







Snowflake

Data Verification & Data Shares on Snowflake

Make sure you have the most accurate, comprehensive data in Snowflake with Melissa's data shares and native apps, available for easy download and use in the Snowflake environment. We offer a wealth of consumer, business and location data for your unique business needs, as well as real time address and contact data verification. With 20 different data shares and native apps available, we can clean and enhance your data for effective marketing and sales operations and advanced analytics.

Category	Melissa on Snowflake	Benefit
Data Movement	✓ Data stays inside Snowflake	 Enhanced security & privacy
Integration Effort	✓ One-click install from Snowflake Marketplace	 Faster deployment & lower dev effort
Compute & Scalability	✓ Uses Snowflake's elastic compute	 Scales with your Snowflake warehouse
Maintenance & Updates	✓ Updates managed via Snowflake Marketplace	 Simplified lifecycle management
Visibility & Auditing	✓ Native logging via Snowflake	 Centralized monitoring

Native Apps

If you want full, real-time verification tools within your existing Snowflake environment, we have three Native Apps for you to explore. These tools standardize, correct and validate information associated with addresses, emails and identities and will keep bad data from entering your system as it is inputted. We have three Native Apps you can utilize: **Global Address Verification**, **Global Email**, and **Personator**, our complete customer verification and enhancement solution.



Global Address Verification:

Verify, correct & standardize global addresses in real time for 240+ countries based on local mailing formats



Global Email:

Validate, parse & correct email addresses in real time



Personator:

Verify customer identities with name-to-address matching & consumer data cleansing & appending

See All Melissa's Snowflake Offerings Now!

>> Request a demo: www.melissa.com/integrations/snowflake

Data Shares for Download

Enhance and complete your data with our Snowflake data shares. These are on-demand and customized data sets filled with trusted data that help you localize marketing efforts and drive regional decision making. We have a range of location, property, people and address data, highly customizable to fit your specific business needs. Check out our full list of offerings!

Location Data

- ▶ **Global Address Database:** Detailed address information around the globe
- ▶ **Geo Data:** Append missing geo info like lat/long for U.S. addresses
- ▶ **Canadian Geo Data:** Canadian address verification with other geo appends
- ▶ **County ZIP Code® Data:** Comprehensive ZIP Code list by county
- ▶ **ZIP Data II:** Verify 5-digit ZIP Codes
- ▶ **ZIPList5:** Match every 5-digit ZIP Code to city/state
- ▶ **Congressional District Data:** Match ZIP Codes to congressional districts, with congress member contact info
- ▶ **National ZIP+4® Data:** Comprehensive ZIP+4 data
- ▶ **Carrier Routes Data:** USPS® carrier route information
- ▶ **Building Footprints Data:** Building footprints & total area of buildings
- ▶ **Parcel Data:** Boundary information for a piece of property
- ▶ **Place Name Data:** Official names of U.S. cities, towns & other populated places
- ▶ **Business Data:** Firmographic details for U.S. businesses
- ▶ **Consumer Data:** Demographic & lifestyle selects for consumers
- ▶ **New Homeowners Data:** Consumer data for those who newly purchased a home
- ▶ **New Movers Data:** Renter & homeowner data for those who have recently moved
- ▶ **FONE Data:** All area codes & prefixes for U.S. & Canadian telephone numbers

Entity Data

About Melissa

Since 1985, Melissa has specialized in global intelligence solutions to help organizations unlock accurate data for a more compelling customer view. More than 10,000 clients worldwide in areas such as retail, education, healthcare, insurance, finance, and government, rely on Melissa data quality and ID verification software, including data matching, validation, and enhancement services to gain critical insight and drive meaningful customer relationships.

Melissa

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