On average, a database contains 8-10% duplicate records. These duplicates result in waste and inefficiencies that cloud your ability to get a single, accurate view of the customer.

Use Melissa MatchUp® to quickly find and link customer data, consolidate data across multiple sources and remove unwanted business and customer records – quickly and easily improving master data management, data warehousing and business intelligence, as well as marketing and mailing efficiency.

- Combines data parsing, matching and consolidation to eliminate clutter and duplicates that prevent a clear view of your customers.
- Provides probabilistic matching and deterministic matching engines for best-in-class identity resolution.
- Can match structured and semi-structured data with advanced record linking technology.
- Reduces postage and mailing costs by eliminating duplicates using advanced name and address matching + fuzzy algorithms.

MatchUp was designed around a heuristic-based approach with the aim to resolve customer and contact data quality issues by increasing the identification of duplicate records while minimizing false matches or minimizing matches between genuinely unique records. MatchUp includes proprietary and standard algorithms to detect phonetic, fuzzy, miskeyed, and abbreviated variations, combined with deep domain knowledge of names, including nicknames and multicultural name variations, and international addresses.

**Technical Information**
MatchUp provides easy integration into your applications and databases.

- **Technology**: on-premise API for Windows® and Linux®, RESTful web API, component for Microsoft® SQL Server® and Excel®, Pentaho® PDI, Salesforce®, Dynamics® CRM and desktop software.
- **Fast performance**: millions of records per hour for batch processing or real-time duplicate identification.
MatchUp Versions

MatchUp is a versatile data matching solution with many different options available to meet your individual business needs.

<table>
<thead>
<tr>
<th>Feature</th>
<th>MATCHUP DESKTOP</th>
<th>MATCHUP OBJECT</th>
<th>MATCHUP FOR ETL</th>
<th>MATCHUP FOR CRM</th>
<th>MATCHUP WEB</th>
</tr>
</thead>
<tbody>
<tr>
<td>MatchCode Editor</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Programming Required</td>
<td></td>
<td></td>
<td></td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Real-time Deduping</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Global Processing</td>
<td>US, CA, UK</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Output Record Consolidation</td>
<td>Gathering</td>
<td></td>
<td>Survivorship</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Output Record Priority</td>
<td>Priority</td>
<td></td>
<td>Golden Record</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct File/Data Handling</td>
<td>✔</td>
<td></td>
<td>✔</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>CASS Certified Option</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Automatic Reports</td>
<td>18 reports</td>
<td></td>
<td></td>
<td></td>
<td>✔</td>
</tr>
</tbody>
</table>

**MatchUp Desktop**: ideal for data stewards and business users with an intuitive interface for fast, easy record deduping. See Page 16 - 17.

**MatchUp Object**: multi-platform, on-premise API that provides the ability for real-time and batch deduping and matching. See Page 14.

**MatchUp for ETL**: native integrations for leading ETL platforms including Microsoft® SSIS, Pentaho® PDI and Melissa Contact Zone®, with advanced golden record and survivorship features. See Page 12 – 13.

**MatchUp for CRM**: plugins for popular CRM programs including Salesforce®, Microsoft Excel® and Dynamics® CRM that provide clean data needed for effective sales and marketing.

**MatchUp Web**: versatile web service to identify and remove duplicates with no extensive installation, dedicated processors, or maintenance required. See Page 15.
Matching Systems

MatchUp supports a set of deterministic and probabilistic matching strategies to identify matches. MatchUp leverages Melissa’s deep domain knowledge of many domains of data (address & non-address), custom component matching, and custom data dictionaries to identify hidden relationships in your data. MatchUp can examine records by many fields including, but not limited to: First Name, Last Name, Company Name, Address, Phone, Email Domain, and Website, and utilize any or all of these matching strategies to identify duplicates.

**SEMANTIC MATCHING**
Identify elements that are semantically related, e.g. synonyms like Kelly vs. Kelley.

**ALIAS MATCHING**
Match records with known nicknames and or acronyms, e.g. Ed vs. Edward and IBM vs. I.B.M. Corp.

**ASSERTED LINKING**
Utilize associated information like a shared identification number, e.g. Acme Publishing, 123 Oak Street ID: 12345 vs. Acme Publishers, 52 River Road ID 12345.

