

Direct Marketing Catalog



Empowering Better Marketing through Better Data

LEAD GENERATION LISTS
CONSUMER/OCCUPANT/PROPERTY/BUSINESS

DATA CATALOGS FOR ANALYTICS

SAAS DATA CLEANSING &
MAILING SOLUTIONS

DATA ENHANCEMENT &
LIST HYGIENE SERVICES

800-MELISSA (635-4772) | MelissaDirect.com

melissa
DIRECT

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Why Melissa Direct



WELCOME TO MELISSA DIRECT

Data is your most valuable company asset. That's why cleaning, enriching and keeping your data up-to-date is vital. Since 1985, Melissa has been a leading provider of data quality and global address management solutions, empowering thousands of data-driven organizations with affordable solutions to capture and maintain accurate data for valuable insight.

Our newest brand, **Melissa Direct**, is the one source for all the direct marketing solutions you need to turn customer and prospect data into your biggest strength. Melissa Direct has tools for every budget and every company size – from business and consumer mail/email lists and sales leads, to data catalogs for analytics, to data enhancement and comprehensive appends, to email marketing services. We supply what you need to generate new leads, achieve better ROI, and grow your business.

WHY YOU'LL LOVE MELISSA DIRECT

- We are a USPS NCOA^{Link}® Full Service Licensee Provider, so you can work directly with us – straight from the source, at the best prices.
- We offer diverse solutions and flexible access to them through FTP, SaaS and service bureau options.
- We stand by our low price and deliverability guarantee, and have one of the highest customer satisfaction ratings in the industry.

- Experienced specialists with expert advice can help tailor solutions to individual customer needs.

COMPLIANCE AND PRIVACY IS OUR PRIORITY

Data privacy and security is important to us. Our data is scrubbed against Do Not Mail and Do Not Call lists to ensure you receive the best, most accurate data for ethical marketing. We are also SOC 2 Certified, plus HIPAA and HITECH compliant.

Visit MelissaDirect.com

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LEAD GENERATION

Looking for new customers? Kickstart your lead generation campaigns with Melissa's customizable data files – your best asset for developing better targeted marketing and generating new revenue! With our occupant, consumer, property and business databases, you'll have the power to identify the prospects most likely to buy your products and services.

Dynamic search and list-building capabilities allow you to create files based on location, lifestyle attributes and/or demographics, property information, business firmographics, plus other specialized data elements. You don't have to wait for us to send it to you – order and download any time, 24/7/365, or give us a call and we'll help you get started.

- Our datasets are CASS™ and DPV® processed for the greatest accuracy
- We offer a 95% Deliverability Guarantee because your satisfaction is our highest priority
- Get the lowest prices – period! We'll beat any competitor's price on any orderable list
- We offer expertise to find the right list criteria for your specific marketing and sales needs

Our database offers comprehensive info on more than 200 million consumers, 150 million property data files, and 15 million businesses.

MAILING LIST APIS AVAILABLE FOR CONSUMERS, BUSINESSES, PROPERTY OWNERS AND OCCUPANTS.

Consumer Databases

We offer multisourced consumer data so you can find and target the right prospects for your business. Build your own custom mailing or lead list based on a demographic portrait of your best customers, or choose from one of our many specialty lists.

CONSUMER DATABASE



Our exhaustive customer database gives you the flexibility of choice – so you can build a list of only the consumers most likely to buy your products and services. Search using 30+ demographic selects and geographic info to target the right prospects. Your list will include up-to-date addresses, plus phone and email contacts where available. **API available.**

+ RECORDS

200+ million consumers,
100+ million U.S. households

↑ UPDATED

Monthly

MEDICAL CONDITIONS

Reach millions of Americans suffering from a range of specific medical conditions. Ideal for prescription medication and medical suppliers, treatment centers, therapists, medical monitoring device aides and maintenance services.

+ RECORDS

12+ million

↑ UPDATED

Monthly

BANKRUPT DEBTORS



Target responsive individuals whose Chapter 7-13 bankruptcy protection have been filed, dismissed and discharged, or are otherwise experiencing financial challenges. Ideal for credit repair and asset protection services, secured credit cards, home refinancing and debt consolidation offers.

+ RECORDS

800,000+ courthouse records

↑ UPDATED

Monthly

PARENTS OF SCHOOL AGE CHILDREN

New parents and parents of school age children are an eager purchasing demographic. This lucrative market is ideal for doctors and pediatricians, childcare and summer camps, tutoring and private schools, toy and electronics companies.

+ RECORDS

27+ million U.S. households with 1+ child

↑ UPDATED

Monthly

LOOK-A-LIKE REPORT



We'll generate a report that includes a demographic portrait of your best customers. We profile information like age, income, giving history and more, to help you uncover unique attributes of your best customers and define your prospective market potential.

Only \$499 Includes Market Penetration Index (MPI)

NEW MOVERS

New movers spend big on home-related needs, goods and services in the first 3 months – a unique window of opportunity to capitalize on. Ideal for timely local offers and home-related services like house cleaning, plumbing, security, gardening, home repair, food and grocery delivery, dry cleaners, banking and veterinary services.

+ RECORDS
100,000+

↑ UPDATED
Weekly



DONORS, VOTERS AND POLITICAL AFFILIATION

Win campaign support and maximize fundraising donations via social media, email, phone and direct mail efforts. Micro-target voting audience and donors by party affiliation, political district, ethnic group, prior giving, demographic and lifestyle data. Ideal for political organizations and campaigns, non-profits and charity fundraisers.

+ RECORDS
200+ million

↑ UPDATED
Monthly

Saturation/Occupant Databases

Saturate current residents of a neighborhood, in Walk-Sequence order, to get the lowest possible postage and the best USPS discounts. Unlike Every Door Direct Mail (EDDM®), 90% of the addresses include head-of-household name. Ideal for saturation marketing campaigns, non-profit fundraisers, local charity events and local businesses serving a nearby target area. **API available.**



+ RECORDS
150+ million

↑ UPDATED
Monthly

FOR A FREE LIST COUNT, VISIT
MelissaDirect.com/mdsat

AUTO OWNERS



Use detailed auto owner data like make, model, year and more, to identify likely prospects for your automotive goods and related services. Ideal for dealerships, auto parts websites and repair shops, magazines and review catalogs, extended warranties and insurance services.

