

Unlock the Power of Clean Data with Melissa

The average U.S. organization loses \$12.9 million per year due to poor data quality*. With 94% of companies working from inaccurate customer records and up to 25% of data decaying annually, the costs pile up fast: wasted marketing, failed deliveries, expensive returns, missed opportunities and eroded customer trust.

Melissa's global data quality solutions solve these headaches instantly by verifying and enriching addresses, emails, phones, names and more across 250 countries through real-time APIs and batch processing. The result? Cleaner data at the point of entry, streamlined operations, significantly reduced costs, deeper insights and exceptional customer experiences.

*Gartner, Magic Quadrant for Data Quality Solutions, 2020

Before Verification	After Verification
Mailing Address 31 trudle avinue	✓ Verified Mailing Address 31 Trudel Ave Dracut, MA 01826-5321
Name Matthewss Robertt	✓ Verified Name Mr. Robert Matthews
Phone Number 9786543210	✓ Verified Phone Number +1-978-654-3210 Mobile Phone
Email Address robertt.m@hotmail.comm	✓ Verified Email Address robert.m@hotmail.com

melissa ✓ **verified**



A leading retailer slashed delivery costs by 30% in high-density markets like New York and Philadelphia, simply by implementing Melissa's Address Verification.

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 e-commerce business in Chicago was struggling with high email bounce rates. After adopting Melissa's Email Verification, they doubled 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 U.S. fintech lender in Miami cut personal loan fraud by 35% after switching to Melissa's Phone Verification.



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.



1-800-MELISSA
www.melissa.com