**INFERRED LINKING**
Infer connections between individual records from various data sets. In this example, by showing that Phil Smith and Melissa Corp are related – now you know Philip Smith works at Melissa, you have his phone number, alternate phone number, and email address.

**Record A:**
Phil Smith  
949-858-3000  
22382 Avenida Empresa  
Rancho Santa Margarita

**Record B:**
Melissa Corporation  
800-635-4772  
22382 Avenida Empresa  
Rancho Santa Margarita

**Record C:**
Smith Phil  
949-858-3000 x1110  
22382 Avenida Empresa  
Rancho Santa Margarita

**Record D:**
Smith Philip  
949-858-3000  
p.smith@melissa.com  
RSM, CA 92688
Industrial Strength Fuzzy Matching

MatchUp combines Melissa’s deep domain knowledge of contact data with more than 20 Approximate String Matching (ASM) algorithms to match similar records and quickly dedupe your database. MatchUp can employ the following ASM algorithms (including Melissa proprietary ones*) to identify “non-exact matching” duplicate records:

- Phonetex
- Soundex
- Containment
- Frequency
- Fast Near
- Accurate Near
- Frequency Near
- UTF-8 Near
- Vowels Only
- Consonants Only
- Alphas Only
- Numerics Only
- Jaro Distance
- Jaro-Winkler Distance
- n-Gram
- Needleman-Wunsch
- Smith-Waterman-Gotoh
- Dice’s Coefficient
- Jaccard Index
- Overlap Coefficient
- Longest Common Substring
- Double Metaphone
- MD Keyboard *
- Proximity Matching*
Domestic and International Matching

**Domestic (US & Canada) Matching**
MatchUp leverages Melissa’s 30+ years of experience working with numerous U.S. and Canada contact data idiosyncrasies. Based on this knowledge base, MatchUp has built-in rules and logic to handle Address Obscurities, Nicknames and Abbreviations, Acronyms, Different Formatting, and more.

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
<th>Address 1</th>
<th>City, State Zip</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Smith</td>
<td>United Data Machines</td>
<td>12 Main St</td>
<td>Boston, MA 02134</td>
</tr>
<tr>
<td>John Smith</td>
<td>United Data Machines Co.</td>
<td>Twelve Main St</td>
<td>Boston, Massachusetts 02134</td>
</tr>
<tr>
<td>John Smith</td>
<td>UDM</td>
<td>12 Main Street</td>
<td>Boston, MA 02134</td>
</tr>
</tbody>
</table>

**International Matching**
What sets MatchUp apart from the rest is its ability to intelligently understand and parse the various components of international addresses with support for 17 countries, including Germany, U.K., Australia, Netherlands, and new countries added every quarter.

MatchUp handles:
- Extended character sets
- Different languages and scripts
- International style address fields

MatchUp’s advanced deduping can see through diacritic equivalents to Latin characters and interpret keywords that are the same but spelled differently (i.e. Germany and DEU).
**Matchcode Editor**

MatchUp’s Matchcode Editor GUI allows you to choose from 25 pre-built matchcodes, or create your own using a variety of input data types. Choose from more than 50 distinct component datatypes (and a general catch all for proprietary data types), each of which can be configured individually – size to use, exact or one of 20+ fuzzy algorithms, blank matching and up to 16 simultaneous combinations of components in a single run.

**Mapping Your Data**

The data you are processing does not need to have the same structure as the Matchcode components. Once you have selected your matchcode, MatchUp will extract the necessary data to satisfy your matchcode and build the matchkey correctly.

---

**Select one of MatchUp’s supplied match codes or create your own**

**Process up to 16 match codes simultaneously**

**Swap matches like “John Smith” to “Smith, John”**
Matchcode Logic

MatchUp utilizes matchcodes, or sets of rules, to determine if two records are considered duplicates. These matchcodes contain data types, size, order and combinations, and include logic for handling empty comparisons and swapping.

