

melissa

CATALOG



Business Success Starts
With Verified Addresses



SOC 2, HIPAA
& GDPR Compliant



Coverage for 240+
Countries & Territories



On-Prem, Cloud, SaaS
Batch, Single Address



Award Winning
Support



Global Postal
Partners



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Thank you for downloading Melissa's Catalog. It's amazing to think that Melissa started in 1985 simply by selling ZIP Code data to help people like mailers improve their address data and deliverability, to where we are now: helping over 10,000 businesses worldwide with a suite of products dedicated to address, email, phone and identity verification.

The last years were filled with many successes that continue to put us at the forefront of address and identity verification as well as data quality. We added new products and integrations to offer new solutions to help you with all your data quality needs. We also opened new offices, which means that Melissa services clients all over the world, showcasing our dedication to delivering data quality solutions worldwide with a local touch.

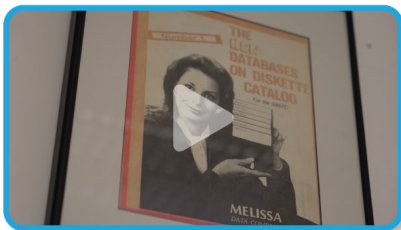
We don't plan on slowing down. We also have many new features and updates we're excited for. Globally, we are continuing to expand our service functionality and infrastructure to ensure the most accurate and reliable service for everyone. We're also hard at work with the continued integration of our recent acquisitions, so we can provide more data and benefits to our customers. And with the explosive growth of AI, we are excited to continue enhancing our already existing products and creating new ones that will continue our mission of clean, standardised data, accessible to everyone.

We have a lot of exciting things in store and can't wait to work with you!

Your Partner in Data Quality,

Ray Melissa, CEO

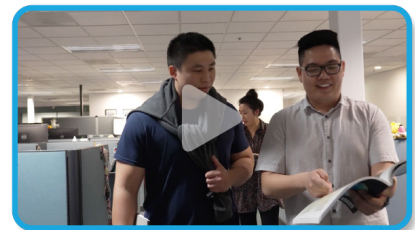
Get to Know Melissa



How Melissa Started:
Humble Beginnings



What Makes Melissa
Unique: Independence



What Sets Melissa Apart:
Lasting Relationships



melissa

WE ARE THE ADDRESS EXPERTS

Since 1985, Melissa has been a leader in address and data quality solutions, and with these years of experience, we know our way around the address. We are USPS®-certified since the beginning and as we have expanded into international addressing, we have partnered with many other international postal agencies to offer the best, most accurate data. Our proprietary engine is constantly being fine-tuned to deliver exactly what our customers need, when they need it.

Melissa offers:

Global Coverage: 240+ countries & territories

Flexible Technology: Cloud, on-premise, SaaS, bulk data processing, or single lookup

Unbeatable Uptime: 99.9% API uptime guarantee

Lightning-Fast Processing: We return an address in under 20 ms

Enterprise Readiness: We process 37 billion addresses per year for our customers

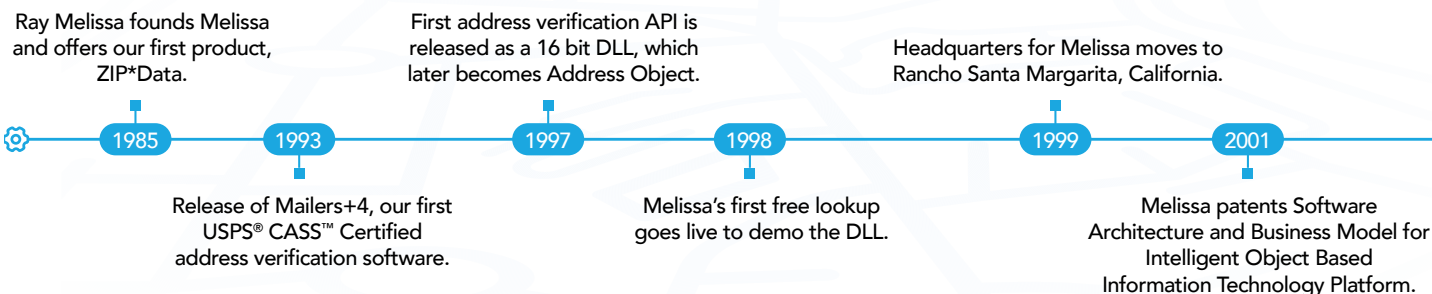
Flexible Pricing: Single address checks or volume discounts

