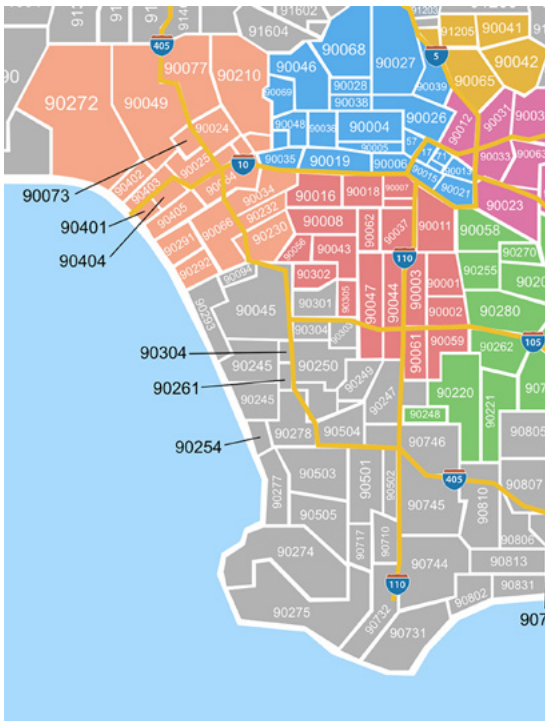
We are proud to offer simple, accurate and up-to-date databases of U.S. ZIP Codes, Global Postcodes and Boundaries Files.

►ZIP*DATA

This database can be used to verify 5-digit ZIP Codes and add the following: Lat-Long Coordinates, 46 Census Bureau data variables, and American Community Survey (ACS) data.

►ZIP+4 & CANADA POSTAL CODE BOUNDARIES

The files represent boundaries that share a unique ZIP+4 code in the U.S. or Canada Post 6-character postal code boundary. They can be easily used with your existing GIS applications.



We are a licensed distributor of U.S. Postal Service (USPS) and Canada Post Postal and ZIP Code databases. Our accuracy comes from 35 years of perfecting data cleansing and standardization, making our U.S. and global postcode databases vastly superior to others on the market.

►ZIPINFO DATABASES

With our acquisition of ZipInfo, we now offer a broad range of ZIP Code products to meet any and all ZIP Code data needs.

County-ZIP Code Database: Contains every County-ZIP Code combination to which the USPS delivers mail.

ZIPList5Max: Lists every active ZIP Code defined by the USPS, including data such as lat-long, CBSA/Division code, population, market area etc.

ZIPList5Medical MSA: A ZIP Code and MSA database for organizations who must meet the requirements of the Health Care Financing Administration (HCFA).

►CICERO DATABASES

Access geographic data for legislative district boundaries as well as elected official information. Includes districts plus elected official names, contact information and verified social media accounts.



Use our postcode databases to look up, validate, cleanse or customize (by geographical region or country) addresses worldwide and improve the processing of international letter-post items and postal parcels.

Make confident decisions based on comprehensive data (current and historical) across the property eco-system, multi-sourced and cross-validated for accuracy.



To enrich your records with postcode, boundary and property information, visit [MelissaDirect.com/data](https://melissadirect.com/data) or call 800.800.6245.

MAILERS - POSTAL PRESORT SOFTWARE

Melissa's mailing solutions help you quickly and easily process, presort and prepare U.S. and Canada Post compliant mailings for maximum postal discounts.

Easily access address quality and mail list processing services like:

- ✓ **CASS/DPV ZIP+4** coding for highest deliverability
- ✓ **USPS NCOA^{Link} & Canada Post NCOA** to reach customers that have moved
- ✓ **Duplicate elimination** to reduce waste & multiple mailing costs
- ✓ **PAVE™ GOLD Certified Postal Presorting** to qualify for First Class, Marketing Mail & Periodicals discounts
- ✓ **Label printing support** to easily create a PDF that can be used for printing on envelopes, postcards & labels
- ✓ **Print Intelligent Mail® barcodes & receive mail.dat files** to prepare Full-Service mailing and submit files electronically

MAILERS ONLINE PRESORT WIZARD

Mailers Online is Melissa's cloud-based presort software-as-a-service that enables occasional mailers to upload their files securely and download once complete through a series of well-defined steps.

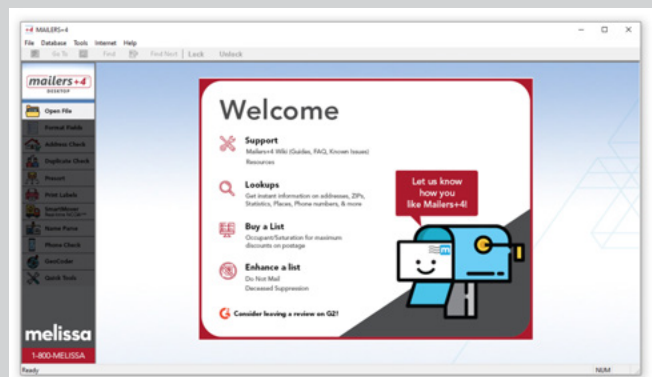
Mailers Online is available 24/7 and can be accessed from any web browser.