EXAMPLE 1
Global Address, Last Name, First Name - Exact

<table>
<thead>
<tr>
<th>Matchcode Data Type</th>
<th>Input Column</th>
<th>Input Data Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country</td>
<td>COUNTRY</td>
<td>Country</td>
</tr>
<tr>
<td>Last Name</td>
<td>NAME</td>
<td>Full Name</td>
</tr>
<tr>
<td>First Name</td>
<td>NAME</td>
<td>Full Name</td>
</tr>
<tr>
<td>Address Line 1</td>
<td>ADDRESS1</td>
<td>Address</td>
</tr>
<tr>
<td>Address Line 2</td>
<td>ADDRESS2</td>
<td>Address</td>
</tr>
<tr>
<td>Address Line 3</td>
<td>ADDRESS3</td>
<td>Address</td>
</tr>
<tr>
<td>Address Line 4</td>
<td>[Select Ma...</td>
<td>[Select Data T...</td>
</tr>
<tr>
<td>Address Line 5</td>
<td>[Select Ma...</td>
<td>[Select Data T...</td>
</tr>
<tr>
<td>Address Line 6</td>
<td>[Select Ma...</td>
<td>[Select Data T...</td>
</tr>
<tr>
<td>Address Line 7</td>
<td>[Select Ma...</td>
<td>[Select Data T...</td>
</tr>
<tr>
<td>Address Line 8</td>
<td>[Select Ma...</td>
<td>[Select Data T...</td>
</tr>
</tbody>
</table>

Using the Global Address matchcode with these input data types, MatchUp returns these duplicate records in group 2:

<table>
<thead>
<tr>
<th>mu_RESULTS</th>
<th>mu_GROUP</th>
<th>mu_COUNT</th>
<th>NAME</th>
<th>COMPANY</th>
<th>ADDRESS1</th>
<th>ADDRESS2</th>
<th>ADDRESS3</th>
<th>ADDRESS4</th>
<th>COUNTRY</th>
<th>ACCT</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS01</td>
<td>1</td>
<td>1</td>
<td>Dr. Grace Johnson</td>
<td>AGT Healthcare</td>
<td>1001 High Street</td>
<td>Apartment 2</td>
<td>London</td>
<td>England</td>
<td>UK</td>
<td>60</td>
<td>18/4/2014</td>
</tr>
<tr>
<td>MS02, MS05</td>
<td>2</td>
<td>3</td>
<td>Ms. Anna Jones</td>
<td>AGT</td>
<td>61 Wellfleet Road</td>
<td>Apartment 2</td>
<td>Cardiff</td>
<td>England</td>
<td>UK</td>
<td>400</td>
<td>13/2/2016</td>
</tr>
<tr>
<td>MS03, MS06</td>
<td>2</td>
<td>3</td>
<td>Ms. A. Jones</td>
<td>AGT Healthcare Associates</td>
<td>61 Wellfleet Road</td>
<td>Apartment 2</td>
<td>Cardiff</td>
<td>CF24 3DG</td>
<td>United Kingdom</td>
<td>700</td>
<td>1/12/2005</td>
</tr>
<tr>
<td>MO1</td>
<td>3</td>
<td>1</td>
<td>Leslie Rogers</td>
<td>RGNT Consulting</td>
<td>91 Western Road</td>
<td>Brighton</td>
<td>England</td>
<td>BN1 2NW</td>
<td>East Sussex</td>
<td>860</td>
<td>6/5/2011</td>
</tr>
<tr>
<td>MS02, MS06</td>
<td>4</td>
<td>2</td>
<td>JOHN SMITH</td>
<td>First Bank Sussex</td>
<td>91 Western Road</td>
<td>Brighton</td>
<td>East Sussex</td>
<td>BN1 2NW</td>
<td>UK</td>
<td>20/7/2008</td>
<td></td>
</tr>
<tr>
<td>MS03, MS05</td>
<td>4</td>
<td>2</td>
<td>J. SMITH</td>
<td>First Bank</td>
<td>91 Western Rd.</td>
<td>Brighton</td>
<td>BN1 2NW</td>
<td>England</td>
<td>Great Britain</td>
<td>100</td>
<td>18/3/2012</td>
</tr>
<tr>
<td>MS01</td>
<td>5</td>
<td>1</td>
<td>Leslie Smith</td>
<td>RGNT Consulting</td>
<td>91 Western</td>
<td>BN1 2NW</td>
<td>England</td>
<td>BN1 2NW</td>
<td>United Kingdom</td>
<td>300</td>
<td>22/9/2014</td>
</tr>
<tr>
<td>MS02, MS05</td>
<td>6</td>
<td>2</td>
<td>Annabell Johnson</td>
<td>First Bank</td>
<td>456 High Street</td>
<td>London</td>
<td>England</td>
<td>UK</td>
<td>735</td>
<td>12/12/2011</td>
<td></td>
</tr>
<tr>
<td>MS03, MS06</td>
<td>6</td>
<td>2</td>
<td>Annabelle Johnson</td>
<td>RGNT Consulting</td>
<td>456 High St.</td>
<td>London</td>
<td>England</td>
<td>UK</td>
<td>950</td>
<td>6/11/2014</td>
<td></td>
</tr>
</tbody>
</table>
EXAMPLE 2
Global Address, Last Name, First Nickname

