

DATA QUALITY TOOLS
FOR DATA-DRIVEN
SUCCESS

Solutions Catalog



800.MELISSA (635-4772)
www.Melissa.com

melissa[®]

Address

the **ELEPHANT** IN THE ROOM

Bad address data costs you money, customers and insight.

Melissa's 30+ years of domain experience in address management, patented fuzzy matching and multi-sourced reference datasets power the global data quality tools you need to keep addresses clean, correct and current. The result? Trusted information that improves customer communication, fraud prevention, predictive analytics, and the bottom line.

- Global Address Verification
- Digital Identity Verification
- Email & Phone Verification
- Location Intelligence
- Single Customer View

See the Elephant in Your Business -
Name it and Tame it!

melissa

www.Melissa.com | 1-800-MELISSA



Free Trials, Free Data Quality Audit & Professional Services.

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Bad Data and the Need for Full Spectrum Protection

What is bad data costing you? The average cost of inaccurate, missing and duplicate data is 15-25% of revenue, wasted time and resources, undetected fraud and decreased brand value. With such high stakes, the need for clean data and a proactive approach to maintaining data quality is paramount.

Our solutions provide full spectrum protection across the entire data lifecycle – from point-of-entry ID verification to deduping and everything in between. A healthy data lifecycle results in accurate, reliable data you can trust to drive insight and transform business operations.

ENRICH YOUR DATA

Add valuable demographics, business firmographics, location data (geographics + IP location) and property data for greater insights and better targeted marketing.

VERIFY YOUR DATA

Leverage powerful global address, name, phone, and email validation routines, and match name-to-address to verify ID.

CLEANSE YOUR DATA

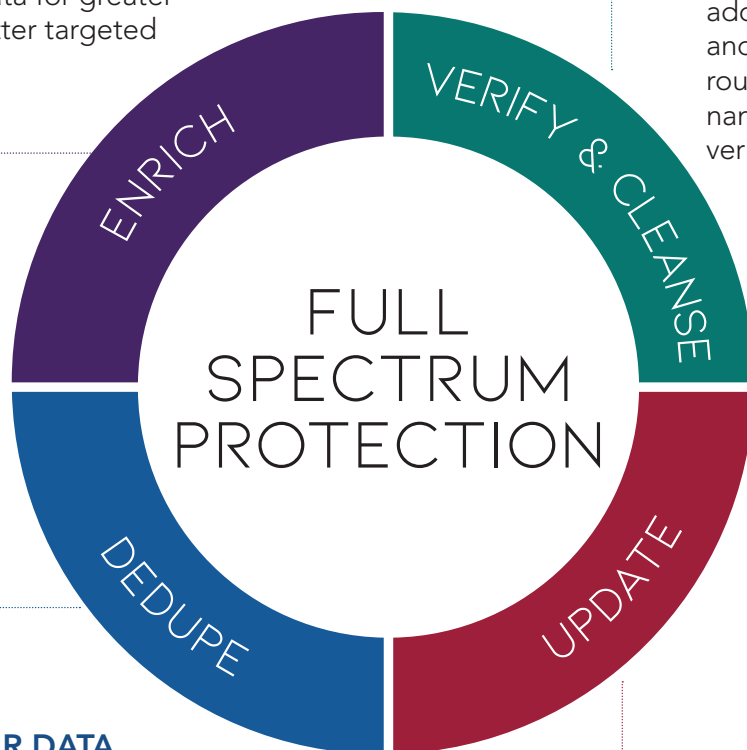
Use a variety of programmatic or regular expressions to correct data inconsistencies quickly and easily.

UPDATE YOUR DATA

Access up to 20 years of change-of-address records to get the most current address of your customers, domestically and internationally.

DEDUPE YOUR DATA

Match and merge similar records and eliminate duplicates with advanced fuzzy matching algorithms and survivorship rules for a clearer, more accurate 360-view of your customers.



WATCH A SHORT VIDEO ON FULL SPECTRUM DATA QUALITY AT www.melissa.com/m-spectrum

Why Melissa?

Melissa has been providing contact data quality and enrichment solutions, including identity verification, for more than 30 years. In that time, we have helped more than 10,000 organizations across multiple industries and around the world proactively manage the quality of their data to operate more efficiently, decrease costs and increase sales, deliver outstanding customer service, and minimize risk. Our tools ensure a clear, holistic customer view that is accurate and reliable.