The screenshot shows the 'Mailers Online' web interface. At the top, there are tabs for 'Upload', 'Mapping', 'Presort', and 'Process'. The 'Presort' tab is active. Below the tabs, there's a 'Mail Type' section with options for 'Marketing Mail' and 'First Class Mail'. The 'First Class Mail' option is selected. The interface includes various input fields for 'Post Office of Mailing', 'Mail Processing Type', 'Mail Class', 'Sample Size and Weight', 'Mail Processing Type', 'Mail Piece Type', 'Piece Dimensions', and 'Mailing Date'. There are also buttons for 'Next >>' and 'Back to Mapping'.

MAILERS+4 DESKTOP ALL-IN-ONE TASKBAR

Mailers+4 Desktop features an all-in-one taskbar, which provides a series of easy-to-follow steps to achieve maximum postage discounts.

Mailers+4 Desktop provides access to multiple Data Enhancement services at the click of a button!





CASS Certified & SERP Certified Address Verification Engine

Our CASS Certified address engine compares addresses in your file against the USPS®, DPV®, LACS^{Link®}, and Suite^{Link®} files, and adds 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, so you qualify for discounts.



Update Records with Most Current Address

Use NCOA^{Link®} 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.



Eliminate 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.



PAVE Gold Certified Presorting & Palletization

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.



Full Service Intelligent Mail® + Mail.dat®

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).

OPTIONAL CAPABILITIES



Residential/Business Delivery Indicator (RBDI)

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



Geocode – Link Addresses with Lat/Long Coordinates

Append lat/long coordinates for 99% of all U.S. locations, census tract and block numbers, and county FIPS code down to the ZIP+4 level for greater delivery efficiency.

	Mailers+4	Mailers Online
Platform	Desktop	SaaS
Intelligent Mail	✓	✓
Palletization	✓	✓
USPS® PAVE GOLD Certified Postal Presorting	✓	✓
USPS® CASS/DPV Certified Verification Engine	✓	✓
SERP Certified Address Verification	✓	✓
USPS NCOA ^{Link®} - 48 month	✓	✓
Merge/Purge-Dedupe	✓	✓
GeoCoding	✓	
RBDI	✓	
Label Support	✓	✓
First-Class Mail®	✓	✓
Marketing Mail™	✓	✓
Periodicals	✓	

Start for Free at MelissaDirect.com/mailers or call 800.800.6245.

LISTWARE - CLOUD-BASED DATA CLEANSING SOFTWARE

Over 5,000 users trust Listware to easily clean, dedupe and enrich their marketing lists. Upload your list online or use in Microsoft Excel to verify, update and add data to contact, lead and account records. Available services include:

DATA ANALYSIS TOOLS

PROFILER	MATCHUP
Identify problems in your data with column and data quality analysis.	Find duplicate records by address or last name and address.

NORTH AMERICA SERVICES

ADDRESS CHECK	PERSONATOR	USPS NCOA
Verify each address is valid, complete and standardized to USPS/Canada Post format.	Correct, update and append name, address, phone and email info.	Match records against USPS 48-mo change of address file to reduce undelivered mail.
CANADA NCOA	PROPERTY APPEND	BUSINESS CODER
Match records against Canada Post 72-mo change of address file.	Add valuable property, mortgage and owner information.	Add company name, SIC code, sales volume, EIN and more to business records.

GLOBAL SERVICES

GLOBAL ADDRESS CHECK	GLOBAL PHONE CHECK	GLOBAL EMAIL CHECK
Verify, correct and standardize addresses for 240+ countries.	Validate landline and mobile phone numbers and ownership.	Validate domains, correct syntax and standardize emails.



A PENNY FOR GOOD DATA AND GOOD LUCK!

Clean your data for as little as a penny per record with pay-as-you-go pricing and no contracts – what could be easier?

Choose how you want to clean and enhance your data by using our cloud service, Listware Online, or our convenient plugin for Microsoft Excel.

LISTWARE ONLINE

Web version offers multiplatform accessibility – simply upload your file and it's prepared in minutes.

The screenshot shows a web interface for uploading a file. At the top, there is a progress bar with five steps: Upload, Mapping, Output, Review, and Process. The 'Upload' step is currently active and highlighted in orange. Below the progress bar, there is a large white box with the text 'Drop your file here -OR- Click on 'Upload File' button'. At the bottom of this box is a green button labeled 'Upload File'.

LISTWARE FOR EXCEL

This plugin offers the convenience of inline data cleansing while you are working in Excel. Beautiful, color-coded reporting makes it easy to understand what improvements have been made to your contacts.