<table>
<thead>
<tr>
<th>Data Type</th>
<th>Label</th>
<th>Size</th>
<th>Short/Empty</th>
<th>1</th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country</td>
<td>✓</td>
<td>10</td>
<td>None</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Last Name</td>
<td>✓</td>
<td>10</td>
<td>None</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>First Nickname</td>
<td>✓</td>
<td>4</td>
<td>Initial</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Postal Code</td>
<td>✓</td>
<td>10</td>
<td>None</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Premises Number</td>
<td>✓</td>
<td>10</td>
<td>Both Fields</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Thoroughfare Name</td>
<td>✓</td>
<td>30</td>
<td>None</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Secondary</td>
<td>✓</td>
<td>12</td>
<td>Both/One</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Post Box</td>
<td>✓</td>
<td>10</td>
<td>None</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>[Select Data Type]</td>
<td>✓</td>
<td>10</td>
<td>None</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

By replacing First Name with First Nickname and allowing for an initial, MatchUp will catch names like ‘A.Jones’ to ‘Anna Jones,’ and ‘J. Smith’ to ‘John Smith.’

EXAMPLE 3
Global Address, Last Name, First Name - Fuzzy

<table>
<thead>
<tr>
<th>mu_RESULTS</th>
<th>mu_GRP</th>
<th>NAME</th>
<th>COMPANY</th>
<th>ADDRESS1</th>
<th>ADDRESS2</th>
<th>ADDRESS3</th>
<th>ADDRESS4</th>
<th>COUNTRY</th>
<th>ACCT</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS01</td>
<td>3</td>
<td>Dr. Grace Johnson</td>
<td>AGT Healthcare</td>
<td>1001 High Street</td>
<td>Apartment 2</td>
<td>CF24 3DG</td>
<td>Cardiff</td>
<td>England</td>
<td>60</td>
<td>18/4/2014</td>
</tr>
<tr>
<td>MS02, MS06</td>
<td>2</td>
<td>Ms. Anna Jones</td>
<td>AGT</td>
<td>61 Wellfleet Road</td>
<td>Cardiff</td>
<td>CF24 3DG</td>
<td>Cardiff</td>
<td>United Kingdom</td>
<td>400</td>
<td>13/2/2016</td>
</tr>
<tr>
<td>MS03, MS06</td>
<td>2</td>
<td>Ms. A. Jones</td>
<td>AGT Healthcare Associates</td>
<td>Apartment 2</td>
<td>61 Wellfleet Road</td>
<td>Cardiff</td>
<td>CF24 3DG</td>
<td>England</td>
<td>200</td>
<td>1/12/2005</td>
</tr>
<tr>
<td>MS03, MS06</td>
<td>2</td>
<td>Anna Jones</td>
<td>AGT Healthcare Associates</td>
<td>Apartment 2</td>
<td>61 Wellfleet Road</td>
<td>Cardiff</td>
<td>CF24 3DG</td>
<td>England</td>
<td>700</td>
<td></td>
</tr>
<tr>
<td>MS01</td>
<td>3</td>
<td>Leslie Rogers</td>
<td>RGNT Consulting</td>
<td>91 Western Road</td>
<td>Brighton</td>
<td>BN1 2NW</td>
<td>East Sussex</td>
<td>United Kingdom</td>
<td>880</td>
<td>6/5/2011</td>
</tr>
<tr>
<td>MS02, MS06</td>
<td>4</td>
<td>JOHN SMITH</td>
<td>First Bank Sussex</td>
<td>91 Western Road</td>
<td>Brighton</td>
<td>East Sussex</td>
<td>BN1 2NW</td>
<td>United Kingdom</td>
<td>20/7/2008</td>
<td></td>
</tr>
<tr>
<td>MS03, MS06</td>
<td>4</td>
<td>J. SMITH</td>
<td>First Bank</td>
<td>91 Western Rd.</td>
<td>Brighton</td>
<td>BN1 2NW</td>
<td>England</td>
<td>Great Britain</td>
<td>100</td>
<td>18/3/2012</td>
</tr>
<tr>
<td>MS01</td>
<td>5</td>
<td>Leslie Smith</td>
<td>RGNT Consulting</td>
<td>91 Western</td>
<td>BN1 2NW</td>
<td>456 High Street</td>
<td>London</td>
<td>England</td>
<td>UK</td>
<td>735</td>
</tr>
<tr>
<td>MS02, MS06</td>
<td>6</td>
<td>Annabell Johnson</td>
<td>First Bank</td>
<td>456 High Street</td>
<td>London</td>
<td>456 High St.</td>
<td>London</td>
<td>England</td>
<td>UK</td>
<td>950</td>
</tr>
</tbody>
</table>