+ RECORDS
190 million

↑ UPDATED
Monthly

FOR A FREE LIST COUNT, VISIT
MelissaDirect.com/mdc
OR CALL
800-MELISSA (635-4772)

Property Databases

A steady flow of accurate property data helps you find just the right mailing list or sales leads for your marketing efforts. From absentee homeowners, to hazard risk info, to new sales and pre-movers, our property databases offer hundreds of details on 95% of U.S. properties.

PROPERTY OWNERS

Tap 98% of mortgage transactions in this configurable dataset with hundreds of custom fields. Focus by geography, property type and demographics. Ideal for home décor retailers, contractors, landscapers, mortgage lenders, real estate investors, internet, cable and security service providers. **API available.**

+ RECORDS **↑** UPDATED
120+ million Weekly

ABSENTEE HOMEOWNERS

Non-resident homeowners, corporate owners and trustees become excellent lead sources for real estate investors as they get tired of maintaining properties where they don't live. Our absentee dataset is configurable with hundreds of custom fields like square footage, sales price and year built. It also provides information – like site address and owner mailing address – on multiple properties owned by absentee homeowners. Ideal for property management, home repair, pool servicers and landscapers.

+ RECORDS **↑** UPDATED
14+ million Weekly

NEW HOMEOWNERS

Homeowners are eager to spend big on home-related needs immediately after buying their new home. This timeframe presents a unique opportunity to welcome new occupants and landlords. Ideal for electronics and appliance sales, contractors, landscapers, remodeling and security services.

+ RECORDS **↑** UPDATED
24+ million 75,000 new records biweekly

PRE-MOVERS

Reach folks often overwhelmed with orchestrating a smooth transition between properties. Ideal for professional moving and storage companies, mortgage and real estate, cable and satellite providers, plus home insurance, inspection, security, cleaning and improvement services.

+ RECORDS **↑** UPDATED
12+ million Biweekly

NATURAL HAZARD RISK

Identify properties with certain risks for land, air, fire and man-made hazards. Pinpoint probability and severity of exact hazards at the address level with detailed reports on a region. Ideal for natural hazard risk assessors, insurance, storm mitigation and preparedness services, or construction and emergency equipment vendors.

+ RECORDS

All U.S. Addresses

↑ UPDATED

Quarterly



HOME SALES

Enhance home sales analytics and capitalize on market opportunities with 400 fields of detailed real estate data, property value and history, along with details on homeowner history. Ideal for lenders, real estate professionals, investors and insurance agents.

+ RECORDS

140+ million

↑ UPDATED

Weekly



DEEDS

Our deed information offers comprehensive property and ownership data with sale values, neighborhood info, square footage, deed status and 160+ more data elements. Ideal for realtors, mortgage lenders, and cross-sale marketing.

+ RECORDS

140+ million

↑ UPDATED

Weekly



PARCELS

Our deed information shapefile offers property lines, land boundaries and comprehensive property ownership data with sale values, neighborhood info, square footage, FIPS Code, APN code, deed status and 160+ more. Ideal for GIS services, route planning, realtors, mortgage lenders and cross-sell/upselling.

+ RECORDS

190 million

↑ UPDATED

Monthly

NEIGHBORHOODS



Comprehensive neighborhood data with demographic info, square footage, sale values and area characteristics like school rating, crime rate and points of interest to identify real estate trends. Group by census tract/block, ZIP™ and ZIP+4. Ideal for realtors, mortgage lenders, insurance companies, and cross-sales marketing.

+ RECORDS

140+ million

↑ UPDATED

Weekly

FOR A FREE LIST COUNT, VISIT

MelissaDirect.com/mdp

OR CALL

800-MELISSA (635-4772)

Business Databases

Finding new U.S. and international business prospects is easy with our business databases.

We have millions of business records and specialty mailing and lead lists to help you enhance B2B direct marketing, telemarketing and email outreach efforts.

U.S. BUSINESSES

From fortune 500 companies to in-home businesses, the U.S. Business record helps you identify key opportunities and secure greater returns. Customize your list based on location, SIC/NAICS industry codes, area code, demographics and more. **API available.**

+ RECORDS

15 million

↑ UPDATED

Weekly

NEW BUSINESSES



New Businesses offer a unique opportunity to pick up new clients and establish long relationships. Ideal for information technology equipment and services, phone system sales, office furniture retailers, food catering services and health insurance providers.

+ RECORDS

185,000 monthly

↑ UPDATED

Weekly



BUSINESS CONTACTS WITH EMAIL

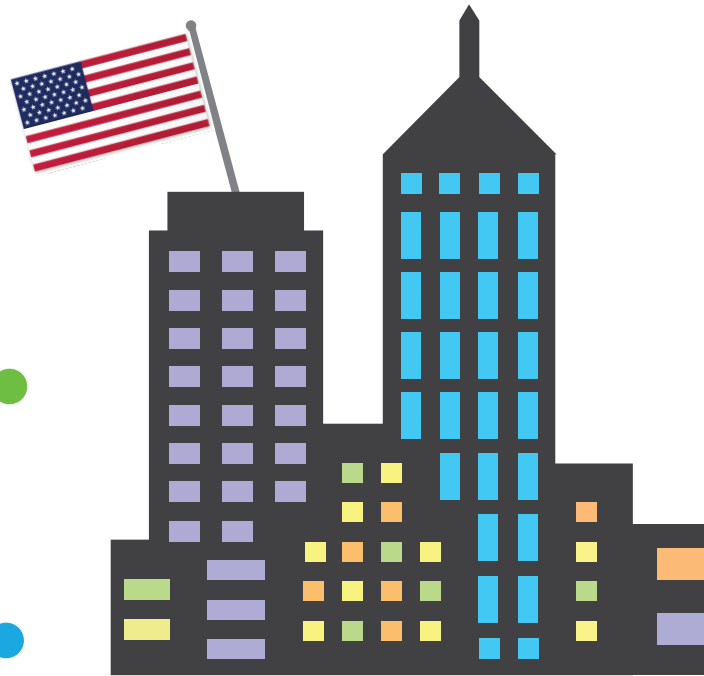
Glide past enterprise gatekeepers and directly target C-level, key decision makers with B2B offers. Ideal contact intelligence for B2B sales and marketing.

