

Global Edition

MELISSA DATA Magazine

It's a Small
World
After All

Challenges and Opportunities
Go Hand in Hand As
Businesses Go Global



+2016 Full Spectrum Data Quality Catalog

The tools to ensure data quality throughout your data's life cycle

[FREE TRIALS]



Over 30 years ago we recognized that contact data management was a driving force behind business success. And, as more companies compete on the global stage, we are bringing that commitment to data quality excellence to over 10,000 local customers – all over the world – from our corporate office in California, five more locations throughout

the United States, and offices in Great Britain, Germany, India and Australia – and more to come. Each local office has a strong understanding of the demands of its regional market and customer feedback plays a significant role in Melissa Data's product development and support process.

We offer global contact data quality solutions for over 240 countries to improve your marketing campaigns, reduce costs, and bring an uncompromised level of expertise to your business.

Our goal, with the help of our partners like USPS®, Deutsche Post® Direkt, Canada Post®, and Royal Mail®, is to help you achieve and maintain business information that is clean, green and lean. Clean, as in free of inaccuracies, green as in fresh and up-to-date, and lean as in relevant and fit for purpose.

We're vigilant about cutting edge technology—making sure we are at the forefront of solutions that give our customers the competitive advantage they need to succeed—today, tomorrow, and for years to come.

Best Regards,

Ray Melissa
President and CEO

P.S.-Tell me how we are doing and what we could do better. Email me at: CEO@MelissaData.com

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Spring 2016

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TECH WATCH

Real-Time Email Mailbox Verification

Now you can be sure that the emails in your list actually exist and can receive mail. Our new Cloud service pings the email mailbox in real time, and corrects format and syntax errors and misspelled domains. The net results – you get more emails delivered.

See Page 14

Data Quality for Microsoft Dynamics® CRM

It's time, and possible, to give your CRM a deep cleaning. Our add-on for Microsoft Dynamics CRM brings the power of our flagship Personator® ID Verification capabilities to your CRM system for added accuracy and stability.



See Page 23

Global Match/Merge/Dedupe Solution

We're bringing the power of our leading deduplication tool, MatchUp®, to the rest of the world! MatchUp combines 30+ years of domain-specific knowledge to scan international and domestic contact records to find obscure matches.

See Page 18

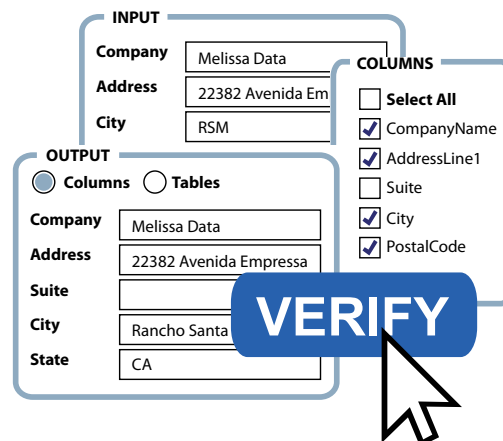


BusinessCoder

Transform ordinary data into actionable data with the addition of company-specific details to improve your analytics, generate leads, and up your B2B game. Using the power of 25 million multisourced records, BusinessCoder returns over 25 categories of information like StockTicker, web address, phone numbers, employee size, total sales estimates, and so much more.

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BusinessCoder™



INPUT

Company	Melissa Data
Address	22382 Avenida Em
City	RSM

COLUMNS

- ☐ Select All
- ☒ CompanyName
- ☒ AddressLine1
- ☐ Suite
- ☒ City
- ☒ PostalCode

OUTPUT

☒ Columns ☐ Tables

Company	Melissa Data
Address	22382 Avenida Empressa
Suite	
City	Rancho Santa
State	CA

VERIFY

It's a Small World After All

Challenges and Opportunities Go Hand in Hand As Businesses Go Global



As more U.S. businesses realize that nearly 95% of consumers live outside the U.S. and two-thirds of the world's purchasing power is in foreign countries, the lure of international expansion is compelling. And, lucrative. Global B2C ecommerce is projected to hit \$2.3 trillion by 2018.

The world is indeed getting smaller after all.

But with growing opportunities for exporting come many challenges. Before you decide to go global, here are a few issues you should consider, so that you can do what you do best – engage with your customers and sell them your best products – around the corner, around the world.

1 Address the Diversity Issue

Did you know that there are over 247 countries and territories in the world, with 131 different address formats? Some countries don't have an established set of postal rules, while most countries do not follow the U.S. standard of street address, city, state, and ZIP Code™. This impacts how shipments are addressed and prepared.

Here are just a few examples of the many different address formats:

- **A ZIP Code™ in the U.S. is a number – 5 or 9 digits long**
- **U.K., it's a 6 to 8 character alphanumeric postal code**
- **Hong Kong requires town or district names to be in all caps**

- **France requires the addressee's surname in all caps**
- **Spain mandates the province be included in brackets**

Immediately, you can see the challenges. But what this shows is the importance of standardizing your global database into a consistent format to ensure delivery, no matter where in the world it's going!

Novel Approaches to the No-Address Issue

Some developing and emerging countries have absolutely no address system at all – just locations. And in some areas, there are no street names. From a commercial standpoint, how do businesses connect with people in countries that have no reliable address system in place?

Countries have taken some innovative approaches to tackling this problem and making it easier to deliver and receive mail even without a traditional addressing system. Dubai, for example, does not have street addresses, or postal codes. So how does one of the most prosperous cities survive with no formal postal delivery service?

The answer lies in the simplicity of Dubai's "delivery" service. The city operates post office box branch offices where mail can be delivered – just not directly delivered to the recipient. And at times, if the P.O. Box™ isn't enough and more location information is needed for accurate delivery, a sender can list the building name or neighborhood description on the mailpiece. Other times, mail can be delivered directly to the recipient's workplace. It's an unusual method, but for Dubai, it works.

Instead of a PO Box system, Saudi Arabia chose a geo-location solution to improve the efficiency of their mail delivery system. To modernize their postal code system, the country implemented a new delivery infrastructure based on global positioning using geographic information systems technology (GIS) to identify postal addresses easily and more accurately.