Change the matchcode for First Name from exact to a fuzzy algorithm, and MatchUp will match Annabell Johnson and Annabelle Johnson as duplicates. Fuzzy algorithms can be used on many different data types.
Matching Techniques

Householding
MatchUp can identify and consolidate records that are members of the same household to better understand customer relationships, lifecycle, and needs. Use MatchUp to bring together multiple business accounts into “corporate families” to build insight and better evaluate the total sales relationship.

Householding can also be used to eliminate unnecessary multiple mailings to the same household to cut down on wasted print, production, and postage costs. For instance, if you only want to mail to the oldest female in the household, set the priority for the records at that household with a custom expression for sex and DOB.

List Intersection
MatchUp saves you from the boring task of comparing two or more lists and performing logical operations such as difference or intersect operations. MatchUp does this by automatically comparing two or more lists to identify similar lines and to save them into a single output list.
Matching Techniques

Proximity Matching

MatchUp’s patented distance algorithm enables distance criteria to be used in matching customer records, capitalizing on latitude, longitude, and proximity thresholds to help data managers eliminate duplicate records. This allows for the detection of matching records at different addresses but within a specified distance from each other.

Using location attributes, MatchUp can confirm that a home address and post office box actually belong to the same individual, or match buildings with different addresses by identifying different entrances common to large campus-style facilities.
Golden Record
MatchUp’s Golden Record Selection options allow for intelligent selection of the Golden or Master Record from a group of duplicate records, using different logic and algorithms (based on a hierarchy you provide). Using the Golden Records function helps you achieve a single, accurate, and complete version of each customer record.

MatchUp can identify the best record of a matched group based on virtually unlimited criteria including:

- Data Quality Score (most accurate address, name, phone and email info)
- Last Updated
- Most Complete
- Custom Expression

The Data Quality Score criterion is unique to MatchUp. It leverages reference data to determine the best record based on the most accurate address, name, phone and/or email information. This same technique can be applied to product data, or virtually any other kind of data.

MatchUp will match partially verified addresses to completely verified addresses, but gives priority to good addresses. This makes for a better decision in the survivorship schema as opposed to selecting the most frequent. Taking Name Quality into account will prevent a fully verified address with a nuisance name from being chosen as the Golden Record.
Survivorship (Available for Microsoft SSIS, Pentaho PDI and Melissa Contact Zone only)

MatchUp’s Survivorship functionality allows you to consolidate all your duplicate records into one master record that “survives” the merge process. This allows you to establish criteria for each data column individually instead of using the default method of writing full record content to output.