+ RECORDS

38+ million

↑ UPDATED

Monthly



CORPORATE LINKAGE

Data on business hierarchies and corporate holdings linked by headquarters, subsidiary and branch information to analyze corporate exposure, financial and legal responsibility. Ideal for risk analysis, investors, up-sell and cross-sell campaigns.

+ RECORDS

1.8 million Businesses, 40K Headquarters,
45K Subsidiary HQ, 1.8 million Branches

↑ UPDATED Monthly



EXECUREACH

A unique proprietary blend identifies "executives-as-consumers" at work or home by title, industry, company size and demographics. Ideal targets for upscale products, services and apparel, fundraising and financial services, sports and fitness, travel and real estate, gourmet foods and spirits.

+ RECORDS

50 million

↑ UPDATED

Monthly



MEXICAN, CANADIAN AND GLOBAL BUSINESSES

Data on manufacturers, importers, exporters and wholesale distributors, plus targeted business professionals, key decision makers, executives and high profile contacts. Conduct valuable lead scoring with SIC/NAICS by sales volume, size, employee info and more. Ideal for B2B relationships with an eye on the North American or global business market.

+ RECORDS

- Canadian Consumer File – 6.4 million
- Mexican B2B Records – 1.5 million
- Global Records – Call for country coverage

↑ UPDATED Monthly



MEDICAL PROFESSIONALS

Target medical professionals nationwide based on title, specialty and demographics. Ideal audience for pharmaceutical firms, durable medical equipment (DME), continuing medical education (CME), medical apparel, vacations, financial and insurance offers and non-profit charity causes.

+ RECORDS

2 million

↑ UPDATED

Monthly

FOR A FREE LIST COUNT, VISIT
MelissaDirect.com/mdb

OR CALL
800-MELISSA (635-4772)





DATA CATALOGS FOR ANALYTICS

Across all industries and across all departments, one thing remains constant – successful business decisions derive from accurate analytics. Our data catalogs offer complete location info on U.S., Canadian and global addresses to ensure that your analytics provide accurate and meaningful insights. With our powerhouse of information, you'll get the full picture to define unique attributes of your best customers, determine niche markets, find new territories of interest, decide better product placement and much more!

- Reduce risks and increase profitability
- Uncover patterns and real-time insight
- Better target customers and prospects
- Optimize sales visits

Melissa address data comes with unique address identifier technology for simplified GIS applications, analytics and logistical planning.

Melissa Address Table (MAT)



COMPLETE, ACCURATE LOCATION INFORMATION

Melissa's Master Address Table (MAT) offers information on every USPS and non-USPS address in the U.S., plus addresses in Canada and Italy, with more on the way. MAT data is searchable by ZIP, city, county, state, postal code, voting district or any shape-based search, and each address is assigned a Melissa Address Key (MAK). This unique address key identifies a discrete physical address and aligns a multitude of additional details. Like barcodes or ISBNs, unique 10-digit MAKs never change – so detailed street addresses, latitude-longitude, Census Key, county, FIPS code data and associated information are always accurate.

+ DATA

150+ million U.S. addresses (2+ million non-USPS addresses), Canada and Western Europe

↑ **UPDATED** Monthly

- **Optimized route planning** and reduced response times for first responders
- **More efficient utilities management** like waste collection and water allocation
- **Improved resource allocation**, risk management, mapping and logistics
- **Increased security and anonymity** masks Personally Identifiable Information
- **Enriched data** for more accurate and meaningful analytics
- **Enhanced data utility** using 64-bit integers

FOR A FREE COUNT, VISIT
MelissaDirect.com/mdmat

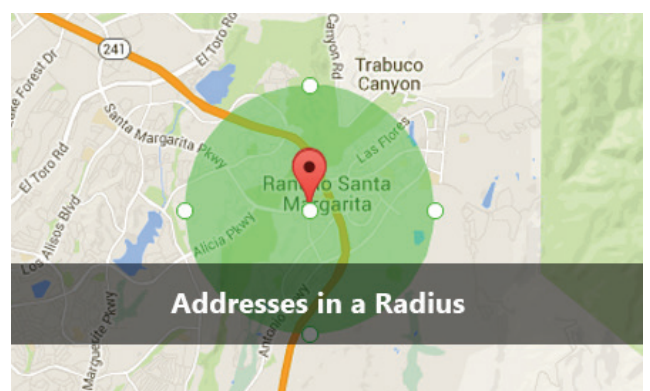
MAT = COMPLETE COVERAGE + COMPLETE INTELLIGENCE

When you purchase MAT, you have complete coverage and complete intelligence on all of the valid addresses within a given area - residences, businesses, apartments, suites and PO Boxes - with fully customizable online ordering.

MAT includes all of the following data points, including information on undeliverable addresses:

- | | | |
|-------------------|----------------------------------|------------------------|
| • MAK | • Parsed Address | • Lat/Long Coordinates |
| • Base MAK | • Address Type | • County FIPS |
| • Precise Address | • Residential/Business Indicator | • Census Key |

Get all the addresses associated with a specific school district, ZIP Code (or group of ZIP Codes), city or any shape-based search like radius or polygon.



Filter your order and get a real-time count based on the search parameters that best fit your needs. Easily download your file in seconds.

Consumer & Business Data



CONSUMER (API AVAILABLE)

Knowing your customer and prospects inside and out sparks ideas, improves messaging and enhances tactics that push your marketing and customer analytics into overdrive. Our Consumer Data can help. We maintain dozens of demographic categories like buying habits, behavior and lifestyle preferences that help you gain a deeper understanding of your customers. The more you know about your customers, the more successful you will be at finding prospects just like them, and then delivering offers that are targeted, timely and relevant.

- Household Income
- Home Value
- Homeowner or Renter
- Marital Status
- Length of Residence
- Household Age
- Children's Age
- Household Credit Card Information
- Household Number (Adults/Children)
- Voter/Political Information
- Lifestyle Information
- Social Media Handles
- Automobile Owners

+ RECORDS

200+ million consumers,
100+ million U.S. households

↑ UPDATED

Monthly

BUSINESS (API AVAILABLE)

Our Business Firmographic Data is critical to gain unique insights for more meaningful B2B campaigns. Firmographic Data provides a wealth of fundamental characteristics about a business that can be utilized for better analytics, decision making, lead scoring and optimized B2B marketing and sales efforts. This type of data can also be used to define market segments to help you reach your ideal audience. By grouping organizations with similar firmographics, you can improve your messaging to businesses most likely to purchase your products or solutions.