New mail sorting machines read the postal code, the exact coordinates of the home address, and allocate the mail for routing to the appropriate distribution center.

And, to ensure that mail gets delivered to the right household, the country installed mailboxes fitted with a special chip, so when a postal carrier – armed with a GIS/GPS handheld device – comes to the home, they can scan the mailbox with their device to confirm they've reached the right destination to deliver mail.

2 The Language and Culture Issue

Businesses also face the challenges of working with foreign languages like Chinese, Russian, Greek, and Japanese to name a few. With over 10,000 different languages worldwide, it can be a challenge to communicate with international prospects or customers.

What if you had a global address that is in Chinese characters? In this case, transliterating the record can help. Transliteration is the process of converting words or letters in one script to another script (from Chinese to English) – making it easier to read for more efficient delivery, and help you manage your data better.

Every country has their own preference on how they display the date and times. In Asia, Australia, and Russia, their date format goes by date, month, and year. In Hungary and Japan, it's the year, month, and date.

This could make standardizing a global database a nightmare, and sending communications to your global customers, a challenge.

There are also different naming formats. Some countries don't follow the standard Western naming practice of a given first name and family last name. Most Indonesians, for example, do not have family names, only one given surname.

You want to put your best face forward when communicating to a new customer, and what better way to impress them by sending them messages in their country's adopted date and time format, or by using their preferred name.

3 Shipping Costs and Regulations for International Deliveries

For small businesses and online merchants, shipping a package internationally and understanding all of the rules, regulations, and export taxes can be complicated, as there are different rules for each country. It is important to do your research and be aware of all of the packing, labeling, documentation, and insurance requirements.

Be sure to include these important details before you ship: accurate contact information; description of the contents of your shipment; and its overall value. Getting these details identified beforehand will help avoid delays and save on costs.

For instance, did you know that there are import taxes on wine sent to certain countries? Did you know it's illegal to ship calendars for commercial use to Vietnam? If you're a U.S.-based e-retailer, you won't be able to send quantities of more than 100 calendars to customers in Vietnam – it's a crime.

These are the type of issues you will run across. So if you know in advance, you can better prepare yourself and plan your budget accordingly.

To gain a better understanding of each country's rules and regulations, UPS offers a tool (<https://www.ups.com/globaladvisor>) that provides shippers with international shipping information by entering the origin and destination countries.

4 The Data Privacy Issue

Direct marketing outside of the U.S. is more complex than ever, with a myriad of laws and regulations on everything from data privacy to data collection.

In Europe, for instance, each country has taken a different route to regulating direct marketing. In Germany, telemarketing requires an opt-in. In Italy, telemarketing is not a widely accepted, or appreciated form of marketing. If you make a call to residents in Italy, you will be required to get an opt-in consent, while calls made to businesses will be allowed on an opt-out basis. Mental note – it might be more advantageous for your business to go the postal mail route in Italy.

France is known for its strict privacy laws on direct marketing email messages. You can reach out to customers and ask for them to opt-in, but if they don't, you have to delete all of their personal information, which can negatively impact your initiatives in that particular country. But there's some room for flexibility. The opt-in rule doesn't apply if you send work-related emails to business professionals.

In Australia, the privacy rules are a little trickier. Individuals have the right to opt-out after the first contact, but there are also certain instances where the opt-in consent is required. Commercial electronic messages, such as email, instant messaging, SMS (short message service) and MMS (multimedia message service), require the prior consent of the recipient. And Australia, like Canada & the U.S., also maintains a do-not-call registry.

Social Media and Data Collection

Let's face it – social media is huge. Everyone is doing it. There are 1.04 billion daily active users on average (as of December 2015), according to Facebook.

But users might not be aware that just using social media alone produces juicy bits of information that makes advertisers salivate. You

get a feel for that customer's likes and dislikes, just based on their social media preferences, etc.

This results in the concern over data privacy. According to the European Commission, more than 90% of Europeans say they want data protection rights, no matter where their data is processed. Recently, the European Parliament approved the new EU Privacy Directive that will clamp down on the amount of data businesses can collect, store, (more on that below) and process. It also requires explicit user consent to share data with third parties, even if the data is "aggregated" and "anonymized." The directive is considered the most comprehensive set of rules to protect user privacy.

The strict regulations have affected U.S.-based Internet providers with users in Europe, who are operating with no current framework for the collection and storage of personal data in Europe. Why? Because the European Court of Justice invalidated the Safe Harbor agreement between the U.S. and EU. As a result, users of Gmail, Facebook, and Instagram could be affected if no new agreement is reached, since any cloud provider will be forced to store all data locally in each country, according to a recent article in InformationWeek.

It's always best to ensure your business is in compliance with the privacy laws in each country by doing your research. This will allow your company to be able to continue conducting business abroad, plus establish and maintain trust with your international customers.

Be Prepared

Data impacts all facets of your business – from privacy, collection, to dealing with different data formats, to international shipping rules, etc. That's why it's mission-critical to always be prepared – know your stuff, do your research, plan ahead – so you don't fall into a trap. Having that knowledgebase will better position your business to successfully collect, protect, market, and fulfill orders anywhere around the world.

Discover Companies Like Yours Who Have Found Success with Melissa Data

USE CASE #1



International Cataloger Challenged with Returned Mail

A world renowned aerospace company sent catalogs to its potential and current clients. But a small percentage of catalogs were returned due to undeliverable addresses. This problem became more complex as the company expanded globally. A robust solution was needed to correct and validate addresses for enhanced deliverability, and eliminate the bad ones, along with the costs associated with returned mail. The Melissa Data solutions for global address verification, correction, and standardization for over 240 countries and territories enabled the company to minimize their costs associated with returned mail, and maximize their return on investment.

USE CASE #2



Internet Service Provider Struggles with Fake Email Addresses

A very common issue faced by many organizations with online sign-up forms is fake or invalid emails. And, this occurs more frequently compared to entering address and phone information, but is the least controlled and regulated. Melissa Data's real-time Mailbox Level Email Validation solution verifies the complete email address, not just the domain. A popular Internet Service Provider of broadband services to North America, Europe, and other countries was inundated with fraudulent email addresses entered on their website. After incorporating Melissa Data's Global Email Verification, the fake emails were instantly detected, at point of entry, allowing the user to correct the email entry or abandon the form. Minimizing the number of bad emails also reduces the risk of blacklisting by specific email domains, especially when sending mass communications to prospects through email campaigns.

