

## DATA QUALITY SUITE

Toolkit to Find & Fix  
Inaccurate or Incomplete  
Customer Data



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## The Low-Down on the High Cost of Bad Data

Bad data happens to good companies in a number of ways. Whether entered incorrectly from the point-of-entry or inevitably becoming outdated over time, in any organization there exists some degree of bad data – and how data quality is managed or not can be costly. Gartner estimates that the average cost of bad data on a U.S. business is upwards of **\$15 million** each year.



### Bad Postal Addresses

Undeliverable shipments and returned mail cost mailers **\$20 billion+** each year in wasted postage, not to mention lost customers and wasted company resources.



### Missing Name Data

Without name verification, companies miss opportunities to personalize outreach, find duplicate entries for the same household, detect vulgar or suspicious names, and even identify company names.



### Incorrect Email Addresses

Companies risk poor sender reputations or even getting blacklisted by not verifying their email lists, let alone losing customers who prefer to hear from them via email.



### Invalid Phone Numbers

Mobile commerce is expected to reach **54% of digital sales** worldwide this year, making phone number verification critical for better customer satisfaction, retention and lifetime value.



## What is the Data Quality Suite?

Melissa's Data Quality Suite is a collection of customizable developer tools that help you efficiently manage your contact data. It is offered in a toolkit of on-premise APIs or as Web Services that allow virtually any application to use Melissa's **address**, **email**, **phone**, and **name** validation features. The Data Quality Suite empowers you to stop bad contact data from entering your database at the point of entry and to keep data accurate over time by cleansing in batch.

### Key Benefits

- Cut waste & reduce undeliverable mail
- Improve customer engagement
- Boost marketing response rates & sales performance
- Increase call center efficiency by reducing data entry time
- Identify & prevent duplicate records
- Generate accurate data for predictive analytics

### Key Features

- Global coverage for 240+ countries & territories with the same engine
- Leverages deep knowledge of in-country address format rules & preferences
- Multi-level email checking from Syntax to Domain to Mailbox-level
- Global range check & full phone number (Is it live?) checking
- Language & culture-aware name parsing



## Flexible Deployment & ROI Guarantee

Our engines can be leveraged as on-premise APIs or fast and secure web services. We natively support Windows, Linux, Solaris and more for our on-premise APIs. Our web services are distributed across the world for easy, maintenance-free access from any language that supports REST, XML or JSON.

We're so confident you will see immediate and significant benefits after implementing the DQ Suite that we guarantee a 100% return on your investment within 120 days or we'll refund the purchase price.

## Address Verification

Bad address data is one of the costliest concerns for a company. From increasing costs and waste caused by returned mail, to worsening customer satisfaction when shipments are delayed, bad addresses have far-reaching consequences across industries. By correcting, standardizing and verifying addresses before they enter your database, you can eliminate the negative impacts on your downstream initiatives.

### Benefits of Postal Address Validation

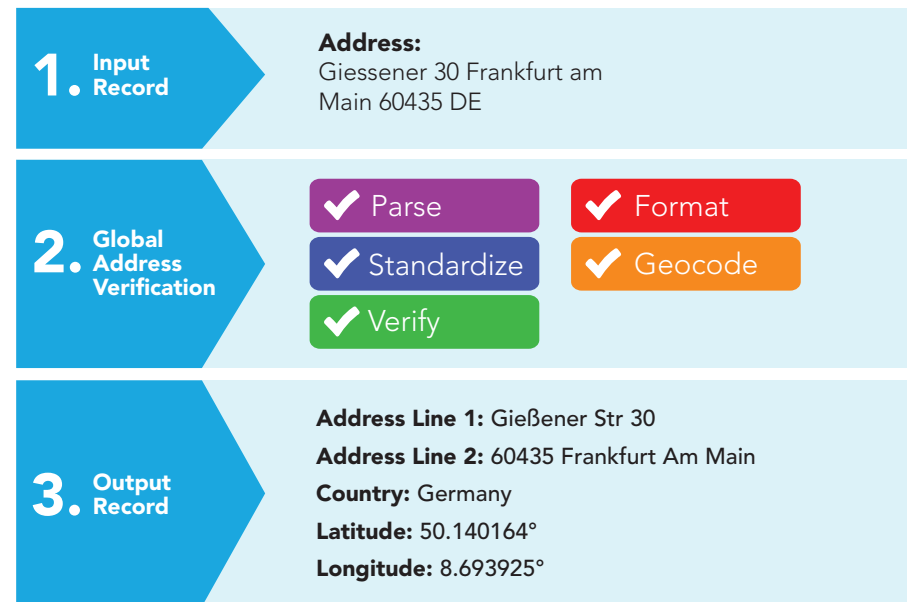
- Reduce waste & returned mail
- Increase customer engagement
- Save money on direct marketing & CRM campaigns
- Deepen insights with location intelligence