- Company Name
- Location (Radius, Area Code, City, County, State or ZIP Code)
- Industry type (SIC and NAICS Codes)
- Demographics (Company Size, Number of Employees, Location Type, Years in Business and more)

+ RECORDS

15 million

↑ UPDATED

Weekly

Location Intelligence Data

In-depth market analysis and audience profiling is essential for fine-tuning successful strategies for product development, sales and marketing. Our Geographic and Property Data assist by enhancing your master address file with raw reference data. From the property level, to boundary shape files, to international localities, our reference database will help you determine what you need to know to make smarter business decisions.

ZIP* DATA

Verify 5-digit ZIP Code at point-of-entry and add the city and state information, plus append lat/long coordinates, Census Bureau data and American Community Survey (ACS) data to pinpoint certain markets and grow your business.

+ RECORDS

Every U.S. ZIP Code,
Appends 46 census
data variables

↑ UPDATED

Monthly

BOUNDARY SHAPEFILES

Select a shape, region or physical boundary selectable by neighborhood, city, county, congressional district, school district, Census Tract and Block, carrier route (and by ZIP), 5-digit ZIP code or ZIP+4. Ideal for identifying parcels within an area, planning political campaign drives, and identifying inhabitants of a region through Census data.



PROPERTY (API AVAILABLE)

Use our Property Data to conduct accurate neighborhood analysis and property valuation to determine areas and homes of interest. Whether you are a local pool cleaner or a national mortgage lender, you'll find the right homes to target for your business.

+ RECORDS

98% of Mortgage Transactions
95% of American Households

↑ UPDATED

Weekly

GLOBAL GEO*POSTCODE DATA

A comprehensive database with a common dataset structure of localities, streets, administrative regions, ZIP and postal codes for 253 countries and territories. Additional information includes geographic coordinates, time zone, DST, elevation and ISO, and NUTS and FIPS reference codes. Ideal for integrating data into professional software, websites and mobile applications to generate statistics, complete addresses, validate forms, etc. Data is available in local language, transliterated English and non-accented ASCII version.

+ DATA

203K+ Administrative Regions
9.4+ million Places
18.1+ million Streets

↑ UPDATED

Quarterly
based on
country

- Area Selection (Including Map & Radius)
- Property Type
- Square Footage/Lot Size
- Last Sales Data & Amount
- Loan to Value Ratio
- Basement/Pool/Fireplace
- Owner Demographics (Including Income & Number of Children)
- Absentee Homeowners & Vacant Properties

COMPLETE YOUR ADDRESS DATA
MelissaDirect.com/mdcatalogs





DATA ENHANCEMENT SERVICES

Having a rich understanding of your customers and prospects is the key to marketing success. It helps you better segment your audience, create more relevant messaging, and send your message via the preferred method of communication. Melissa's Data Enhancement Services enrich and append your consumer and business records with data that's vital to gaining true insight and achieving marketing and sales success.

Our comprehensive services fill in the gaps in your records with U.S. and Canadian contact info – name, address, email and phone – including location intelligence, demographics and lifestyle data, and business firmographics.

We take pride in having:

- Best multisource data from Telco and other trusted industry sources
- Fast turnaround times – get your file processed in hours, if not minutes
- Two ways to process files – either through our safe, secure automated FTP service or batch processing

Clean & enhance your list in 3 easy steps:

- 1. Upload your file**
- 2. Choose your service, or give our reps a call**
- 3. We send you the processed list**

Email Append Services



PREMIUM EMAIL APPEND SERVICE

You want to keep in touch with your customers and prospects by email, but sometimes email addresses are missing from your contact records, or they get stale or outdated. We can help. Our Premium Email Append service adds business and consumer email addresses to your postal address data, so you can reach customers quickly, affordably and through the preferred method of communication. Give us your list and we'll match it against a comprehensive, frequently updated database of 250+ million records. We'll also clean your name and address data first, for even higher append rates. Expand your outreach and lead nurturing campaigns with Premium Email Append.

- Opted-in emails from internal and proprietary data sources
- Rigorous 10-day matching process with permission pass* gets the best list for highest response
- Industry-high append rates add up to 30% more emails to your database

**Permission pass is a one-time email campaign that requests any contacts who haven't already used some form of double opt-in to confirm that they would still like to receive emails from you.*

FREE EMAIL APPEND MATCH TEST

Curious to see how many emails we can add to your database? Find out with our free Email Append Match Test – no risk, no obligation! Go to MelissaDirect.com/test

REVERSE EMAIL APPEND SERVICE

Have plenty of emails, but missing other contact info? Reverse Email Append takes emails from your lists of web visitors or newsletter subscribers and completes your records by adding names, addresses or phone numbers. Ideal for personalizing your marketing messages and increasing response rates from multichannel efforts.

REQUEST A FREE QUOTE

MelissaDirect.com/mdemail

Phone Append Services

PREMIUM PHONE APPEND SERVICE

Sometimes a phone call can be just the personal touch needed to reengage customers or nudge your prospects along in the buying cycle. Our Premium Phone Append service adds accurate mobile and landline phone data to consumer and business records for more effective telemarketing.

- Industry-best append rates up to 40%
- Scrubbed against Do-Not-Call registry for compliance
- 170 million fresh numbers updated daily

REVERSE PHONE APPEND SERVICE

With industry-leading append rates of 60%, Melissa Direct is the best choice for adding accurate, verified name and address information to U.S. consumer, business or Canadian phone numbers. You won't find any other company with the ability to add more accurate details to phone numbers in North America than us, guaranteed! Enhance your telemarketing campaigns with personalized direct mail, or map customer locations by phone for better targeted marketing and business intelligence.



REQUEST A FREE QUOTE

MelissaDirect.com/mdphone

Demographic & Firmographic Append Services



CONSUMER DEMOGRAPHIC APPEND SERVICE

Get to know your customers more intimately with our Consumer Demographic Append Service.

- Add 1,000+ data elements to your consumer records including age, gender, marital status and credit information
- Includes mortgage and property data like dwelling type, length of residence and household income

Ideal for targeted marketing, upsell and cross sell opportunities, customer loyalty and retention programs.