USE CASE #3



Global Call Center Automates Country Origin/Language Detection

An international call center company needed to automate language detection based on incoming phone numbers. Melissa Data's Global Phone Object returns both the country and primary language related to a phone number. Applying this information via a real-time web service call allows the call center to determine the probable language of a caller based on the country of origin. This allows them to automate the redirection of calls, if necessary, in order to better accommodate callers.



How Can We Help You? Call us now!
1-800-MELISSA

Your Contact Data is Constantly in Flux

No matter how clean and stable you think your contact data is, on average, up to 2% of the records in your file become obsolete in just one month as people move, change jobs, get married, divorce, or die.

This data decay affects the accuracy and usefulness of the information used for communications, analytics, and compliance, and puts your company at a disadvantage.

So it's critical to have a data quality process in place that not only captures clean data today, but keeps it clean and current throughout the data's life cycle.



Americans (1 in 6) move annually



of subscribers change email addresses each year



of marketing data goes stale over a year

Melissa Data can help!

Our data quality solutions help keep your data clean, green, and lean.



FULL SPECTRUM

DATA QUALITY SOLUTIONS

Our full spectrum solutions help you tackle the entire data quality life cycle - from profiling data to identifying weaknesses, to cleaning, enriching, matching, and monitoring contact records.

Profile & Monitor Your Data

Profiling is the first, necessary step. It helps you identify weaknesses in your data and collection efforts so you can set up repeatable processes to maintain a high level of data quality and monitor it over time.

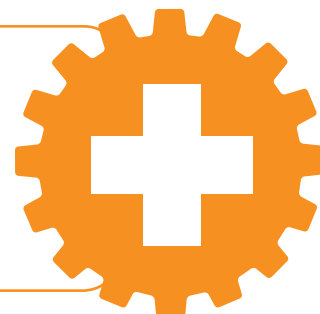


Verify & Cleanse Your Contact Data (Address, Name, Email & Phone)

Without accurate, verified contact data, your marketing and sales efforts will suffer, mail and shipments will be undeliverable, waste and inefficiencies will mount, and your business will lose money.

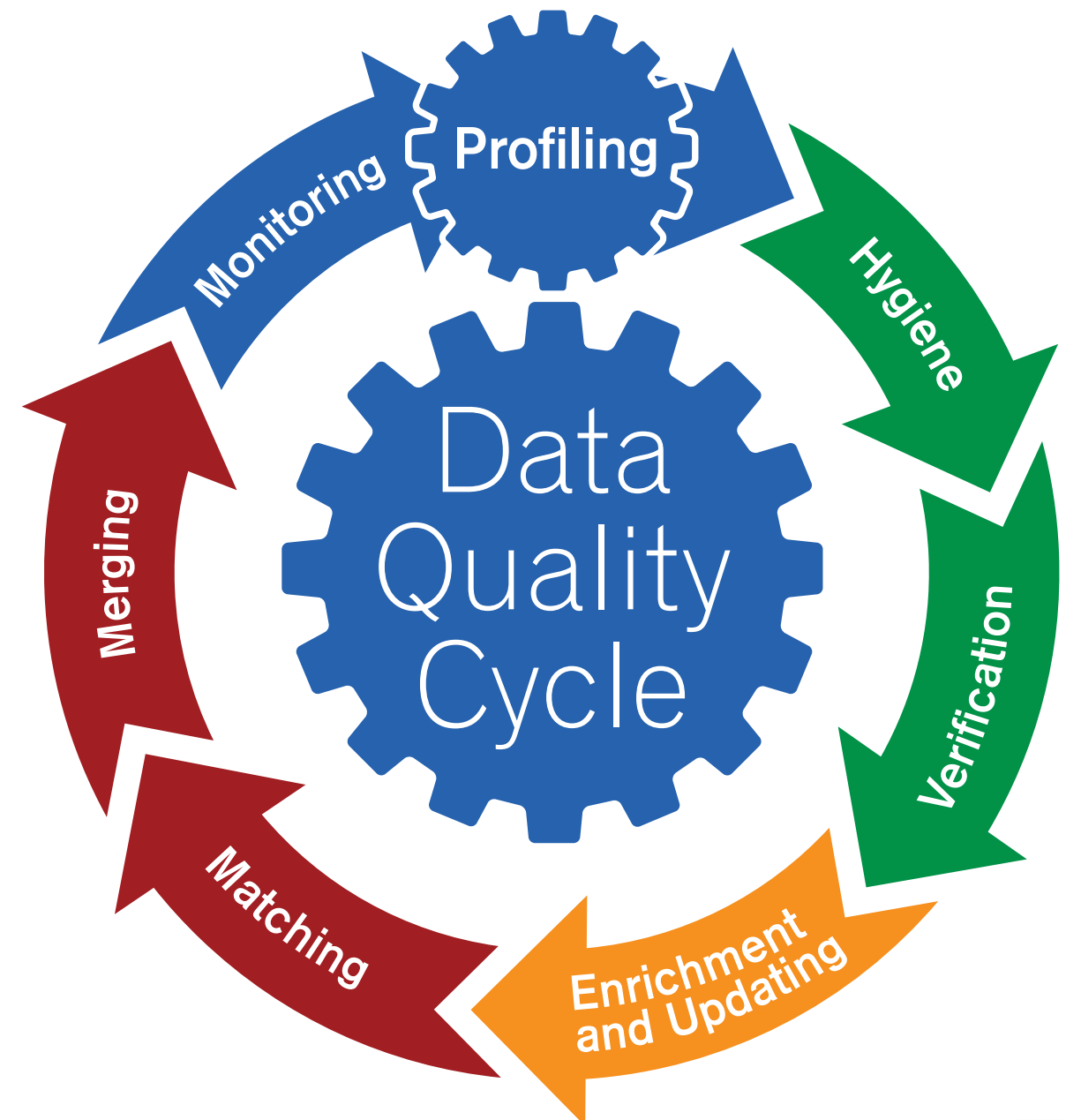
Enrich Your Data

When you enrich your data with missing email, phone, and address info or add consumer and business demographics, geographics, and property information – you extend the value of your data to gain deeper insight into your customers, identify trends, and improve targeting and personalization.