### Key Capabilities

- Partners with official postal agencies like USPS® (CASS™ Certified), Canada Post® (SERP™ Certified), & Royal Mail PAF & many more
- Residential vs. Business address indicator
- Identify different types of addresses & postal codes
- Proprietary U.S. data only from Melissa: Non-USPS addresses, append missing suites based on name, unique global identifier Melissa Address Key
- Addresses formatted in the rules & preferences of each country
- Transliterate between Latin & native language of each country
- Append latitude/longitude down to the rooftop level



**Collect and utilize only valid postal addresses for the U.S., Canada and 240+ countries and territories.**





## Email Verification

As we increasingly rely on digital communication, email verification has become more important during onboarding, checkout and outreach than ever before. From stimulating fraud prevention initiatives to improving customer communication, email addresses play an incredibly important role. Capture only legitimate email addresses to improve customer service, protect your sender reputation and prevent bounces. Email verification offers easy validation, correction and standardization to prevent common misspellings and suppress bad domains.

### Benefits of Email Address Verification

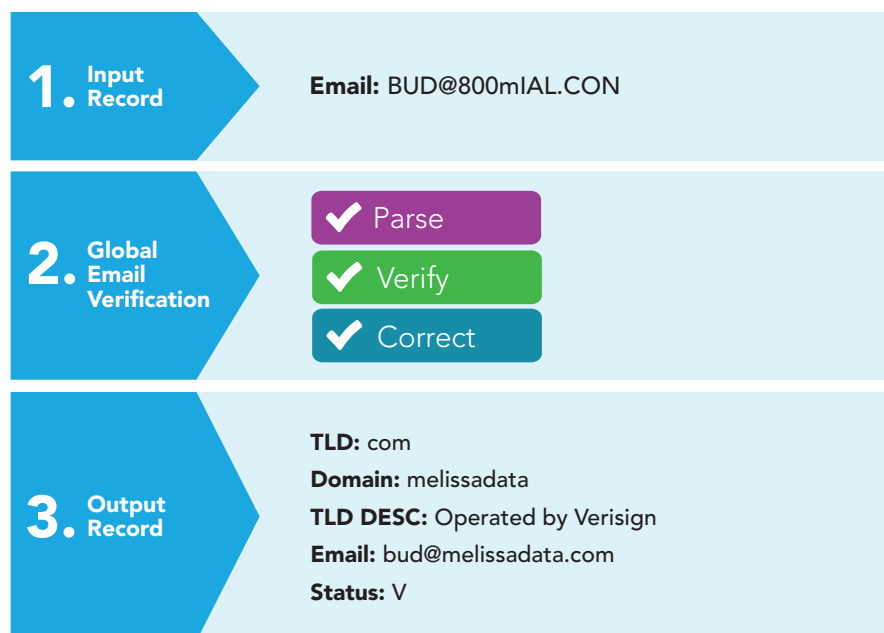
- Remove up to 99% of bad emails from entering
- Drastically reduce email bounces & delivery failures
- Protect your sender reputation & avoid blacklisting
- Improve outreach to customers who prefer email communication

### Key Capabilities

- Batch or point of entry verification
- Checks, corrects & updates; typos, syntax errors, irregular casing, domain names, top-level domain name & more
- Parses email addresses into various components
- Performs real-time mailbox checking including domain-specific logic & SMTP commands



**Ensure email addresses are correct and deliverable with real-time inbox checking.**



## Phone Verification

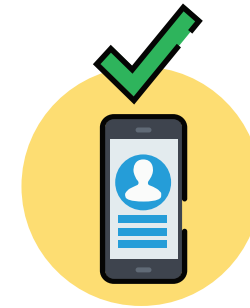
With only a phone number and/or country entered, phone verification can determine whether the phone number is valid for the region and identify the country of origin from the international access code. Phone verification empowers you to reduce data entry errors, save time looking up area codes and gain carrier and geographic information like linking U.S. numbers to city, state, ZIP Code and country.