RECORDS

2 billion records, 250 million
U.S. consumers & households

**GET 5,000 ENRICHED RECORDS FREE
WITH OUR MOST POPULAR CONSUMER
ENHANCEMENT BUNDLE.**

REQUEST A FREE QUOTE

MelissaDirect.com/mddemo

BUSINESS FIRMOGRAPHIC APPEND SERVICE

We know how tough B2B sales can be, so we draw from a multi-sourced dataset of firmographics to augment business records.

- Choose from 30+ firmographic elements including sales volume range, employee size, SIC/NAICS and more
- Contains valuable contact names with titles for added advantage and outreach opportunities

Ideal for segmentation, optimization and analytics in B2B lead scoring for more effective and productive marketing and sales.

RECORDS

25 million businesses & 40 million contacts

REQUEST A FREE QUOTE

MelissaDirect.com/mdfirm

Property & Geographic Append Services

PROPERTY DATA APPEND SERVICE

Take advantage of powerful property-related intelligence - the very same data that professional real estate agents rely on to identify property trends and neighborhood characteristics.

- Add 165 detailed and meaningful property and parcel characteristics, plus owner and mortgage data, including building and lot information, value info, subdivision and owner contact info
- Offers limited omniscience to property records

Ideal for lenders, investors, insurance agents, property management and home services providers.

+ RECORDS

140 million properties, 165 data elements

GEOGRAPHIC APPEND SERVICE

Convert address to lat/long coordinates for mapping/visualizing customer or sales territory clusters to determine marketing and support activities.

- Geocode the precise rooftop latitude and longitude coordinates of U.S. and international addresses
- Enrich entries with location intelligence data like ZIP+4, Census block, Census tract and county FIPS

Ideal for powering store locators, mapping customer or sales territory, or gathering business intelligence for targeted marketing campaigns.

+ RECORDS

Every U.S. address & 40+ countries



REQUEST A FREE QUOTE

MelissaDirect.com/mdprop

REQUEST A FREE QUOTE

MelissaDirect.com/mdlat

CASE STUDY



Telephone Town Hall Uses Phone Append Service to Pack The House

THE CHALLENGE

Telephone Town Hall Meeting offers an innovative approach to effectively reach constituents with a strategic method to connect, inform and engage with target audiences. Using proprietary technology, participants can attend live town hall meetings from the comfort of their homes via phone.

Telephone Town Hall Meeting conducts live “teletownhalls” with various political groups, advocacy organizations, corporations, labor unions, municipalities and schools during which attendees can listen to current issues and interact with their government representatives.

MISSING PHONE NUMBERS

Problematically, many client organizations had targeted lists with incomplete phone data, too many cell phone numbers, or no data at all.

To maximize attendance and participation, the company needed a quality data vendor with the ability to append phone numbers and assist clients in collecting as many accurate phone numbers as possible.

Telephone Town Hall Meeting tried a number of different data vendors, but services were either too expensive or too slow, or the information appended turned out to be of poor quality.

THE SOLUTION

When the company discovered Melissa and its Phone Append service – which adds U.S. and Canadian business and consumer phone numbers based on the provided name and postal address – they were able to bolster existing client data to expand the scope of their live teletownhall event.

The company was impressed with Melissa’s affordability and the quality of accurate, reliable data.

Melissa’s speedy turnaround time was critical to the success of an event.

“Sometimes we don’t find out that a client has insufficient data until close to the date of the event,” said Ian Cervený, Operation Manager. “The ability to turn around our requests quickly has saved a number of events from being rescheduled.”

“

The ability to turn around our requests quickly has saved a number of events from being rescheduled.

”

Ian Cervený

OPERATION MANAGER,
TELEPHONE TOWN HALL MEETING



THE RESULTS

The biggest benefit to using Melissa's Phone Append Service is that it's increased the participation rate among its clients' constituents and help them pack the house!

"Each time we do a Phone Append, the result is a more complete Telephone Town Hall Meeting," said Cervený, "Participation rate in polls is always more accurate with more participants, and a larger number of participants creates a larger, better pool of questions to select from that are more accurately related to the focal topic of our event."

ABOUT TELEPHONE TOWNHALL MEETING

Telephone Town Hall Meeting, based in Golden, Co, uses proprietary technology, enabling participants to attend live town hall meetings to listen to current issues, and interact with their respective local, state and federal politicians, or with organization leadership – all from the comfort of their own homes via the use of their phones.





LIST HYGIENE SERVICES

Melissa Direct helps ensure critical data quality of your consumer, business and property contacts with our list hygiene services. Work with us to clean, update and dedupe your email and direct mailing lists to save on costs, reengage lost customers and create successful multi-touch campaigns.

Melissa Direct's list hygiene services help you avoid unwanted costs associated with UAA (undeliverable as addressed) mail, satisfy the USPS Move Update requirements for First Class® and Marketing Mail®, and qualify for postage and Enhanced Carrier Route (ECR) discounts.

For those who prefer the email route, we offer an email list hygiene service that will clean your email marketing lists of typos, formatting issues and invalid domains to improve deliverability and response.

- Reach customers and prospects quickly and affordably
- Reestablish contact with those who have moved or changed emails
- Identify outdated emails and physical addresses, and replace with new ones
- Avoid blacklisting or damaged sender reputation
- Save money on unnecessary change-of-address fees

Clean & enhance your list in 3 easy steps:

- 1. Upload your file**
- 2. Choose your service and pay**
- 3. We send you the processed list**



List Hygiene Services

**14% OF U.S.
RESIDENTS MOVE
EACH YEAR!**

ADDRESS VERIFICATION / CASS™ PROCESSING SERVICE

CASS processes your addresses against the monthly updated USPS® National Address file, adding correct ZIP+4 postal codes and standardizing to USPS CASS requirements. CASS processing increases the deliverability of your direct mailing campaigns.

DSF2® PROCESSING SERVICE

Looking to save on costs? Qualify your mailings for USPS Enhanced Carrier Route (ECR) and other discounts by verifying your addresses are correct and complete with DSF2® processing. DSF2 delivery types and walk sequence codes are available for every USPS deliverable residential, business, seasonal and vacant address in the U.S.