CERTIFIED AND COMPLIANT

- USPS® CASS™ and Canada Post® SERP® Certified
- SOC 2 Type II
- HIPAA/HITECH
- US/EU Privacy Shield

KEY FEATURES

- Flexible Cloud or On-Premise APIs and Secure FTP Processing
- Proof of Concept (POC), Free Trials and Custom Pricing
- Unlimited Technical and International Support
- Service Level Agreements (SLAs); Failover and Uptime Guarantees
- Regularly Updated Business, Consumer and Location Intelligence Datasets

OUR BRANDS

To better cater to our customers, we've created three brands, each one providing the right solution for your unique business needs.



Melissa Developer is designed to provide developers with easy access to ready-to-use Web APIs that provide address and contact data cleansing, location lookups and data enrichment. Enjoy rapid application development and convenient scalability.



Melissa Direct is the one source for all our direct marketing tools – from SaaS and desktop mailing software, to list hygiene services, to targeted mailing lists and sales leads, to email marketing and data append services.



Melissa Informatics supports leaders in life sciences, biotechnology, pharmaceutical, clinical and medical industries with software and services that bring data quality and machine reasoning together for clinical insight and discovery.



On-Premise, Cloud and SaaS

CHOOSE THE DEPLOYMENT METHOD YOU NEED FOR SECURITY, PRIVACY AND SPEED

Melissa offers flexible on-premise, web service and software as a service (SaaS) delivery options so you can choose the best way to meet your business needs.

ON-PREMISE APIS - SPEED AND SECURITY

- Multiplatform support for Windows, Solaris, Linux, IBM, HP
- Multiple interface support, including: Java, .NET, Perl, PHP, Python and Ruby

SOFTWARE AS A SERVICE

- Easy access via the Internet
- Lower initial costs
- Pay as you go using Melissa Credits

CLOUD APIS - NO SOFTWARE TO INSTALL OR MAINTAIN

- Support for REST, JSON and XML
- 128-bit HTTPS Encryption using TLS
- 99.99% Uptime
- Redundant distributed server farms

DATA QUALITY COMPONENTS FOR DI, MDM AND CRM PLATFORMS

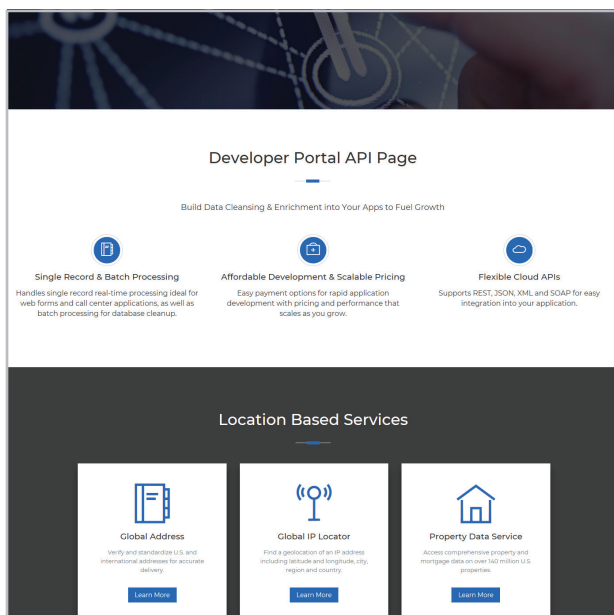
- SQL Server Integration Services (SSIS)
- Pentaho PDI
- Talend
- Salesforce.com
- Dynamics CRM
- Oracle E-Business Suite, JD Edwards and Peoplesoft

CHECK OUT OUR FULL PRODUCT LISTING AT
www.melissa.com/products



MELISSA DEVELOPER PORTAL

Get instant access to our sandbox to get a feel for our contact data cleansing, business and identification verification, and geolocation APIs. Ideal for rapid application testing or easily integrate into your ecommerce website or mobile app. Utilize real-time lookups with pay-as-you-go plans, or ask about enterprise pricing for higher volumes that scale to your needs.