Match Your Data

Associating matching records (record linkage) and getting rid of duplicates play a huge role in the entire data quality process. Once duplicates are found, they should be eliminated or consolidated into a single Golden Record to provide an accurate, 360 degree view of the customer.



Watch a short video on Full Spectrum Data Quality at:
www.MelissaData.com/spectrum-global



Data Profile and Monitor

Imagine taking a statistical analysis “picture” of your data to quickly see where the problems are. That’s what Melissa Data’s profiling tool does. Data profiling is an important step for data modeling, data quality, and master data management initiatives to help ensure the consistency of reference data. And, data profiling is an increasingly important tool for business users – helping identify inconsistencies and problems in data before it is used for reporting and business intelligence purposes.

1. Discover existing weaknesses in your database
2. Enforce business rules to maintain clean data
3. Gain more business value from your data

Profiling

Use the Melissa Data Profiler to analyze a variety of column types in your data sources to uncover value frequencies, formats, and patterns. Armed with this insight, you can now define data quality rules and set and accept data quality thresholds for many different types of errors.

Monitoring

Melissa Data’s Profiler tool also provides continuous monitoring functions that help you understand how your data quality evolves and catch problems early, so ultimately, you can reduce the amount of cleansing you need to do.



Data Quality Errors				
Match Profile:	12.96	%		Match
Profiled Names:	33.33	%		Name
Profiled Phone:	20.37	%		Phone
Profiled Email:	16.67	%		Email
				Trans

Ex: A data quality assessment table showing possible issues for each individual column in a customer database, including the number of profanities found, inconsistently ordered names, invalid ZIP™ codes, emails and phones.

Profiler is available as an API and a data integration plugin.

For more info visit:
www.MelissaData.com/globalprofile



Data Verify & Cleanse

Clean contact data is critical to business success. We offer a range of data verification and cleansing solutions to remove incorrect or incomplete data and ensure you are using only valid, accurate, and actionable info. Covering 240+ countries, Melissa Data provides unsurpassed quality and coverage for ID, address, name, phone, email, and telephone verification.

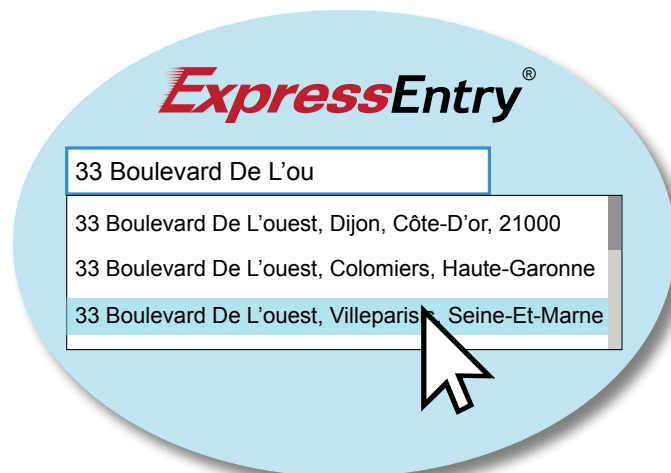
1. **Save time and money with accurate international addresses**
2. **Make sure emails reach the inbox for better email marketing response**
3. **Authenticate a person's identity and detect potential fraud**

Global Address Verification

Verify, standardize, transliterate, and format international addresses.

Global Address Autocomplete

Our ExpressEntry address autocomplete tool uses advanced fuzzy logic to suggest the right address as you type, reducing keystrokes by 50%.



NAME

Julio Valera  Verified

DELIVERY ADDRESS

22382 Aven

22382 Lake Ave, Le Mars, IA, 51031

22382 Avenue 12, Madera, CA, 93637

22382 Avenida Empresa, RSM, CA, 92685

PHONE NUMBER

949-589-5211  Verified

EMAIL ADDRESS

julio@noemail.com  Invalid

Global Name Verification

Recognize 530,000 last names and 132,000 first names to correct misspelled names and company names, and genderize your database.

Global Phone Verification

Verify U.S., Canadian, and international phone numbers, and update area codes.

Global Email Verification

Verify whether an email really exists and can receive mail to improve deliverability, protect sender reputation, and prevent bogus signups.

ID Verification

U.S. and Canada only

Personator Cloud matches name-to-address in real time and appends missing data to determine if an individual is who they say they are.

- 2 billion multisourced records
- Real-time contact and ID verification
- Enrich records with missing contact and demographic data

Our verification solutions are available as APIs, Cloud services, and data integration plugins.

For more info visit:
www.MelissaData.com/globalverify



Data Enrich & Geocode

As you grow globally, it's even more important to "know your customer" (KYC) so you can deliver on local needs. Our data enrichment solutions help you "KYC" by adding: (a) demographics for profitable customer insight; (b) geographics to better understand where visitors are coming from; and (c) missing contact info to better tailor your communications.

1. Get a complete picture of your customer
2. Personalize your message
3. Expand omnichannel marketing opportunities

Contact Enrichments

Email Append



Add business/consumer emails to your records from a database of over 250 million records.

Social Media Append



Enrich your records with social media data from 20 different networks including Facebook, Google+, Twitter, and more.

Demographic & Firmographic Append



Add consumer demographic and business firmographic data to your database such as household income, gender, marital status – and name, title, employee size, sales volume.

Address Append



Match a name and postal address to an email or phone number to complete your contact records.

Phone Append



Add valid, callable, U.S. and global consumer/business numbers to your database.

Geographic Enrichments

Global Geocoding



Translate U.S. and global addresses into exact lat/long coordinates to make smarter decisions based on your customers' locations.

Reverse Geocoding



Convert a lat/long coordinate to a U.S. address – ideal for mobile apps, location-based services (LBS), and building mailing lists.

Global IP Location



Determine physical location of an IP address, including country, ISP, and domain name to profile web traffic and prevent fraud.