GLOBAL VERIFY SERVICE

Verify U.S. and international addresses, emails and phone numbers to ensure mailing, emailing and telemarketing lists are always up-to-date. Correct and standardize addresses; ping each email to ensure it is active and can receive mail, and correct typos; and, determine number type and if numbers are live before you call.

NCOA^{LINK®} NATIONAL CHANGE OF ADDRESS SERVICE

We're an NCOA^{Link} Full Service Licensee Provider, which means you can cut out the middle man to get the lowest rates in town! Our NCOA^{Link} Processing meets the USPS Move Update requirement for First-Class™ and USPS Marketing Mail (Standard Mail) discounts by updating addresses of customers against the full USPS NCOA^{Link} dataset – with 160 million moves on file over the last 48 months. We also offer 24-month processing. Available as an automated FTP service. Stay in touch with moving customers and reduce undeliverable mail costs!

MULTISOURCE (MCOA) & PROPRIETARY (PCOA) CHANGE OF ADDRESS SERVICES

Identify the 40% of people who don't file a change of address with the USPS. Our mCOA service taps into five years of records from magazine subscriptions, catalog houses, insurance companies, credit bureaus, mail order forms and more. Our most comprehensive change of address service, pCOA, checks 30 years of private records from banks, credit card companies, magazine publishers and more.

CANADA NATIONAL CHANGE OF ADDRESS (NCOA) SERVICE

As one of only a handful of Canada Post Licensees, we can perform Canadian COA processing in conjunction with Canadian Address Hygiene. Our services utilize SERP certified address correction to process and standardize your Canadian mailing list and a Statement of Accuracy (SOA) is provided to report the percentage of accurate addresses when mail is deposited with Canada Post.

EMAIL CHANGE OF ADDRESS (ECO) SERVICE

Nearly 30% of email addresses go bad each year. Our ECOA Service matches your list of bad/bounced emails against a database of hundreds of millions of email change-of-address records to identify outdated emails, and then replaces them with the new ones. Once a new deliverable email is identified, we send a permission-based email to the recipient. You're left with clean, updated emails that increase response and help you reengage lost customers.

DMA, DECEASED & INMATE SUPPRESSION SERVICES

Avoid potential fines and keep postage costs down by removing customers who are incarcerated, deceased or electing not to receive advertising. Check to see if any of your consumers are registered for mail suppression with the Direct Marketing Association (DMA) consumer database.

DUPLICATE ELIMINATION

Up to 10% of the average list contains duplicate records. Our Duplicate Elimination Service identifies and removes duplicate records from your mailing list or multiple lists to eliminate wasted printing, postage and production costs, and keep brand reputation intact.

EMAIL VERIFICATION SERVICE

Improve response rates, avoid spam traps, curtail blacklisting and protect your valuable sender reputation with better deliverability of your email campaigns. Verify email addresses exist and can receive emails; plus, fix typos, syntax and grammar errors with 30 diagnostic codes.



REQUEST A FREE QUOTE

MelissaDirect.com/mdclean

CASE STUDY



Metafile and Melissa Partnership Bolsters Fundraising Software with NCOA^{Link}® Move-Update Processing

THE CHALLENGE

Metafile's fundraising management software, ResultsPlus™, helps nonprofit organizations design and implement major donor cultivation strategies. "Our customers must be able to reach their constituents," said Nick Sprau, VP of Marketing. "Having accurate addresses is a requirement. Additionally, maintaining accurate and clean data lowers the costs associated with individual mailings."

Companions of St. Anthony, a religious organization in Ellicott City, MD, is representative of Metafile's nonprofit clientele. The lifeblood of Companions' outreach is their contact database. The organization recognized the need to update its data, but like many of Metafile's customers, was uncomfortable with mass changes to the database.

Companions needed a solution to update constituent mailing lists using NCOA^{Link} – one of the four USPS® approved Move-Update methods necessary to qualify mailings for postal discounts.

The process works to match addresses in a mailing list against more than 160 million permanent change-of-address records in the USPS NCOA^{Link} database. This is done before a mailing is sent to reduce wasted postage and printing costs associated with undeliverable mail. NCOA^{Link} processing is part of Metafile's ResultsPlus CDV (Constituent Data Validation) software service that identifies and corrects invalid constituent data.

To qualify for postal discounts, companions began submitting their mailing lists for NCOA^{Link} processing every 90 days.

"We mail approximately 100,000 pieces a month across the U.S.," Joe Hamilton, Director of Development, added. "If you don't want to waste money, you NCOA it."

Building and maintaining its own infrastructure to manage NCOA^{Link} changes was cost-prohibitive for Metafile, so they contracted with Melissa.

THE SOLUTION

When Metafile receives a file from their clients, they submit it to Melissa for NCOA^{Link} processing, and when it's completed, Metafile contacts the client. The client can then exclude these bad addresses from future mailings, which translates into savings on production costs and postage.



We mail approximately 100,000 pieces a month across the U.S. If you don't want to waste money, you NCOA it.



Joe Hamilton

DIRECTOR OF DEVELOPMENT, METAFILE



THE RESULTS

Sprau emphasized how satisfied their clients have been with the NCOA^{Link} processing via ResultsPlus, "Our clients know that not only will they soon have updated data, but we will also import it back into their database for them. It's a complete service."

By integrating Melissa's NCOA^{Link} processing into the ResultsPlus platform, Metafile empowers smarter, faster and better mailing so its customers can continue to nurture valuable constituent relationships.

ABOUT METAFILE

Established in 1979, Metafile Information Systems, Inc. is a pioneer in the invention and development of the most advanced content and fundraising management software applications available.





SOFTWARE AS A SERVICE (SAAS)

Melissa's software as a service (SaaS) solutions bring simplicity, accessibility and 30 years of data quality expertise to our mailing and data cleansing services. We put all the power of our industry-leading developer tools into the Cloud for anyone to use.

What makes Melissa's SaaS services unique?

- Get clean data for a penny per record
- CASS Certified™ cleansing engine
- PAVE™ Gold certified postal presorting
- Cloud, Excel and Desktop versions
- No contracts - pay as you go pricing

When utilizing our SaaS services, Listware Online or MAILERS Online, you'll enjoy flexible service models with no annual contracts – just upfront, pay-as-you-go pricing using Melissa credits.

Get 1,000 free credits every month and clean data for around a penny per record.