### Benefits of Phone Number Verification

- Save time & money to ensure phone numbers are live before calling
- Gain geographic insight relating to a person's phone number
- Keep mobile database clean & updated
- Reduce wasting money on SMS texts that will never reach
- Confirm if numbers are mobile for compliance
- Establish better customer relationships with improved communication

### Key Capabilities

- Instantly validates & corrects telephone numbers for the U.S. and over 200 countries
- Ensure numbers are live & callable in real time
- Add carrier & geographic data (Lat/Long, country of origin, & predominant language)
- Access global CallerID information



**Authenticate mobile and landline phone numbers to ensure they are live and callable in real time.**



## Name Verification

Name verification allows you to personalize messages, merge individual components into form documents, identify gender makeup of your list for more targeted marketing and reduce fraudulent entries.

### Benefits of Name Verification

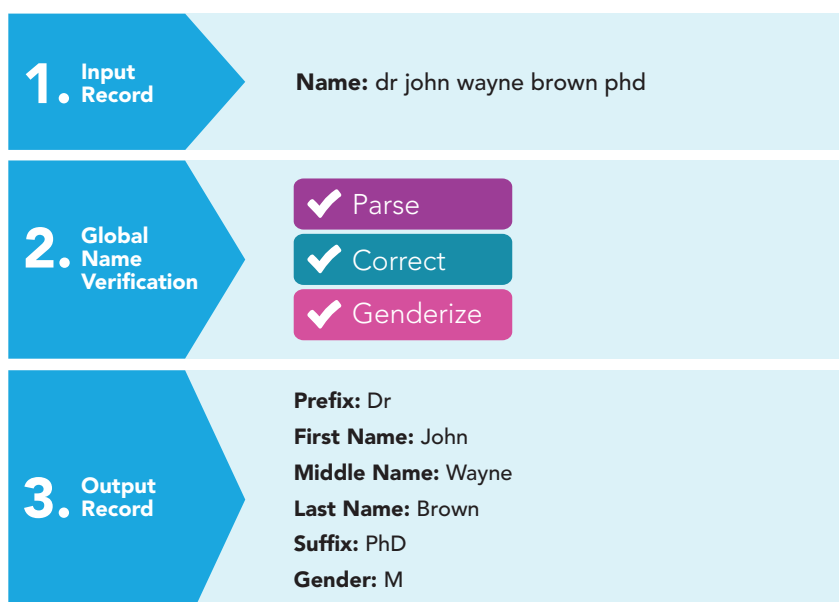
- Improve personalization
- Better segmentation (by gender)
- Increase standardization/normalization of records for identity, matching & analytics
- Identify households

### Key Capabilities

- Flag inappropriate, vulgar or suspicious names
- Parse names specific to individual countries & languages
- Detect company names & add casing
- Leverage name data from sources like the U.S. Census to detect common & recognized names & split multiple names



**Use intelligent recognition to identify and parse 650,000+ ethnically diverse first and last names.**



## Additional Services For Even Richer Data Quality

There are a number of additional services that work well with Data Quality Suite that can help you keep your data clean, up-to-date and verified.





## WHY MELISSA?

Our 35+ years of address expertise started with ZIP+4 and turned into so much more. Melissa is a single-source vendor of global address management, data quality and identity verification solutions that help organizations harness accurate data for a more compelling customer view. Our industry-leading solutions have processed over 1 trillion address, name, phone and email records, making it clear why thousands of businesses worldwide trust Melissa with their data quality needs.

- Breadth of data: billions of postal addresses, landline and mobile numbers, email addresses
- HIPAA/HITECH and SOC 2 compliant
- Flexible technology: developer tools, enterprise software plugins, service bureau
- Unlimited technical support and 120-day ROI guarantee

Time Inc.

BAE SYSTEMS

SIEMENS

NORDSTROM

Bank of America

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GOKUL

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