Property Append



Access detailed property and mortgage data, like owner info and property value, on over 150 million U.S. properties.

Our enrichment solutions are available as Cloud services, data integration plugins, or via service Bureau.

For more info visit:
www.MelissaData.com/globalenrich



Data Match, Merge & Dedupe

To gain insight from data, the information needs to be accurate and consolidated. Consolidating duplicate records helps you get all the information about a customer into a single record for analysis to improve the customer experience, target customers more effectively, reduce operational costs, and boost the bottom line.

1. Gain a single, unified customer view
2. Improve analytics, segmentation, and campaign optimization
3. Reduce costs associated with duplicate records

Deduplication



MatchUp® uses advanced fuzzy matching algorithms and deep domain knowledge to find and remove hard-to-detect duplicate data in U.S. and international records.

MatchUp supports deduplication for:

- North America
- Australasia
- Europe
- South America
- And more

Achieving a Single Customer View

Beth Smithe and Elizabeth Smith are actually the same customer. By consolidating the duplicate records into one accurate record, the company will have better insight for cross-sell/up-sell models, and customer lifetime value predictions.



Beth Smithe
321 Main Street
RSM, CA 92688
RECENT PURCHASES:
• Kate Spade Handbag
– Feb 19, 2016
• Calvin Klein Flare Dress
– Jan 11, 2016



Elizabeth Smith
321 Main St.
Rancho Santa Margarita, CA 92688
RECENT PURCHASES:
• GoFit Premium Pilates Foam Mat
– March 5, 2016

MatchUp capabilities:

• Proximity Matching

MatchUp's patented distance algorithm uses latitude, longitude, and proximity thresholds to eliminate duplicate customer data.

Acme Anvil Corp.
33 Gilberto
RSM, CA 92688



Acme Anvil Corp.
33 Tomas
RSM, CA 92688

Based on location attributes, MatchUp can detect matching records at different addresses (i.e., a company with two different entrances) but within a specified distance to each other.

• Householding

Consolidate members of a household as one group to send only one mailpiece to the same household instead of multiple mailpieces.

• List Intersection/Suppression

Find all common data elements between multiple lists. Use suppression to find just the data unique to each individual list.

MatchUp is available as an API, a data integration plugin, or desktop software.

For more info visit:
www.MelissaData.com/globalmatch

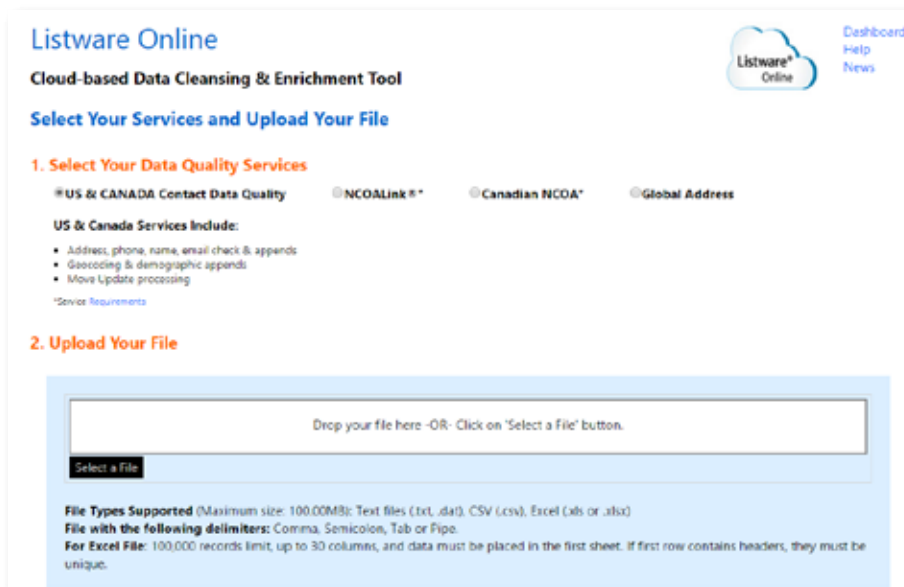


Self-Service Data Quality

Whether you have massive amounts of contact data to maintain, or just a few primary files, choose the Listware processing method that best meets your needs. Get the peace of mind knowing your contacts are clean and actionable.

Use Listware® the Way You Want

Listware Online delivers a broad range of solutions for data cleansing with a focus on ease of use. Simply upload your CSV, Text, or Excel file. After processing, you download and pay for only your cleansed or enriched data.

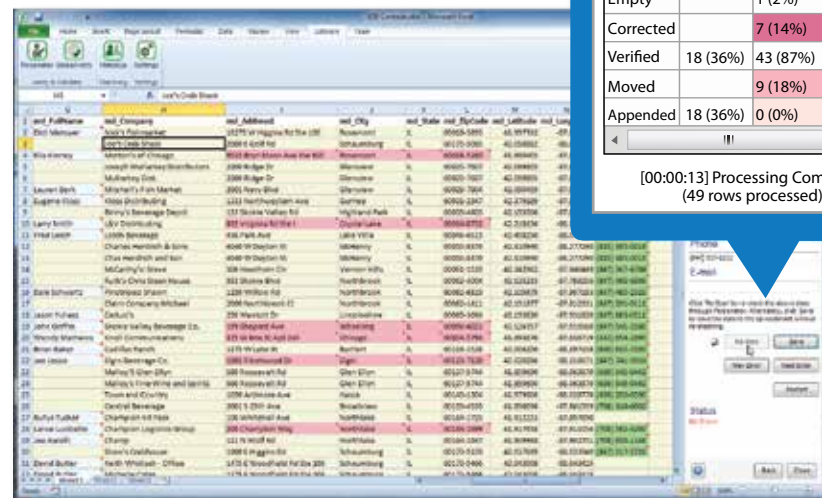


	Name	Address	Phone
Good		41 (83%)	
Bad		7 (14%)	
Empty		1 (2%)	
Corrected		7 (14%)	
Verified	18 (36%)	43 (87%)	39 (79%)
Moved		9 (18%)	
Appended	18 (36%)	0 (0%)	39 (79%)

[00:00:13] Processing Complete
(49 rows processed)

Listware for Excel® is so easy! Open your spreadsheet, click the Listware tab, and select the records you want to process.