LOCATION BASED LOOKUPS

- Global Address
- Global IP Locator
- U.S. Property Services

IDENTIFICATION LOOKUPS

- Personator Identity
- Business Coder
- Global Email, Name and Phone

LEARN MORE ABOUT OUR DEVELOPER TOOLS AT
www.melissa.com/mc-developer

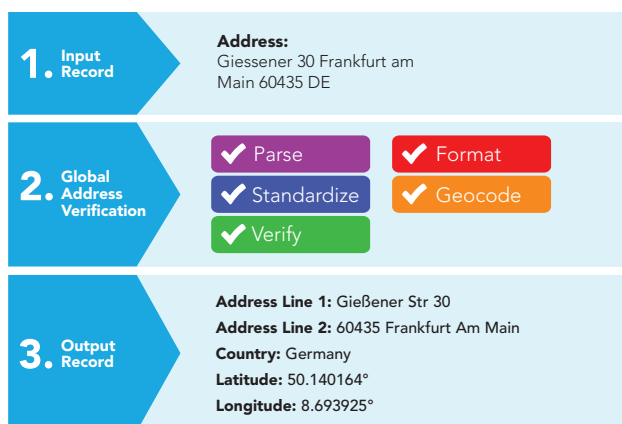
Global Address API

Verify, correct and standardize U.S., Canadian and international addresses

Address data can be tricky. There are spelling mistakes, wrong house numbers, incorrect postal codes and formatting errors that don't conform to a country's specific postal regulations. This can be a costly concern for companies shipping across borders. Enter Melissa's Global Address API.

The Global Address API takes in any global address in one line or multiple lines, and matches it against the best postal reference sources (246 countries and territories) to correct, verify and standardize the submitted address.

Global Address then returns the deliverability status, as well as its country specific mailing format to ensure that the address information is captured correctly and that mail and shipments arrive on time.



GLOBAL ADDRESS IS AVAILABLE AS AN ON-PREMISE API, CLOUD SERVICE, A COMPONENT FOR OUR DATA INTEGRATIONS & CRM SOLUTIONS, OR VIA SERVICE BUREAU. GET A FREE TRIAL AT: www.melissa.com/mc-address

60% OF CONSUMERS INTENTIONALLY PROVIDE INCORRECT INFORMATION WHEN SUBMITTING PERSONAL DETAILS ONLINE

Source: Marketing Week

KEY FEATURES

- USPS® CASS™ Certified and Canada Post® SERP™ Certified
- Correct, standardize international addresses to local country formats
- Transliterate many popular native character sets into Latin
- Returns precise lat/long coordinates at the rooftop level
- Autocomplete addresses as entered to save time and ensure accuracy

ADDRESS TRANSLITERATION

Faced with the challenge of working with addresses in foreign languages like Russian, Greek, Chinese or Japanese? Global Address Verification supports many different language sets and can transform non-Latin writing systems into Latin characters so addresses can be easily validated.

Our transliteration engine supports the following character sets and writing systems:

Support for over 40 different languages and writing systems

- o Cyrillic (Russia)
- o Hellenic (Greece)
- o Hebrew (Israel)
- o Arabic (United Arab Emirates)
- o Kanji (Japan)
- o Simplified Chinese (China)
- o Hangul (South Korea)
- o Thai (Thailand)

Global Express Entry API

Autocomplete U.S. and international addresses: ensure accuracy and increase conversions

80% of online carts are abandoned due to a complicated checkout process. Make it easy for customers to buy with Global Express Entry API. Add Global Express Entry to power your web forms and CRM with type-ahead address autocompletion and say goodbye to incorrectly addressed mail, location errors like inaccurate ZIP Code®, and even typos and invalid email addresses.

Global Express Entry suggests a complete, verified postal and/or email address as a user types, saving up to 50% in data entry time and simplifying checkout. Customers will spend less time filling out forms and more time buying, while you benefit from increased conversions and better-quality contact data for fulfillment.

ECOMMERCE SALES IS EXPECTED TO HIT \$4.5 TRILLION IN 2021

Source: Statista Report

KEY FEATURES

- Autocompletes contact addresses and emails to speed up order entry with reduced keystrokes
- Provides real-time verification to eliminate shipping costs due to incorrect addresses
- Autofills all address fields (city, state, ZIP Code, etc.); works like an Internet search engine to upgrade the user experience
- Available as a Cloud API or Desktop Software

Free Form Input

Express Entry completes addresses as you type them in. The Free Form Search searches the entire U.S. data for an address. Enter the first few characters of an address and search for address here:

22382 Avenue 12, Madera, CA 93637-9350

22382 Avenida Empresa, Rancho Santa Margarita, CA 92688-2112

City:
State:
ZIP Code:

Clear

When you enter an address, Global Express Entry's free form function automatically populates the address fields to complete the address.

Email:

Clear

Global Express Entry validates domains like Gmail, Yahoo, Hotmail, and more while correcting common typographical and syntax errors so you capture only deliverable email addresses as part of checkout and registration.