The screenshot shows the Listware for Excel plugin interface overlaid on a Microsoft Excel spreadsheet. The spreadsheet contains a list of contacts with columns for Name, Address, Phone, and other details. The plugin interface includes a summary table on the right side, showing the status of the data cleansing process. The summary table has the following data:

Status	Count	Percentage
Good	41	83%
Bad	2	4%
Empty	1	2%
Corrected	7	14%
Verified	18	36%
Appended	18	36%
Moved	9	18%
Deleted	0	0%
Processed	49	99%

Below the summary table, there is a button labeled 'Click the Start to re-check the above data through Repetition Automatically, click Start to complete search to the non-matched without re-checking.' and a 'Start' button. There are also buttons for 'Phone', 'Email', 'Print Error', 'Next Error', and 'Back'.

Start for Free at MelissaDirect.com/listware or call 800.800.6245.

MELISSA LOOKUPS

Looking to lookup a street address, get home sales by ZIP Code, verify an email address, or convert a postal address to a latitude-longitude coordinate? Then, Melissa Lookups is just the place for you. Access our databases using over 30 different lookups to find the info you need.

We could not find any address that has the House Number "35", Street "G", State "CA", ZIP Code "92688".
The **3** addresses below may have the address that you are looking for.
Rancho Santa Margarita CA

Text Filter...

Address	City	State	ZIP	County	RBDI	Active	Result Code (?) <small>Mouse over for detail</small>	MAK (?)	Property
35 Gavilan	Rancho Santa Margarita	CA	92688-1602	Orange	Residential	Yes	AS01	5562566377	Owner
35 Gaviota	Rancho Santa Margarita	CA	92688-1610	Orange	Residential	Yes	AS01	1242104456	Owner
35 Grassy Knoll Ln	Rancho Santa Margarita	CA	92688-5567	Orange	Residential	Yes	AS01	1242104456	Owner

* Easily obtain data with JSON, XML, or Excel formats (1 credit for each request)

JSON XML EXCEL

HOW IT WORKS

1. Create a Melissa Account for 1,000 Credits free each month
2. Login
3. Perform a Lookup (yes, it's that easy!)

MOST POPULAR

PERSONATOR

Verifies, corrects & appends Names, Addresses, Phones and Emails. Updates address of movers.

PROPERTY INFO

Owner's name, assessed value, mortgage amount, sales price & more.

CARRIER ROUTES IN A RADIUS

Displays the Carrier Routes in a radius with delivery counts.

ZIP / CITY / PHONE

Get geographic & demographic info related to a ZIP, city or phone.

PERSONATOR SEARCH

Find People Nationwide by name, address, phone or email.

NEW

ADDRESS SEARCH

Search for addresses by house number, street name, city or postal code.

HOME SALES BY ZIP

Get a list of home sales in a ZIP in the last 24 months.

NEW

BATCH ADDRESS CHECK

Verifies & corrects addresses in a batch from a spreadsheet.

NEW

BATCH BUSINESS CHECK

Verifies & corrects company names & addresses in a batch from a spreadsheet.

NEW

BATCH PHONE & EMAIL CHECK

Verifies phone and email in a batch from a spreadsheet.

NEW

Start for Free at MelissaDirect.com/lookups or call 800.800.6245.

Melissa Credits can be used with Lookups, Listware, Mailers Online and our Developer Cloud APIs. The amount of credits needed for a particular action differs from product to product.

Activate 1000 FREE Credits at MelissaDirect.com/activate. And, every month, we will top off your Melissa account with up to 1000 credits that you can use for free. If you need additional credits, you can always purchase them 24/7 at MelissaDirect.com/credits. Credit card or Bitcoin are accepted.

Free	Standard	Value	Professional	Business
1,000 Credits	10,000 Credits	100,000 Credits	1,000,000 Credits	1,000,000+ Credits
\$0	\$40	\$350	\$3,200	Contact Us
Activate Credits	Buy Now	Buy Now	Buy Now	Inquire Now

Do You Have a Melissa Account?

If not, you may be missing out on some great features. It's fast, it's easy and it's free!

- Instant access to Melissa Lookups
- Purchase and download business, consumer or property owner lists
- Upload a file for list hygiene or data enhancement processing
- Get personalized help from your own dedicated marketing specialist
- Receive 1000 Melissa Credits free each month

Create your account at:
MelissaDirect.com/new.

Click the "I would like to be contacted" button and enter the word CLEAN to receive your free Melissa Stress Reliever.



MELISSA

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California, 92688-2112

To change or cancel your subscription, visit www.Melissa.com/preferences and enter your Subscriber ID.

Save Time & Your Dime with ***Mailers Online***

The No-Worries Cloud-Based Postal Software

Easily prepare your mailing with no manual updates, no contracts and no more worrying about changing postal rates and regulations – we do all that for you! Just upload your list and Mailers Online will speed through the rest.



Easy-To-Use Interface



Use from Any Computer Web Browser



**Get Notified Automatically when
Jobs are Finished**

mailers

ONLINE

USPS® & Canada Post® Compliant Mailings

- CASS™ Certified ZIP+4® Processing
- NCOA^{Link}® Processing
- Duplicate Elimination
- PAVE™ Gold Presorting
for Lowest Postage Rates
- Print Your Own Labels

Get Started Now

www.melissadirect.com/saas

***Ask about Mailers Online PRO –
process up to 1 million records per job!**

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