Color coded summary counts and outputs make it easy to view and analyze the results of your data cleaning projects.



Listware's capabilities:



Contact Checking

Clean, correct, and standardize all contact data elements – phone, name, email, address – to increase response rates and ROI.



Global Address Verification

Verify and standardize addresses for over 240 countries and territories.



Address Auto-Completion

Enter only verified addresses and reduce keystrokes by up to 50%.



ID Verification

Match a name to an address to confirm a person is who they say they are.



Demographics

Add demographic data such as birthdate, gender, income, and more to gain insights.



Geographics

Append rooftop lat/long coordinates to global addresses to pinpoint location.



Property

Access detailed property and mortgage info on over 110 million U.S. properties including owner contact info, assessed value, deed information, and more.



Contact Append

Add missing address, email, and phone numbers to your contact records.



Change of Address

Update the addresses of U.S. and Canadian customers who have moved.

The Ultimate Data Quality Test Drive

Get started with 1,000 free credits for Listware. It's a great way to clean your data while drive testing our full capabilities - for free!

Get Your Free Credits Now.

www.MelissaData.com/globalistware



Data Integration

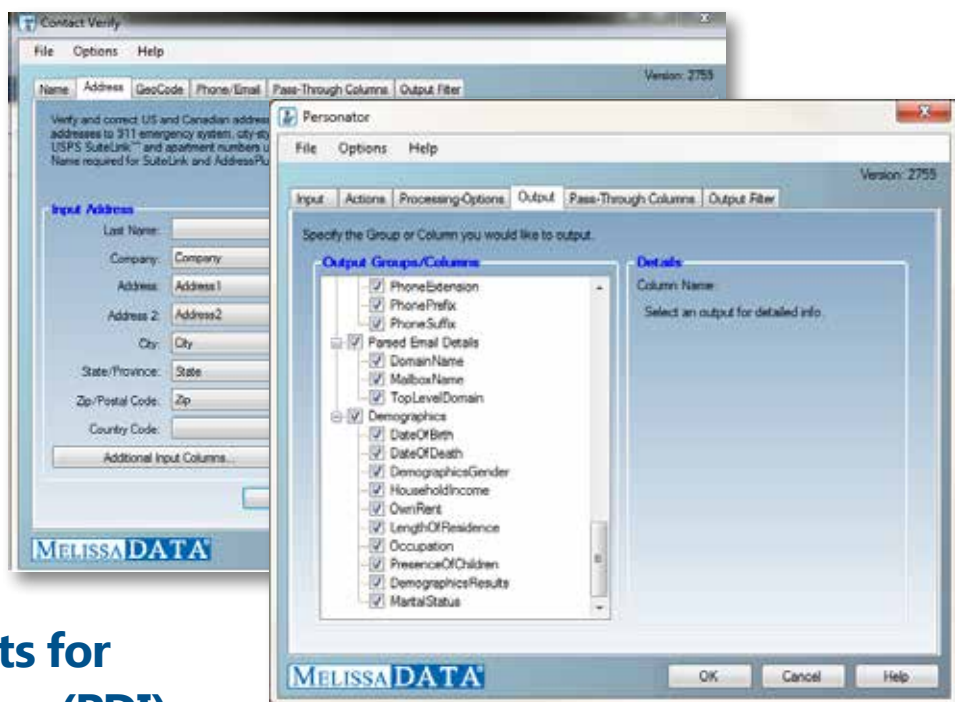
Big Data is fundamentally changing how companies serve customers, manage operations, and define their business models. Yet, despite the growing importance of Big Data, more than 50% of IT leaders doubt the validity of their own data assets. Attack enterprise data quality issues head on with our data quality solutions for Microsoft® SQL Server Integration Services (SSIS) and Pentaho Data Integration (PDI).

Available Melissa Data components for SSIS and PDI include:

- **Profiling / Monitoring**
- **Global Contact Verification (name, address, phone and email)**
- **Personator ID Verification and Enrichment**
- **Matching / Deduplication**
- **Data Enrichment (IP, property, firmographics, demographics)**

Data Quality Tools for SQL Server® Integration Services (SSIS)

Melissa Data's powerful toolkit for SSIS makes it easy for you to create a data strategy for data validation, correction, and consolidation, and extract entities or data points from unstructured big data for master data management success.



Data Quality Components for Pentaho® Data Integration (PDI)

Melissa Data's plugins for PDI provide the data validation and correction processes you need to ensure your data lake doesn't become a data swamp. Enjoy powerful data quality and extract, transform and load (ETL) capabilities housed in an intuitive and rich graphic design environment that can be leveraged to engage in broader data strategies that combine data quality, data governance, and master data management.

Ecommerce

It's vital for your ecommerce website to quickly capture, verify, and format addresses to improve deliveries for cost savings and greater customer satisfaction. Melissa Data provides data quality solutions to auto-complete, verify, and update global address, name, phone, and email for:

- Increased sales and conversions
- Reduced shipping costs and address correction charges
- Timely deliveries that make customers happy!

Data Quality Tools for Magento® and Shopware®

Our global address verification plugins for Magento and Shopware enable e-retailers to verify, correct, and auto-complete addresses in real-time for more than 240 countries and territories – to reduce form abandonment and speed up order entry. These plugins also standardize global addresses to the local country format.

CRM

Tools for Salesforce® and Microsoft Dynamics® CRM

Our data quality plugins for Salesforce and Dynamics CRM provide ID verification, global address verification and autocompletion, and data enrichment functionality so you can maintain accurate data throughout your organization to improve sales, marketing, and operational efficiencies.

The screenshot displays a CRM interface for a contact named Jedidah Kigundu. On the left, there is a sidebar with a 'Create New...' button, a search bar, and a 'Recent Items' list. The main area shows the 'Contact Detail' for Jedidah Kigundu, including fields for Name, Account Name, Title, Department, Birthdate, Reports To, Lead Source, Test, Mailing Address (115 Cross Timbers Road, Birmingham, AL 35210-1758, US), and Other Address. A 'Success' message box at the bottom indicates that the Name, Address, Phone, and Email have all been validated. A 'Personate' button is also visible.