No-Risk: Free trials & proof of concept

Compliance: GDPR, HIPAA, HITECH, HITRUST and SOC2-certified to ensure privacy and security

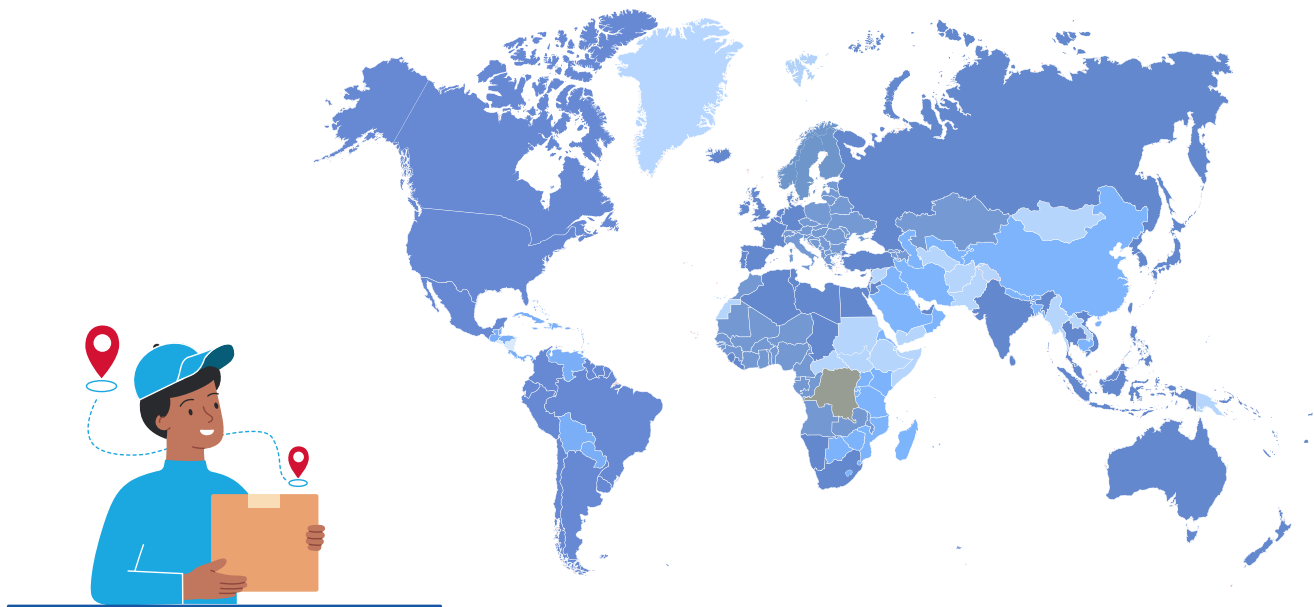
melissa Milestones

Since 1985, our journey has been defined by two things: our dedication to offering the best solutions for data verification and the customers who have fueled every step with their trust. Thank you to everyone who has made our journey a success!



Melissa's Global Coverage

Melissa's address verification has grown to over 240 countries and territories, with offices across the globe. For a full list of countries covered by Melissa, visit www.melissa.com/data-coverage.



OFFICIAL POSTAL PARTNERS



Melissa becomes a non-exclusive full service USPS licensee for NCOA^{Link}.

2007

Personator, our name-to-address identification solution is released.

2010

Melissa opens its first international office, located in Germany.

2013

Acquisition of Metro1.

2015

The Melissa Address Key (MAK), a persistent identifier for addresses, debuts.

2016

Melissa releases Unison, our end-to-end customer data platform.

2018

Melissa achieves Gartner Magic Quadrant.

2022

Acquisition of Global-Z & ZipInfo. FedRAMP[®] certified.

2023

Acquisition of Cicero Data.

2024



Global Address Verification

Verify, Correct & Standardise National & International Addresses

Melissa's Global Address Verification takes any global address and matches it against the best postal reference sources to correct, verify and standardise the submitted address. Then it returns the accurate, country-specific mailing format, ensuring that all address information is captured correctly so mail and shipments arrive on time.

