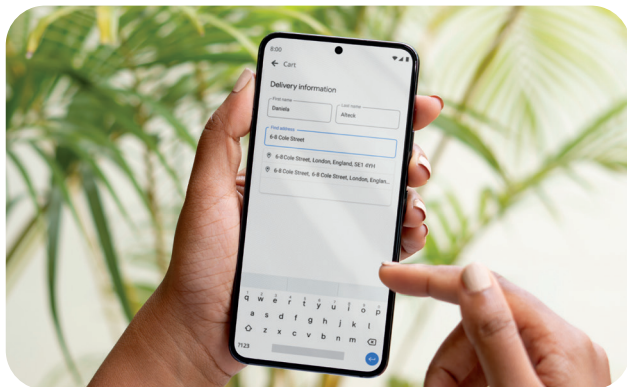


## Unlock the Power of Clean Data with Melissa

Melissa offers a suite of powerful global data quality solutions to help you verify and enrich your customer data, leading to improved efficiency, reduced costs and exceptional customer experiences.

Before Verification	After Verification
<b>Mailing Address</b> 9 Conduit Raod Apartment 6A	✓ <b>Verified Mailing Address</b> Apartment 6A Olympian Mansion 9 Conduit Road MID-LEVELS HONG KONG
<b>Name</b> Li Wei	✓ <b>Verified Name</b> Mr. Wei Li
<b>Phone Number</b> 852 22817502	✓ <b>Verified Phone Number</b> +852-2-2817502 Mobile Phone
<b>Email Address</b> 1234588@qw.com	✓ <b>Verified Email Address</b> 1234588@qq.com

**melissa**



One retailer used Melissa address verification to reduce delivery costs by 30% in densely populated cities like London or Berlin.

## Global Address Verification & Autocompletion

With our address verification services you can verify addresses at point-of-entry or in batch to correct errors, standardize formats and append missing information. By validating addresses before they enter your database, you will:

- ▶ Minimize undeliverable mail, returned packages and failed deliveries.
- ▶ Ensure seamless checkout, fraud prevention, and streamlined logistics.

## Global Email Verification

Ensure email deliverability by identifying invalid or inactive accounts in real-time. It's a cost-effective way to:

- ▶ Reduce bounce rates, improve sender reputation and enhance marketing ROI.
- ▶ Prevent fraud by detecting fake accounts and spam registrations.



A small ecommerce business in Chongqing struggling with high bounce rates implemented our Email Verification and increased open rates from 15% to 30% in just a couple of campaigns.

## Global Phone Verification

With Melissa phone verification services, you can verify phone numbers globally and identify landline, mobile and VoIP numbers.

- ▶ Ensure phone numbers are accurate and callable, reducing wasted effort.
- ▶ Enhance customer service with text updates during the shopping experience.



A Chinese fintech implemented Melissa to verify phone numbers and reduced personal loan fraud by 35%.



A financial services company was able to achieve a single customer view for more personalized offers and regulatory compliance.

## Global Name Validation

Our name validation service parses, standardizes and validates names against a global database of 10 million first and last names to:

- ▶ Correct misspellings, identify nicknames and ensure consistent name formats.
- ▶ Personalize communications correctly and professionally to enhance the customer experience.

## Electronic Identity Verification (eIDV)

With Melissa Identity Verification you can stop fraud before it starts by verifying a person and their address using government, credit and commercial data sources from around the world.

- ▶ Streamline onboarding to increase new customer signups without adding risk.
- ▶ Comply with KYC (Know Your Customer) and AML (Anti-Money Laundering) regulations.



An online bank uses Melissa to verify the identity and risk score of new customers for easy decision making and compliance.

## Ready to Take Control of Your Data?

Contact Melissa today to learn about our data quality solutions and how we can help you achieve your business goals. We have Web APIs and apps ready to try for free.

**+65-8-2997442**

**[www.melissa.com/sg](http://www.melissa.com/sg)**