For more info visit:
www.MelissaData.com/globalintegrations



Mailing Solutions

If you are looking for ways to easily prepare postal bulk mailings and save on postage, Melissa Data has the tools to help you improve mail deliverability, navigate complex postal regulations, and achieve the lowest postage rates.

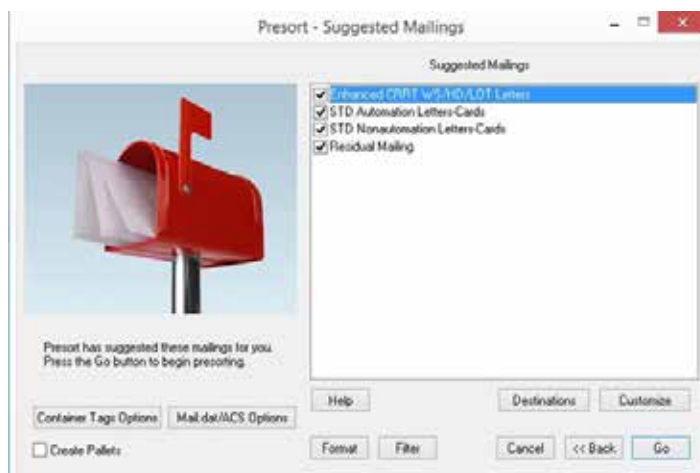
MAILERS+4® Bulk Mail Software

MAILERS+4 software helps mailers prepare USPS® and Canada Post® compliant mailings faster, easier, and more accurately. MAILERS+4 is USPS CASSTM and PAVETM Gold Certified and Canada Post SERP

CertifiedTM, providing address verification for greater deliverability and presorting mail to the best possible level of sortation to maximize postage savings.

The software's Move Update and deduplication features can significantly reduce Undeliverable-As-Addressed (UAA) mail, and eliminate duplicates to save on postage and stay in compliance with USPS requirements.

PAVE Certified Postal Presorting



MAILERS+4 Add-Ons

- **Canadian Addresser** - Verify Canadian addresses against Canada Post database.
- **GeoCoder®** - Add Lat/Long coordinates to addresses for better target marketing.
- **SmartMoverSM** - Access real-time US and/or Canada Move-Update processing to get the current addresses of customers that have moved. Also available as a Cloud service.
- **RBDI** - Identify addresses as residential or business for cost-effective carrier selection.
- **Palletization** - Leverage advance presorting to better manage larger mailings. Also available as an API.

For more info visit:
www.MelissaData.com/globalmailing



List Hygiene

Improve the quality of mailing lists (yours and/or your customers) for better results from mailing and marketing campaigns. Easily submit a file for batch processing, or inquire about our FTP option for services. It's the 24/7 solution to get your files processed and returned in minutes and there are no minimum charges per file or set up fees!

U.S., Canada & Global Address Verification

Validate your U.S. addresses to CASS specifications that include DPV[®], LACS^{Link}[®], and Suite^{Link}[®], and verify, standardize and format the addresses of your global contacts with support for 240+ countries.

DSF²[®] (Walk Sequence)

Append and update the walk sequence and carrier route numbers in your list to qualify for USPS High Density and Saturation postage discounts that can significantly reduce postage for each mail piece.

Move Update Processing – NCOA, MCOA, PCOA

Update your customer addresses using the USPS NCOA^{Link}[®] or Canada Post NCOA[®] data set. Additional services include MCOA (multisource changes of address 5 years back) and PCOA (proprietary changes of address 30 years back).

Suppressions

Our suite of suppression services will match your mailing lists against the DMA Do-Not-Mail, Deceased, or Inmate suppression files to ensure your messages are received by only the most desirable audience.



For more info visit:
www.MelissaData.com/globalisthygiene



Mailing Lists

We offer more than 200 million consumer records and 14 million business records so finding the right new customer is a snap! We have access to 100s of specialty lists, so if you don't see what you are looking for, call one of our list specialists - we'd love to help!

Consumer Lists

Create your own perfect list by choosing from hundreds of selects including geography, income, age, homeowners, and more. Our most popular lists include:

- **Occupant/Resident**
- **Auto Owners**
- **Property Owners**
- **Bankruptcies**
- **New Homeowners**
- **Medical Conditions**
- **New Movers**
- **Students**
- **Pre-Movers**
- **Absentee Homeowners**

Business Lists

Find businesses in your target area and start marketing to them in minutes. Search by SIC Code, Industry, Business Size, and more.

International Lists

Venture into the global market with Melissa Data's targeted international mailing lists, including:

- **Canadian Consumers**
- **Canadian Businesses**
- **Mexican Businesses**









**Try 1000 leads
for FREE
with purchase
today by calling:
1-800-800-MAIL opt 2.**

**For more info visit:
www.MelissaData.com/globalists**



Product List

APIs Fast, on-premise solutions for many OS and development languages

-  Global Data Quality Suite (Address, Phone, Name, and Email Objects)
-  GeoCoder Object®
-  MatchUp Object®
-  Presort Object®
-  Profiler Object®
-  RightFielder Object®

Enterprise (Data Integration/CRM/Ecommerce) Solutions








-  Pentaho®
-  Microsoft® SSIS
-  Microsoft Dynamics® CRM
-  Salesforce®
-  Magento®
-  Shopware®
-  Oracle® E-Business Suite
-  Oracle JD Edwards® EnterpriseOne
-  Oracle Peoplesoft®

Self-Service Data Quality Available in the Cloud or for Microsoft Excel®






-  Listware® for Excel®
-  Listware Online

Cloud Services Hosted data quality solutions (support for JSON, REST, SOAP, XML)

Global

-  Global Address Verification
-  Global Email
-  Global Geocoder
-  Global Express Entry
-  Global Name
-  Global Phone
-  Global IP Locator

North America

-  BusinessCoder
-  LeadGen Cloud API
-  Personator®
-  Property
-  Reverse GeoCoder

Software GUI-based mailing, matching, and list hygiene software

-  MAILERS +4®
-  MatchUp®

For more info and free trials, go to:

<http://www.melissadata.com/global-products>

Greetings from Melissa Data, Around the World

The demand for clean contact data is universal. That's why we're excited about our new international offices to help meet your local needs. We are always here to help you, anywhere, everywhere.