Our transliteration engine supports over 40 different languages and writing systems and is available for 246 countries and territories.



ADDRESS AUTOCOMPLETE

Add Global Express Entry to power your webforms and CRM with type-ahead address autocompletion. It suggests a complete, verified postal address, saving up to 50% in data entry time. This simplifies the checkout process to lower cart abandonment and ensures only accurate information enters your systems.

REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): i.melissa.com/mce-aac

REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): i.melissa.com/mce-address

A correct, standardised address verified with data from premier postal agencies*. Precise lat/long coordinates also available.

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Cart > Information > Shipping > Payment

Express checkout

shopify

PayPal

Google Pay

Facebook Pay

OR

Shipping address

22382

22382 Avenida Empresa, Rancho Santa Margarita, CA, USA

22382 Destello, Mission Viejo, CA, USA

22382 Wallingford Lane, Huntington Beach, CA, USA

22382 Torino, Laguna Hills, CA, USA

22382 Caminito Tecate, Laguna Hills, CA, USA

Continue to shipping

Return to cart



melissa

Cart > Information > Shipping > Payment

Express checkout

shopify

PayPal

Google Pay

Facebook Pay

OR

Shipping address

Address

22382 Avenida Empresa

Apartment, suite, etc. (optional)

City/Locality

Rancho Santa Margarita

Country/region

United States

State/Province

California

Postal code

92688

Continue to shipping

Return to cart

Developer Resources

Build, Test, Play & Learn in Our Sandbox

DEVELOPER PORTAL

Learn and play with our tools in our Developer Portal. It's a great way to do rapid application testing or easily integrate into your website or mobile apps.

CLOUD APIs

Build comprehensive global address, email, name and phone verification into your websites. On-premise APIs are also available if needed.



Global Address



Global IP Locator



Global Email



Global Name



Global Phone



Personator



SSN Name Match

REQUEST A FREE DEMO & TRY THE DEV PORTAL TODAY
www.melissa.com/mc-developer



Add our Melissa Verified tag to the applications you utilise Melissa's data cleansing tools to show your customers your dedication to having clean, standardised data.

Delivery

Country/Region

United States

First name

Last name

Company (optional)

Address

22382 Avenida

SUGGESTIONS

22382 Avenida Empresa, Rancho Santa Margarita, CA, USA

22382 Avenida De La Carlota, Laguna Hills, CA, USA

22382 Avenida Sevilla, Laguna Woods, CA, USA

22382 Avenida Castilla, Laguna Woods, CA, USA

22382 Avenida Majorca, Laguna Woods, CA, USA

melissa verified

Enter your shipping address to view available shipping methods.

SERVICE BUREAU

Are you an enterprise business looking for a more tailored data cleansing experience? Our experts can evaluate and correct even the most complex and challenging data problems. They'll help you tackle any data cleansing project you have, from Customer Data Platform migrations, regulatory compliance, or a one-off email or direct marketing campaign.

Global Email

Verify Email Addresses with Real-Time Email Mailbox Checking

Experiencing high bounce rates? Try our Global Email Verification. Verify email addresses and remove up to 99% of bad emails to increase deliverability and avoid high bounce rates that lead to blacklisting and hurt your valuable sender reputation.

TWO VERSIONS OF GLOBAL EMAIL

Premium

Provides real-time email mailbox checking including domain-specific logic, SMTP commands and other proprietary mechanisms to validate inboxes are live.

Express

Offers higher speeds and performance using a cached mailbox level validation database of known good and bad emails.



KEY FEATURES

- Pings each email to ensure it is active and can receive mail
- Corrects typos and illegal characters (yahoo.com, !gmail.con, etc.)
- Provides FCC mobile domain detection for CAN-SPAM compliance
- Includes Whois registration details for free (registrant, creation date, domain age and more)
- Deliverability Confidence Score to dynamically predict the probability of mail being successfully received by the recipient based on additional factors

Determining Factors for Deliverability Confidence Score:

- **Validation Status** - The overall status as well as any special flags associated with an email.
- **Email Metadata** - Information such as email age and historical engagement provides valuable insights into the email's activity level.
- **Domain Information** - The type and security architecture of a domain help predict any complications with email delivery and provides valuable insights into the email's activity level.

REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): i.melissa.com/mce-email

Global Phone

Ensure National & International Mobile & Landline Numbers are Valid & Callable

With only a phone number and/or a country entered, our Global Phone Verification can determine whether the phone number is valid for the region, plus identify the country of origin from the international access code.

The solution can verify phone numbers for 240+ countries and territories and verifies phone number types (landline and mobile identifiers available in U.S. and Canada only), as well as carrier. We even establish the most common language in use for the area.

Premium Phone Verification

The Premium Phone Verification feature determines whether a mobile number is live and connected. This is an ideal service to keep your mobile database clean and updated, and helps reduce wasting money on SMS texts that will never go through due to wrong or invalid numbers. Ideal for call centers and

websites that collect mobile numbers in real time. Premium Phone supports many countries, including the U.S., Canada, Germany, the U.K., Mexico, Spain, India, Japan, Korea and more.

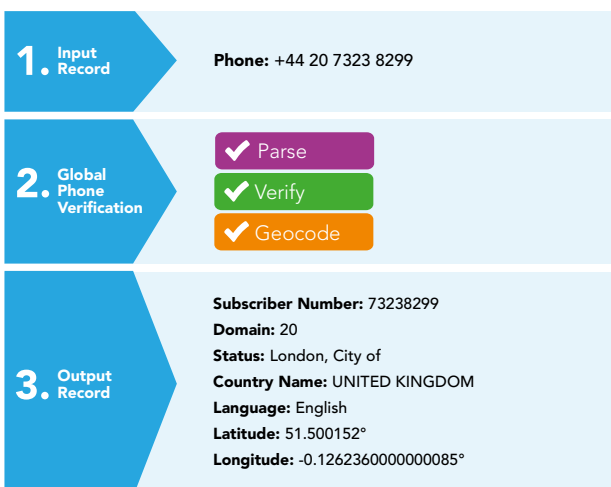


Global CallerID Data

Another cool feature the solution offers is Global CallerID. It taps into real-time carrier data to return the name of a person or business associated with the number at activation. The feature helps you provide more personalised and relevant messages to customers for greater marketing effectiveness.

KEY FEATURES

- Verify and correct phone numbers at point of entry or in batch
- Ensure mobile numbers are live and callable in real time
- Confirm if numbers are mobile for compliance
- Identify the person or business associated with a mobile number at activation
- Return carrier and geographic information including latitude, longitude, country of origin and predominant language



Global Phone Verification validates that a phone number is callable and identifies its type (landline, mobile), offers carrier details; and then determines country of origin.

REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): i.melissa.com/mce-phone

Global Name

Use Global Name to parse, genderise, and standardise personal names. Recognising millions of unique-to-culture last names & first names across countries & languages helps to determine how a name should be parsed.

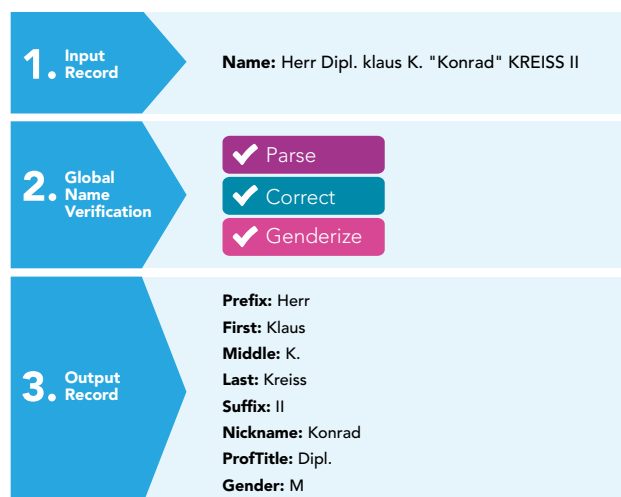
Name identification will handle name strings that include two names, such as "Mr. John and Mrs. Mary L. Jones" or "Herr Nicolas Eisenmenger & Doktor Petra Reichwein", and can assign gender based on the first name.

Melissa utilises powerful entity recognition patterns and knowledgebase data to extract, parse and standardise all your full name or inverse name variations. Name identification helps you maintain a cleansed, standardised format database, and can help improve targeted marketing campaigns. Processing names at points of entry helps with fraud prevention - detecting vulgarities and suspicious names - and prevents them from entering the database, minimising data and bloat.