GLOBAL EXPRESS ENTRY IS AVAILABLE AS A CLOUD SERVICE, A COMPONENT FOR CRM & ECOMMERCE SOLUTIONS, OR AS A DESKTOP SOFTWARE. GET A FREE TRIAL AT: www.melissa.com/mc-express

Global Email API

Verify email addresses with real-time email mailbox checking

Experiencing high bounce rates? Try our Global Email API. Verify email addresses and remove up to 95% of bad emails to increase deliverability and avoid high bounce rates that lead to blacklisting and hurt your valuable sender reputation.

TWO VERSIONS OF GLOBAL EMAIL

Premium

Provides real-time email mailbox checking including domain-specific logic, SMTP commands and other proprietary mechanisms to validate inboxes are live.

Express

Offers higher speeds and performance using a cached inbox validation database of known good and bad emails.

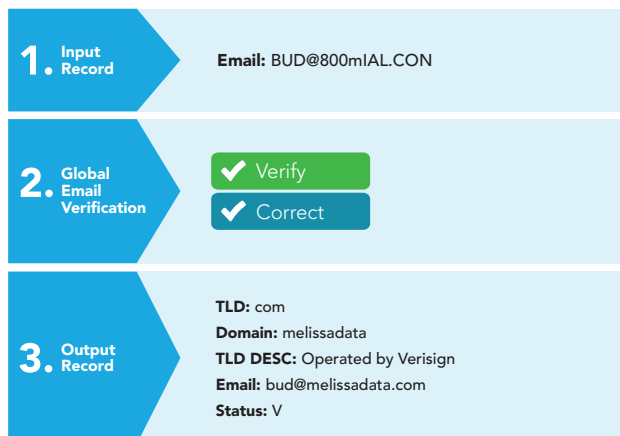


ONE THIRD OF CUSTOMERS HAVE GIVEN OUT A FAKE EMAIL ADDRESS

Source: Marketing Week

KEY FEATURES

- Pings each email to ensure it is active and can receive mail
- Correct typos and illegal characters (yahoo.com, !gmail.con, etc.)
- Provides FCC mobile domain detection for CAN-SPAM compliance
- Includes Whois registration details for free (registrant, creation date, domain age and more)
- Deliverability Confidence Score to predict the probability of mail being successfully received by the recipient



EMAIL CHANGE OF ADDRESS SERVICE (ECOAS)

Our ECOA service matches your list of bad/bounced emails against a database of hundreds of millions of email change-of-address records to identify outdated emails, and then replaces them with the new ones. Once a new deliverable email is identified, we send a permission-based email to the recipient. You're left with clean, updated emails that increase response and help you re-engage with lost customers.

GLOBAL EMAIL IS AVAILABLE AS AN ON-PREMISE API, CLOUD SERVICE, A COMPONENT FOR OUR DATA INTEGRATIONS & CRM SOLUTIONS, OR VIA SERVICE BUREAU. GET A FREE TRIAL AT: www.melissa.com/mc-email

Global Phone API

Ensure U.S. and international mobile and landline phone numbers are valid and callable

With only a phone number and/or a country entered, our Global Phone API can determine whether the phone number is valid for the region, plus identify the country of origin from the international access code. The solution can verify phone numbers for over 240+ countries, and verifies phone number types such as landline, VoIP or mobile, as well as carrier. We even establish the most common language in use for the area.

Premium Phone Verification

The Premium Phone Verification feature determines whether a mobile number is live and connected. This is an ideal service to keep your mobile database clean and updated, and helps reduce wasting money on SMS text that will never reach due to wrong or invalid numbers. Ideal for call centers and websites that collect mobile numbers in real-time. Premium Phone supports 25 countries, including the U.S., Canada, Germany, the U.K., Mexico, Spain, India, Japan, Korea and more.



CallerID Data

Another cool feature the solution offers is CallerID. CallerID taps into real-time carrier data to return the name of a person or business associated with the number at activation. The feature helps you provide more personalized and relevant messages to customers for greater marketing effectiveness.

65% OF FORTUNE 500 COMPANIES SAY PHONE CALLS ARE THEIR HIGHEST QUALITY LEAD SOURCE

Source: Grasshopper

KEY FEATURES

- Verify and correct phone numbers at point of entry or in batch
- Ensure mobile numbers are live and callable in real-time
- Confirm if numbers are mobile for compliance
- Identify the person or business associated with a mobile number at activation
- Return carrier and geographic information including latitude, longitude, country of origin and predominant language

1. Input Record

Phone: +44 20 7323 8299

2. Global Phone Verification

✓ Verify
✓ Geocode

3. Output Record

Subscriber Number: 73238299
Domain: 20
TLD DESC: 0
Email: London
Status: London, City of
Country Name: UNITED KINGDOM

Global Phone Verification validates that a phone number is callable and identifies its type: landline; VoIP or mobile; offers carrier details and then determines country of origin.