Using the Golden Record selection by latest update, the selected remaining record would be:

<table>
<thead>
<tr>
<th>NAME</th>
<th>ADDRESS</th>
<th>PHONE</th>
<th>EMAIL</th>
<th>AMOUNT</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mickey Mouse</td>
<td>21907 64th Ave. W Ste 360</td>
<td></td>
<td></td>
<td>200</td>
<td>4/16/2017</td>
</tr>
</tbody>
</table>

If we based Golden Record selection by largest Amount, the selected remaining record would be:

<table>
<thead>
<tr>
<th>NAME</th>
<th>ADDRESS</th>
<th>PHONE</th>
<th>EMAIL</th>
<th>AMOUNT</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Doe</td>
<td>21907 64th Ave. W</td>
<td>949-777-HOME</td>
<td></td>
<td>420</td>
<td>10/25/2013</td>
</tr>
</tbody>
</table>

Using just Golden Record to determine output would result in loss of data, but, if we configure Survivorship rules, we can roll up data from other matching records into the Golden Record.

Combining Golden Record Selection with Survivorship on a field-by-field basis gives you unmatched flexibility in enterprise-level record selection and consolidation, removing the tradeoff between concise and complete in data storage.

Here we’ve used Advanced Survivorship consolidation methods to gather matching phone numbers, select the first non-blank email, and add the ‘Amount’ fields of matching records – all in a single output record.
MatchUp Object - Real-time Matching for Developers

Easily integrate MatchUp Object (on-prem API) into your website or applications so as a new record is created, MatchUp instantly identifies whether it is a duplicate. Advanced name matching eliminates typos, nicknames, extra and missing information, acronyms and suffixes.

In fact, MatchUp Object is so flexible you can choose from three different methods of operation (or ways to match records) based on your business needs: match “one to one”, “many to one”, or “many to many” for intersection, merge, and supposition techniques.

**Read/Write Deduping** – compares records and one or more databases at once. Each unique group will have one record that receives an “output” status; the other matching records receive a “duplicate” status - ideal for matching entire databases at one time.

**Incremental Deduping** – enables real-time matching by comparing each record as it comes in (like from a web form or call center) against the existing master database. If the incoming record is not a duplicate, it can be added.

**Hybrid Deduping** – provides a combination of the first two methods with the flexibility to customize the process to match an incoming record against a small cluster of potential matches. With hybrid deduping, you can store the match keys in a proprietary manner - ideal for real-time data entry or batch processing of entire lists.
MatchUp Web – Deduping Made Fast and Easy for Developers

MatchUp Web is an easy to implement service. There are no libraries or data files to maintain and it can be as easy as sending sample requests through your browser for batch match processing.

Rapid Application Development
Rapid application development is made easy for any language-platform-protocol combination that can call a web service.

MatchUp Web – What is it Good For?

✓ When you need to call from an environment or language which Melissa doesn’t support.
  
  **Examples:** nodeJs customers – no easy way to call C++ library from JavaScript.

✓ Where you need to integrate into an application where a service can be called, but linking to the Melissa library and data files is not easy.
  
  **Examples:** CRM integrations, updated OS, DBMS, or IDE, or where everything you do is in the Cloud.

✓ Where advanced MatchUp options are not important but you want to link matching records.
  
  **Examples:** You want to group records and the default matchcodes available fit your needs.

Available Matchcodes
MatchUp Web provides the following matchcodes:

- Address
- Address, Company
- Address, Company AND Last Name, First Name
- Address, Company OR Last Name, First Name
- Address, Fuzzy Last Name, Fuzzy First Name
- Address, Last Name
- Address, Last Name, First Name
- Name AND Address OR Phone OR Email
- Phone OR Email
MatchUp Desktop

MatchUp Desktop can be used by anyone, not just IT personnel. No programming is required, just employ MatchUp Desktop’s straightforward interface and powerful matching capabilities to:

- **Merge Duplicates**
  Easily find, merge & purge duplicates without losing data

- **Validate and Standardize Addresses**
  Stop losing money by mailing to undeliverable addresses

- **Improve Sales Productivity**
  Prevent multiple teams from interacting with the same contact unknowingly

- **Get a Clearer Picture**
  Produce clean, reliable data for a better view of your pipeline, accurate reporting and better analyses

**Enterprise-Class Matching Available to Everyone**
MatchUp Desktop provides complete address quality, matching and de-duplication in one easy-to-use software. MatchUp Desktop cleans your mailing lists, database, and Excel spreadsheets, then dedupes your data with advanced technology previously available only in enterprise level solutions.

- Verify and standardize addresses with a CASS Certified™ engine
- Suppress records that match a suppression list for exclusion
- Intersect records that do not match an intersection list for exclusion
- Self-purge by finding matches in self, intersection, and suppression tables only
- No Purge to match a table to intersection and suppression lists but not between tables
- Custom rules using valid expression to hone advanced matches
Fast Data Matching in Just 5 Steps
MatchUp Desktop makes the process of deduping your database exceedingly simple and visually intuitive. It takes only 5 simple steps for you to start and finish your project - in minutes

1. Select a Setup
2. Select a Matchcode
3. Add Your Data (Source Table)
4. Process
5. Review Results

MatchUp Analyzer

Mail List Processing – CASS Certified™
MatchUp Desktop is CASS Certified by the USPS®. Coding Accuracy Support System (CASS) is a certification system for address validation. A CASS-certified address validation solution like MatchUp Desktop will standardize your mailing list, update outdated addresses, and verify that addresses are valid and complete. Using CASS with merge/purge process in MatchUp Desktop means in just one pass, deduplication is more accurate, you’ll spend less time processing, you’ll get more records corrected and validated to the ZIP+4® level, and ensure your mailing reaches more recipients.

MatchUp Desktop’s Analyzer allows you to change processing results, which records are output, which are considered dupes – and record groups can easily be shown or hidden so ‘clutter’ records don’t distract you.
Real World Solutions for Real World Problems

Nothing matches up to MatchUp. But don’t take our word for it. Here’s what some of our customers have to say.

“*It de-duplicates our customer data in an effective way so that we are able to reduce marketing costs and increase the quality of communication with customers.*”

“We are using it for daily 1) direct matching and 2) column-level survivorship/golden record generation for millions of customer records and 3) mail householding. We started with B2C customers and later added B2B customers. The tool supports unique matching specific to organization names and individual names (as well as a variety of other specialized types of data values) and works well in both cases.”

Gary M, Data Architect

“*Match process provided reliable single view of data.*”

‘Very straightforward installation & configuration steps. We configured the Match process as part of our daily SSIS ETL load process. Match process provided reliable single view of data. We used it for de-duplication, matching & mastering customer records.’

Mohan P, Director of Business Intelligence
‘We are often tasked with merging many contact lists from a variety of formats. Due to human involvement there are often slight differences so we needed a package of programs that could standardize all the information and then efficiently compare records. One of our projects had over 4 million records going in and several thousand unique ones at the end. Developing this process on our own would have been cost prohibitive.’

David M, Consultant

‘We use MatchUp daily with our client databases. We use it to standardize addresses for merge/purge projects, to determine which addresses will not DPV and should be removed from a direct mail file, etc.’

G2 Crowd User in Marketing and Advertising

Check out the full reviews and other customer reviews for Melissa products and solutions on G2Crowd, ITCentralStation, and Gartner Peer Insights.
Data is one of the most valuable assets you have—accurate, high quality customer data empowers you to do business with anyone, anywhere in the world and deliver exactly the experience necessary not only to help drive sales, but to improve loyalty, trade, business intelligence, technology, logistics, and more. Since 1985, over 10,000 companies around the world have counted on Melissa to harness the value of their Big Data, legacy data, and people data (names, addresses, phone numbers, and emails) to drive insight, maintain data quality, and support global intelligence.

Here’s what sets us apart:

• Free unlimited worldwide tech support
• 99% uptime on our servers
• Free trials with absolutely no risk