KEY FEATURES

- Parse names out into their components (prefix, first, middle, last and suffix)
- Split dual names (ex. Mr and Mrs John and Mary Jones)
- Add casing for company names and detect company names accidentally entered as a full name
- Identify and standardise names with extended or accented characters
- Flag inappropriate words, vulgar or suspicious names
- Recognise millions of unique-to-culture last names and first names across different countries and languages
- Assign gender based on a known first name



Global name verification standardises and genderises names, then parses them into first, middle and last name, including prefixes and suffixes if applicable.

REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): i.melissa.com/mce-name

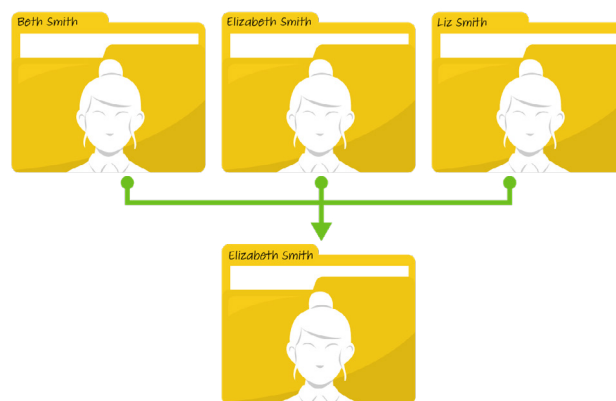
Matching/Deduplication

Easy Dedupe Solution to Quickly Clean Your Database

Use MatchUp to quickly find and link customer data, consolidate data across multiple sources, and remove unwanted business and customer records to improve master data management, data warehousing and business intelligence.

How MatchUp Works

MatchUp cleanses your database by removing duplicate contact records with a simple, easy-to-use interface. It combines Melissa's deep domain knowledge and deterministic and probabilistic Approximate String Matching (ASM) algorithms to quickly dedupe your files in many different formats and with different name, address and city/state/ZIP structures.



Matching Techniques

GOLDEN RECORD/SURVIVORSHIP

MatchUp's "Golden Record" option selects the most accurate and complete version of a record from all sources available. Then, survivorship rules allow you to consolidate all the duplicate records into that one golden record with your preferred criteria chosen to 'survive' the merge process.

HOUSEHOLDING

MatchUp identifies multiple records at the same residence or business, so you can decide whether to mail pieces to every individual at the address or just one.

FUZZY MATCHING

MatchUp employs 20+ fuzzy matching algorithms to match similar records in your system and identify "non-exact matching" duplicate records.

GLOBAL DEDUPING

The World Edition of MatchUp supports many countries, including Canada, Germany, U.K. and Australia. It can see through diacritic equivalents to Latin characters and interpret keywords that are the same but spelled differently.

REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): i.melissa.com/mce-matchup

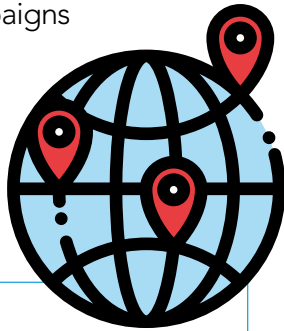
Geocoding

"X Marks the Spot" Global Location Accuracy

Do you know where your customers live? Melissa's GeoCoder unlocks precise rooftop latitude and longitude coordinates of national and international addresses, plus is enrichable with a wealth of location intelligence.

Geocoding is ideal for:

- Powering store locators, dealer locators and local search lookups
- Mapping customers or sales territory clusters
- Gathering business intelligence used for market analysis
- Targeted marketing campaigns
- Improving logistics to decrease shipping costs
- Real-time fraud detection



Melissa Tip:

For more precise results, start with Global Address Verification to fix spelling errors and complete addresses with missing or invalid components.

Reverse Geocoding

ReverseGeo takes a lat/long coordinate and returns the closest single or list of addresses. You can find what address this coordinate is on or closest to. We recently introduced a new dealer locator functionality that allows users to input a list of "stores" and ReverseGeo will find the closest one. Currently only available for the U.S.

REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): i.melissa.com/mce-geo

"We've experienced significant improvement to rooftop accuracy. Because it is housed on our servers, reliability has improved and latency issues have been virtually eliminated."
– Jon Bohnert, Symmetry Software Executive Vice President

KEY FEATURES

- Rooftop-level geocoding for 5+ million non-USPS addresses
- Premise-level data for 120 countries worldwide, including rooftop geocoding for 60+ countries



Global Address Database (GAD)

Fill in the Gaps in Your Master Address File

Complete your master address file with the Global Address Database (GAD) to optimise route planning, logistics, resource allocation and GIS applications. It provides complete postal address information and location intelligence within a given area (rooftop lat/long coordinates, census tract/block number, county name) for the U.S., Canada, France, Germany, Spain and more.

MAK MAKES GAD UNIQUE

Similar to a barcode or ISBN, each address in the GAD is assigned a unique 10-digit Melissa Address Key (MAK). Each unique key identifies a discrete physical address and offers a multitude of additional information for insight. MAKs never change, so information that might change over time (street addresses, lat/long, Census or county) is updated regularly so you can keep your address data up to date and accurate.

USA

- 200+ million U.S. addresses (includes USPS, non-USPS, PO boxes, apartments & suites)

CANADA

- 3.6 million Canadian addresses

WESTERN EUROPE

- 25 million French addresses
- 15 million German addresses
- 26 million Italian addresses

APAC

- Republic of Korea, Hong Kong, Singapore, India, Pakistan, Vietnam, Australia, New Zealand

SEARCH YOUR WAY

GAD allows you to “keying” groups of MAKs to find all existing addresses in a specific area that fits your needs (e.g., a school district, congressional district, ZIP Code or group of ZIP Codes, city, state, or shape-based search).

- Optimise route planning and reduce response times
- Improve utilities management like waste collection and water allocation
- Get accurate analysis for risk management, route planning and sales intelligence



All the Addresses in a Neighborhood Map



All the Addresses in a Radius

REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): www.melissa.com/mc-gad

Personator Identity

Global KYC & AML Check

Melissa's Global KYC and AML Check in Personator Identity is designed for organisations that need high-quality, real-time electronic identity verification (eIDV). It's delivered using a layered approach of data quality checks. Each has a dedicated engine that corrects, parses and understands names and addresses, empowering you to safely onboard new customers while protecting your organisation.

Verify Each Piece of the Identity Puzzle

3. CONTACT DATA VERIFICATION

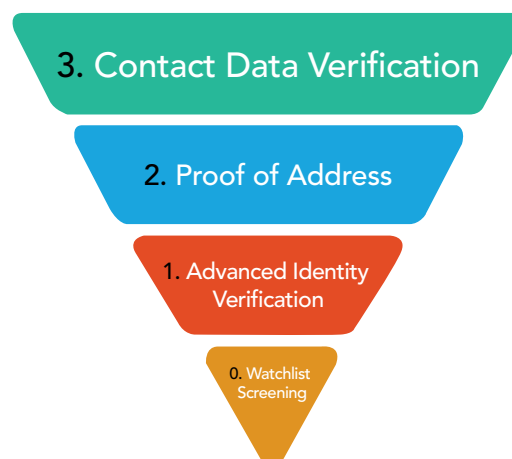
The first step to identity resolution: contact data verification. Melissa is the only eIDV service that employs a data quality verification layer that verifies each piece of the identity puzzle before it gets passed to the next step. Verify global addresses, emails, phones and recognise millions of unique-to-culture last names and first names.

A Quick Check Enhances Fraud Prevention

2. PROOF OF ADDRESS

Once contact elements are verified, ensure the person actually lives at the provided address. Leverage 2.1 billion records to perform a proof-of-address check. It's a light-weight, quick check that goes a long way to providing enhanced fraud prevention and is available in select countries including U.S., U.K., Germany and many others.

EIDV CAPABILITIES:



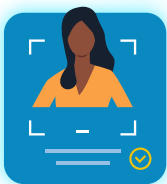
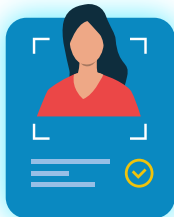
More Robust Verification Processes

1. ADVANCED IDENTITY VERIFICATION

eIDV: Cross reference name and address with national ID, date of birth, phone and email.

