



# Personator®

## Personator North America for ID Verification and Contact Data Quality

Personator North America is a unique, all-in-one Cloud verification and enrichment solution that you can easily integrate into your applications, shopping cart, and forms. Personator leverages a database of billions of records to ensure you capture accurate data for timely fulfilment and fraud prevention; as well as enrich your customer data so you have a better picture of “who” your customers are.



### Confirm

Personator’s base service, Confirm, will verify, standardize, and complete all your people data – name, address, phone and email – as they are entered in real-time or in batch, including:

- Match a name to an address for quick and simple ID verification during checkout or customer on-boarding.
- Verify U.S. and Canadian addresses and perform aggressive address correction that can fix incorrect address ranges based on the person or business name.
- Correct email address, lookup domain and update it, and standardize formatting.
- Verify mobile and landlines, update area codes, and properly format numbers.
- Verify and parse full names, set salutations, and genderize records.



### Enrich

Add Personator Enrich to your subscription to fill in missing gaps and update your contact records by:

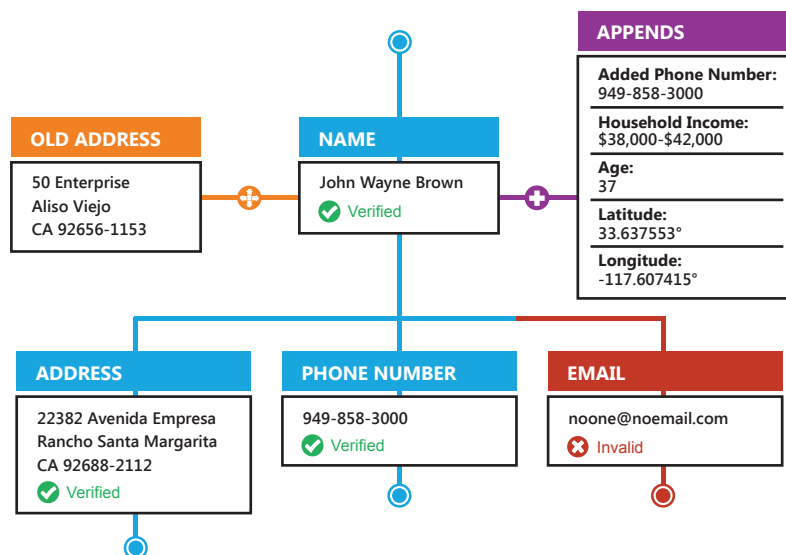
- Adding consumer and business names, phone numbers, email addresses, and postal addresses.
- Updating the addresses of U.S. and Canadian contacts that have moved over the past 20 years.



### Enrich+

Personator Enrich+ helps improve target marketing and location analysis by adding even more details to your contact records, including:

- Demographic info like date of birth (DOB), deceased info, gender, marital status, household income, and more.
- Rooftop lat/long coordinates and geographic info like census tract/block numbers, FIPS codes, and more.



*Personator North America verifies that each data element correlates for identity authentication and helps complete your contact records for better marketing and analysis.*

## Get Started Today!

>> Get a free trial of Personator North America at [www.melissa.com/personatorna](http://www.melissa.com/personatorna) or Personator World at [www.melissa.com/personatorw](http://www.melissa.com/personatorw).

### Personator World for ID Verification and Contact Data Quality

Personator World offers a significant opportunity to retire costly legacy Compliance and Know Your Customer (KYC) systems, reduce headcount for manual review, and avoid reputational risk with regulators. It's a flexible Web service that you can tailor to your specific sign-up process and risk management requirements, ensuring an excellent customer experience while guarding against fraud and money laundering.



#### Age Verification and National ID

Personator World will verify a customer's national ID, such as social security number (SSN) or driver's license, as well as date of birth.



#### Name-to-Address Verification

Personator World leverages a comprehensive dataset containing billions of identity elements to confirm a name and address match and are current – with a high degree of accuracy.



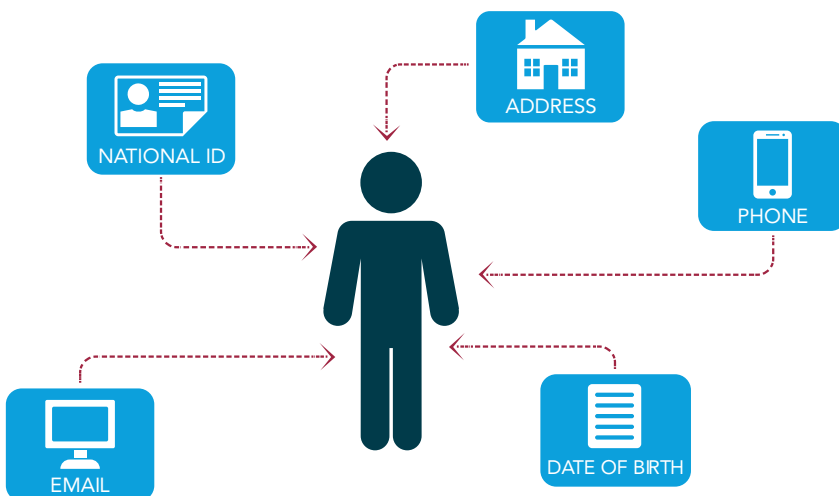
#### Address Correction and Formatting

Personator World will fix addresses by adding missing street suffixes, state/province/administrative area info, and standardize addresses to specific country formats.



#### Contact Validation

Personator World Contact Data Validation can determine if the given postal address is deliverable, the email address exists and is receiving email, the name associated with a mobile device and whether the phone number is active and callable, and that the given name is in a valid format.



*Personator World's identity resolution engine connects separate data sources with a view to make possible identity matches and non-obvious relationships across multiple databases.*

#### Melissa

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