Hello from the U.K!

London-born, Barley Laing is the managing director of our London offices, serving the data quality needs of organizations in Great Britain and Ireland. He's circumvented the world with his kids; has a love-hate relationship with golf; and enjoys cosmology because "it's impossible to understand."



Namaste from India

Bobby Joseph, key accounts and partner manager in our Bangalore office, likes nothing more than getting down to business to help our customers in India and territories beyond. Born in Kerala (India's deep south), Bobby is occupied with building his own house and immersed in a Malayalam book (local language of Kerala) about home styles.



Guten Tag! from Germany

Inna Selipanov serves two roles out of our Berlin office – global managing director for Europe and global marketing manager. Born and raised in Moldova, she grew up in Southern California and loves to read. "I can't think of a more comforting thought than knowing there are more books out there to read than I will ever have time for."



Hallo from the Berlin office

Sebastian Enger, our IT support and sales engineer in Berlin, plans to journey to Titan – Saturn's largest moon – with his wife when they are 75. "I've always wanted to go to Titan, and I will!" Brandenburg-born, Sebastian's "secret power" is preparing pancakes at a professional level – from scratch.



G'DAY FROM AUSTRALIA

There's a philosophical bent to Darren Sutherland, our business development and alliances manager for Australia and New Zealand. His favorite read is Zen and the Art of Motorcycle Maintenance. Darren keeps active – boating, motorcycling, and snow skiing – and makes sure to find time for a beer, good food, and friends.



Why Melissa Data?

Melissa Data offers powerful, affordable data quality and enrichment solutions to help organizations maximize the effectiveness of their omnichannel marketing, business intelligence, data warehousing, and Big Data initiatives.

1 We empower the data-driven organization with tools to navigate global data challenges.

Global Geocoding

Global IP Location

Global Phone

Global Email

Global Name

Global Address

2 Our solutions support 240+ countries from **A** to **Z**

Azerbaijan

Zimbabwe

3 Flexibility & Scalability

Our solutions are flexible, scalable & easy-to-integrate.

- On-premise APIs
- Cloud
- Service Bureau
- Plugins for Oracle®, Microsoft®, Salesforce®, Pentaho®

US Offices

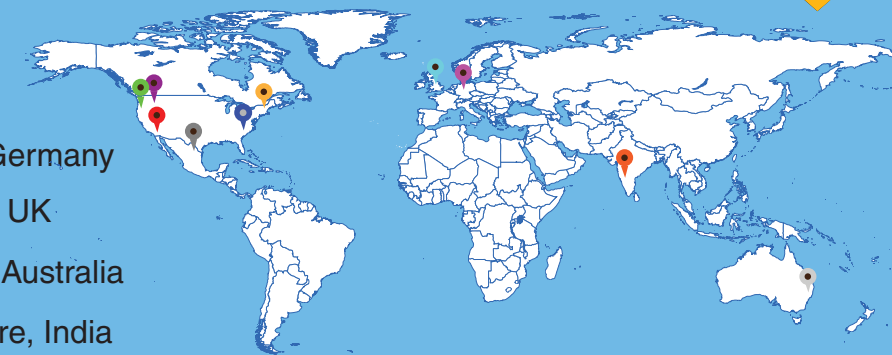
Local support, service, & numerous server farms all over the world.

- Rancho Santa Margarita, CA
- Braintree, MA
- Raleigh, NC

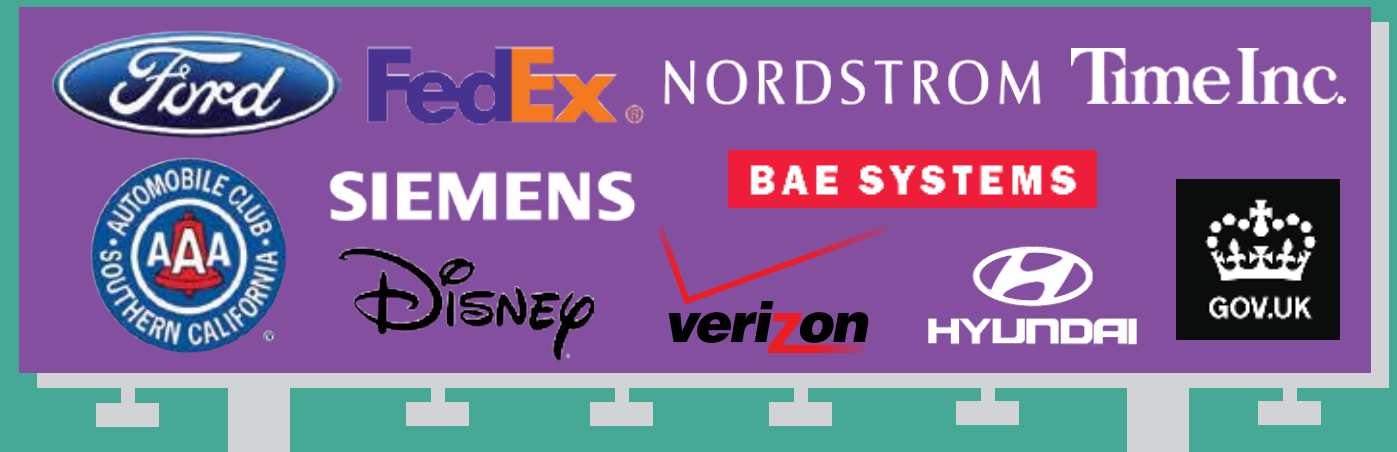
- Rockwall, TX
- Seattle, WA
- Wilsonville, OR

Int'l Offices

- Berlin, Germany
- London, UK
- Sydney, Australia
- Bangalore, India



Since 1985, we've helped over 10,000+ customers worldwide grow their business.



We partner with the most comprehensive & authoritative data sources to turn data into trusted insights.



Discover How Clean Data Impacts Your Bottom Line

Take a test drive of our data quality tools. **We offer free 30-day trials!**
For more info: www.MelissaData.com

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