2+2: A more advanced mode of eIDV uses 2 different sources to corroborate and verify 2 pieces of information. Match identity details against relevant sources like credit and court data.

Phone-Name Verification: Drawing from telco, commercial, proprietary and consumer data sources, Melissa validates and matches names to phone numbers (including mobile). This streamlines and enhances the identity verification process while also ensuring compliance and strengthening fraud prevention.



0. WATCHLIST SCREENING

Gain the greatest confidence in an individual or entity after they have been screened through sanctions lists, Politically Exposed Persons, and other federal and international restricted party watchlists. All reference data which a user is screened against is refreshed daily in our real-time environments.

Know Your Business

Match businesses, addresses, and business IDs worldwide to ensure legitimacy in B2B relationships. Includes the verification of a business name, country-specific ID, status, type and registration date.

Watchlists & Sanctions List Screening

Politically Exposed Persons (PEP) Coverage for over 200 countries and territories.

Negative News Check

Scans international media sources for negative or unfavorable news about an individual or business – providing titles, links and dates of news coverage.

REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): i.melissa.com/mce-verification



Apps and Integrations

Enjoy clean, standardised address and contact data on your preferred platforms. We integrate seamlessly in popular CRMs, ETL and MDM platforms. You can also clean your data in popular Spreadsheet editors like Microsoft Excel and Google Sheets, or upload a file online.

25%
OF CRM CONTACT
DATA IS BAD



START FOR FREE: i.melissa.com/mce-integrations



MELISSA ADDRESS VALIDATION FOR ECOMMERCE DATA

80% of online carts are abandoned due to complicated checkout processes. Add Melissa's app to your storefront to autocomplete and standardise your customer addresses. This will cut down on keystrokes and speed up the checkout process so more prospects turn into satisfied customers.

Melissa Address Validation is available on popular ecommerce platforms so you can get your products to your customers on time, every time.



TRY FOR FREE: i.melissa.com/mce-ecomm

BECOME A SYSTEMS INTEGRATOR PARTNER

Don't see your platform listed? Our System Integrator Partner Program is designed to foster a strong, collaborative relationship between Melissa and you, unlocking new opportunities for growth and success in data quality, address, and location intelligence.

Become A Partner

START FOR FREE: i.melissa.com/mce-partner





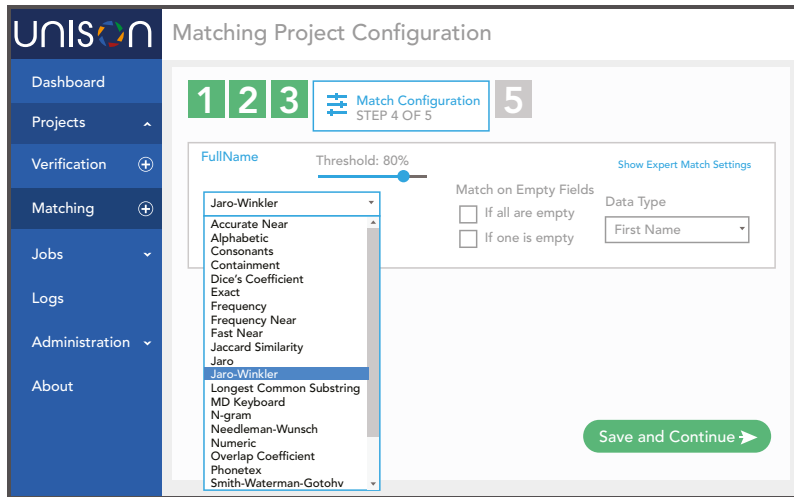
No Code Tool For Out-Of-The-Box Data Checks

Unison by Melissa unifies Melissa's industry-leading customer data validation and data quality solutions into one platform. Designed with the data steward in mind, Unison has a simple, intuitive interface and flexible collaboration capabilities. With Unison's browser-based, best-in-class parsing, matching, profiling and cleansing capabilities, you can now securely ensure all customer data across the enterprise is clean and reliable in record time.