Self-Service All-in-One Data Cleansing Tool

Listware Online is our all-in-one data cleansing tool that easily cleans, dedupes and enriches your data to improve deliverability and response, optimize sales and marketing efforts, and improve ROI.

Our self-service data cleansing solution does it all:

- Correct, verify and standardize name, address, email and phone data
- Identify and remove duplicates to reduce waste and costs
- Move update addresses, ensure emails are active, and phone numbers are live and callable
- Enrich your records with business firmographics, consumer demographics and property and mortgage data
- Add missing email and phone information to improve omnichannel marketing

**LISTWARE IS ALSO AVAILABLE
FOR EXCEL, AND AS A DESKTOP**

START FOR FREE

MelissaDirect.com/mdlw

“

Listware, the Time Saver!

The system was incredibly simple to use and affordable. I had my list scrubbed in less than 2 minutes.

Pat C

”

“

Scrubbing for Phone Numbers

Listware provides me with the opportunity to validate all of my address data before processing orders which helps to prevent returns which saves time AND money.

Rebekah M

”

Success Starts with Clean Data

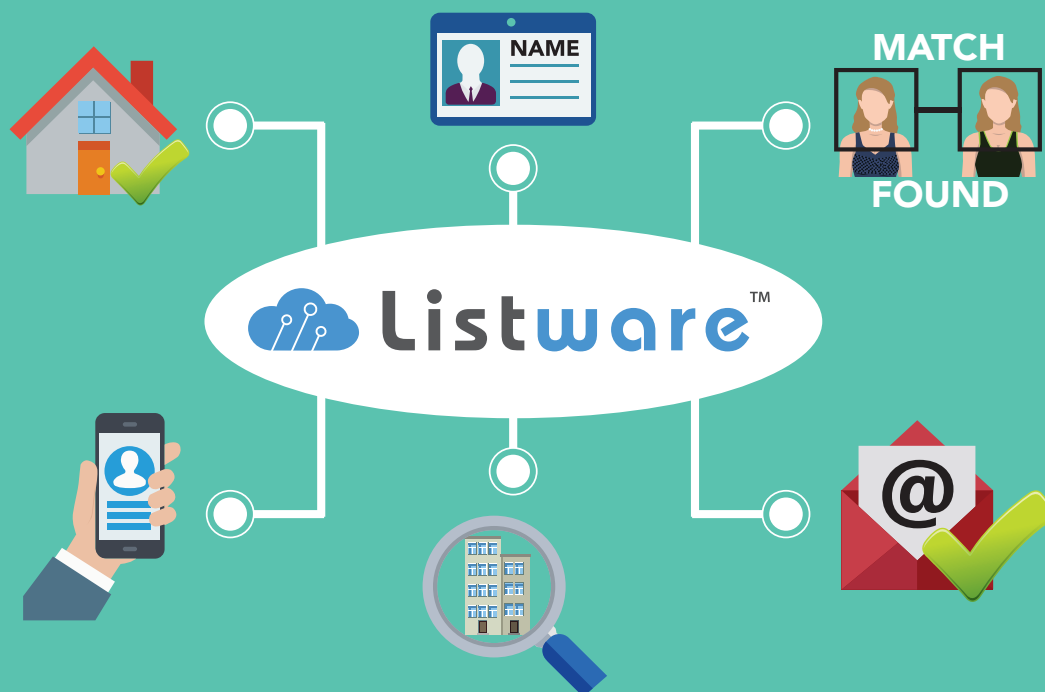
Dirty contact data could have a domino effect on your business. Reduced sales and marketing productivity, poor response, undeliverable mail and increased costs – all hinder your company's growth. We can end this vicious cycle. Our Listware data cleansing tool cleans, updates and enriches your consumer and business contact records to help you better understand your audience, improve delivery and response, increase your bottom line and boost profit.

- Verify & cross-check U.S. & global address name, phone, email for data accuracy and fraud prevention
- Remove duplicates for a single view of the customer
- Update addresses of customers that have moved
- Append missing emails & phone numbers
- Enhance records with geocodes, IP location, demographic, lifestyle data & business info

Pay-as-you-go pricing

(around a penny per record)

Available in Excel®,
Online and Desktop



Start for Free!

mailers

ONLINE

Cloud-Based, End-to-End Mailing Solution with Per-Job Pricing

MAILERS Online is an end-to-end Cloud-mailing solution that prepares and presorts USPS compliant direct mail with minimal effort to help you increase deliverability. Plus, you don't have to navigate complex postal regulations to achieve the lowest postage rates – we do it for you!

1. Simply upload your file – MAILERS Online will standardize, correct, move-update and dedupe your mailing list.
2. MAILERS Online will then presort your mailings to help you save on postage.