KEY FEATURES

- Full Data Quality Suite
- Simple, Intuitive Interface
- Flexible Collaboration
- Job Automation Scheduler
- Scalable Grid Distribution
- Integrated, Visual Reporting
- Secure Data Processing
- Extremely Fast Batch Performance

REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): i.melissa.com/mce-unison



AI-POWERED MATCHING GUI

Ensure a reliable single customer view with advanced fuzzy matching algorithms and golden record survivorship straight in Unison. It features a wizard-based matching interface, fuzzy matching score and robust reporting. Specialised AI determines the best approach to meet your unique deduping needs; plus, review and tweak results straight in the platform, in real time.



DATA PROFILING

Produce a wide array of profiling metadata with visual reports such as: overall data quality, Unique/Distinct, Duplicates, Lengths, Empty/Null, Profanities, Value, and RegEx Patterns, etc. The profiling feature offers the ability to drill down into the different metadata reports to review affected records and export them as needed. Instantly gain important and critical insight on data, identifying possible problems and other irregularities that may require further attention.



The Melissa Alert Service is a highly secure cloud storage, web-based platform that keeps your data up-to-date automatically through scheduled processes, requiring very minimal oversight. Currently, there are three types of monitoring updates that can be done including address updates, change of address and property changes. Simply upload your data, and you will receive an alert whenever any of your records are updated during the scheduled process. Download your updated data for all the deltas (changes), ensuring that you are getting all the latest and up to date information without having to reprocess the data yourself.



Address Update:

Keep track of any updates to address verification such as newly added addresses and changes to ZIP+4. This keeps your data accurate and ready to go for any mailings or campaigns.



Change of Address:

Detect people and business moves in your data, allowing you to always have the latest addresses for your customers.



Property Changes:

See changes to a property and receive historical data, including mortgage data and change of ownership.

REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): www.melissa.com/mc-alerts

1 Create a Table & Upload Files

Company	Address	City	State	ZipCode
MELISSA	22242 Avenida Empress	Rancho Santa Margarita	CA	92688
RENDERBOX PULP PUBLISHING, INC.	1380 South Old Street, Suite 100	Orlando	FL	32801
TEAM RESEARCH	1480 Progress Road	Vallejo	CA	94592
STONELAND COMPANY	11 East Highland Blvd	Alhambra	CA	91801-2102
SMITH COLONY INC.	112 The Avenue	Memphis	TN	38108
POSTAL DATA SERVICES	20801 Agave Road, Suite 101	Agoura	CA	91301-2807
THE WEATHER CHANNEL	2000 Cumberland Parkway	Atlanta	GA	30339
NEW ORLEANS INC.	101 North Main Street	Newark	DE	19710-2719
WATERVIEW PROPERTIES, INC.	11000 Highway 101 Road, Suite 200	Bullington	VA	22611
QUARTERBACK OFFICE SYSTEMS	150 River Boulevard	San Francisco	CA	94115-1021

2 Create an Alert

Tables

Add Monitoring to "Clients":

Rule Name	Monitoring Type	Columns Configuration
Enter a Name	Select a Type	Select a Monitor Type
Required	AddressUpdate	
	MktChange	
	PropertyTransaction	

3 Enjoy Clean & Current Data

Clients' Monitoring Alerts for: AddressCheckRule

Company	Address	City	State	ZipCode
RENDERBOX PULP PUBLISHING, INC.	1380 South Old Street, Suite 100	Orlando	FL	32801-2807
RENDERBOX PULP PUBLISHING, INC.	1100 Main Street, 3rd Floor	New York	NY	10011
AMERICAN COMMUNICATIONS GROUP	950 Henderson Parkway, Suite 400	Henderson	VA	20170-5028
AMERICAN COMMUNICATIONS GROUP	950 Henderson Parkway, Suite 400	Henderson	VA	22070-5028
MAILING LIST SYSTEMS, INC.	711 Directors Dr	Arlington	TX	76011-5101
MAILING LIST SYSTEMS, INC.	711 Directors Dr	Arlington	TX	76011-5101
RENDERBOX PULP PUBLISHING, INC.	1380 South Old Street, Suite 100	Orlando	FL	32801-2807
PROFESSIONAL SERVICE INDUSTRIES	4020 Bob Billings Play	Lawrenceville	GA	30046-3046
THE WEATHER CHANNEL	2000 Cumberland Parkway SE	Atlanta	GA	30339-3914
MIL FAX	22242 Avenida Empress	Rancho Santa Margarita	CA	92688-2140

How to Contact Us

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