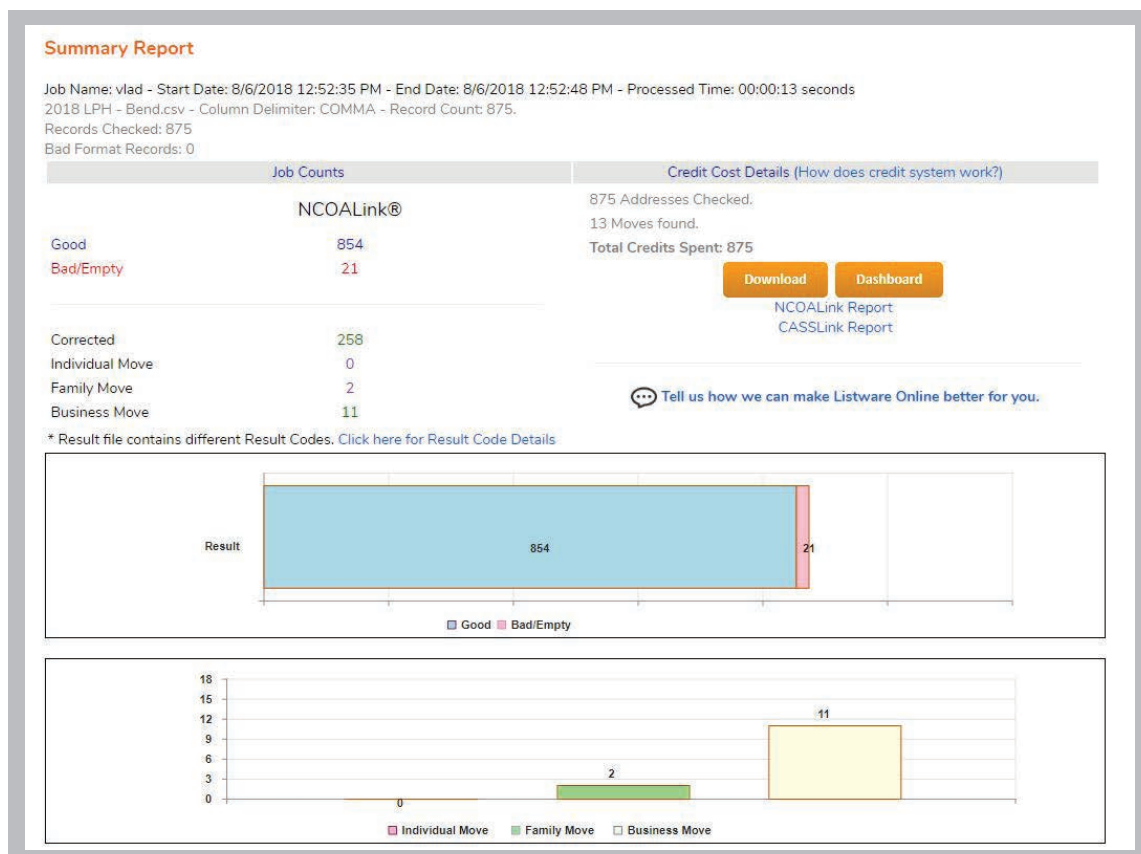
3. Add optional tracking with Intelligent Mail® barcodes and receive mail.dat files. After your files are prepped and presorted, you'll get a pre-purchase report of your job and its parameters, including the final cost – so you only pay for what you need.

MAILERS Online auto updates postage rates and allows you to save your job templates for added convenience. It's the future of mailing software with the convenience of the Cloud!

**MAILERS IS ALSO AVAILABLE
AS A DESKTOP SOFTWARE.**

START FOR FREE

MelissaDirect.com/mdmail



The Best Mailing Strategies Need the Best Mailing Solutions

Cloud Mailing

mailers

ONLINE

Get 1,000 free credits
today + every month

From CASS™ processing to PAVE™ Gold Certified presorting,
MAILERS Online is the easy-to-use, end-to-end mailing solution in the Cloud.



Increase deliverability with
CASS™ + NCOALink® processing



Save money with
deduplication



Get lowest postage rates
with presorting

Fast, Convenient, Batch, Automated Processing

Clean, update & enrich contact data in minutes – 24/7.
Our safe & secure FTP service supports any file size, and multiple formats!



Maximize address quality –
minimize costs with address
verification (ZIP+4® & DPV®)

...



Update addresses to reduce
undeliverable (UAA) mail
(U.S. & Canada)

...



Precisely target neighborhood
mailings – geocode &
property append

MelissaDirect.com
800-MELISSA (635-4772)

melissa
DIRECT

Email Marketing Services

Email Campaign Manager

Melissa will help you reach your audience, everywhere. We provide subject line consultation, robust blast technology and advanced reporting to ensure your email marketing initiatives are a success.

Here's How We Do It:

TARGET

Tap our comprehensive database of nationwide consumer email addresses and unique geographic targeting. Select from thousands of fresh, local prospects based on ZIP codes, age, income, gender and/or home value. Business emails are also available.

SEND

We will send your email using our proprietary email blast platform.

REPORT

We'll help you see what resonates with your readers. We analyze and test your subject lines to produce the best open rates. We also provide you with a detailed report on exactly which recipients clicked through to your website or responded to your CTA.

WANT TO KNOW MORE?

**CONTACT OUR DATA SPECIALISTS AT
800-MELISSA (635-4772)**

“

Business has been booming ever since I started advertising with Melissa. Hanna's is the busiest it has ever been and I see new faces in my restaurant day after day.

Hanna's Restaurant and Bar

”

“

Since advertising with Melissa Email Marketing, we see, and continue to see, new customers every day. In addition, our website traffic has increased. No other type of advertising has been this effective, dollar for dollar.

Celinda's Mexican Restaurant

”

“

Results have been so successful for me that I even paid for an advertisement for a friend's company, just because I knew it would help out his business. He was struggling for sales, but after two months of email advertising, his sales are better than ever.

Dr. Bunkis, OC Plastic Surgery

”

Melissa Lookups

Looking to try our services? Melissa Lookups is a unique way to access our databases, free of charge. We've developed a collection of Lookups that work like a search engine to help you find the information you need.

Get free access to a wealth of data, including:

CONTACT VERIFICATION

Personator
People Finder
Global Address Check
Global Phone Check
Reverse Phone
Email to Address
Email Location
IP Location

FEDERAL DATA

NonProfit Organizations
Public Schools
Death Check
Campaign Contributors

ADDRESS & ZIP DATA

Property Viewer
Property Info
House Numbers by ZIP
Street Names by ZIP
ZIP Code Demographics
Carrier Routes by ZIP
Distance Between ZIPs
Home Sales by ZIP
ZIP Codes by City/County
ZIP Codes in a Radius
Carrier Routes in a Radius
Area Codes in a Radius

MAPS & AERIAL VIEWS

ZIP Code Maps
Carrier Route Maps
Global Postal Codes
County Maps
School District Maps
Census Tract/Block Maps
Neighborhood Maps
State Legislature Maps
County Subdivisions

STATISTICS

Income Tax Statistics
Climate Averages

MELISSA LOOKUPS RUN ON CREDITS

- Get 1,000 free credits each month
- No long-term contracts, just pay as you go
- Auto-refill option available for uninterrupted service

SIGNUP TO ACTIVATE YOUR FREE CREDITS NOW!

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California, 92688-2112

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Wistfully Waiting for Better Marketing Lift?

Stop waiting – take action now with **Email Append!**

Email is the low-cost way to quickly and effectively reach customers and prospects anytime, anywhere! Our Email Append service adds missing email addresses to your contact records by matching against a database of 250+ million records. See your campaigns soar with Email Append!

- Improve omnichannel marketing
- Save money by reducing direct mail expenses
- Increase sales conversions with lead nurturing and marketing automation



Take our free Email Append Match Test

MelissaDirect.com/mdlift

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