GLOBAL PHONE IS AVAILABLE AS AN ON-PREMISE API, CLOUD SERVICE, OR A COMPONENT FOR OUR DATA INTEGRATION & CRM SOLUTIONS. GET A FREE TRIAL AT: www.melissa.com/mc-phone

SmartMoverSM API

Get the current address of U.S. and Canadian customers that have moved

Almost 15% of the U.S. population moves every year. Is your database up-to-date? The state of your database could affect your ability to stay in contact with your customers. You could also be wasting money on Undeliverable-as-Addressed (UAA) mail and address correction fees. Melissa's SmartMover API solves these issues.

It provides fast, easy change-of-address processing for U.S. and Canadian addresses so you can stay in touch with your customers, reduce waste, avoid fees and improve deliverability.



USPS NCOA^{Link}® Processing

SmartMover provides NCOA^{Link} processing to validate each address in your data file, employing USPS CASS Certified address correction. Once addresses are corrected, each customer record is matched against the USPS 48-month NCOA^{Link} database containing the most recent 160 million moves. When a match is made, we will update your address file with the most current address information.



USPS NCOA^{Link} Processing

1. Input Record	Name	John Smith
	Address	1864 S Granby St
	City	
	State	CO
	ZIP	80012
2. Output Record	✓ Name	John Smith
	✓ Address	50 Sunnysdale Lane
	✓ City	Rancho Santa Margarita
	✓ State	CA
	✓ ZIP	92688-5569
	✓ Results	AS01, CM01, CS01, CS11
	✓ Results Definition	<p>AS01 - Address Fully Verified: The address is valid and deliverable according to official postal agencies.</p> <p>CM01 - COA Match: A COA was found for an Individual, Business, or Family.</p> <p>CS01 - Move with New Address: The record is a 'move' and a new 'moved to' address was provided.</p> <p>CS11 - Family Move: The record is classified as a family.</p>
	✓ JobID	SampleJobID

Canada NCOA Processing

More than one million Canadian households and businesses move each year. SmartMover will match your address file against the Canada Post NCOA database containing 10+ million records from the last 72 months.

Melissa is a non-exclusive NCOA^{Link} Full Service Provider licensee of the USPS. Melissa is one of only a handful of Canada Post licensees.



Canada NCOA Processing

1. Input Record	Name	Stanley Lee
	Address	1 Windmill Rd
	City	
	State	ON
	PostalCode	M4G 2Y4
2. Output Record	✓ Name	Stanley Lee
	✓ Address	2 Cedar Heights
	✓ City	Whitecourt
	✓ Province	AB
	✓ Postal Code	T7S 0A4
	✓ Results	AS01, CM01, CS01, CS11
	✓ Results Definition	<p>AS01 - Address Fully Verified: The address is valid and deliverable according to official postal agencies.</p> <p>CM01 - COA Match: A COA was found for an Individual, Business, or Family.</p> <p>CS01 - Move with New Address: The record is a 'move' and a new 'moved to' address was provided.</p> <p>CS11 - Family Move: The record is classified as a family.</p>
	✓ JobID	SampleJobID

SMARTMOVER IS AVAILABLE AS A CLOUD SERVICE, A COMPONENT FOR OUR DATA INTEGRATION, CRM AND MAILING SOLUTIONS, OR VIA SERVICE BUREAU. GET A FREE TRIAL AT: www.melissa.com/mc-smart

GeoCoder® API

"X marks the spot" global location accuracy

Do you know where your customers live? Melissa's GeoCoder unlocks precise rooftop latitude and longitude coordinates of U.S. and international addresses, plus is enrichable with a wealth of location intelligence like ZIP+4, regional census information and county FIPS location data.

Geocoding is ideal for:

- Powering store locators, dealer locators and local search lookups
- Mapping customers or sales territory clusters
- Gathering business intelligence used for market analysis
- Targeted marketing campaigns
- Improving logistics to decrease shipping costs
- Real-time fraud detection



Melissa Tip:

For more precise results, start with Global Address Verification to fix spelling errors and complete addresses with missing or invalid components.

1. Input

ZIP/Postal Code:	92844
------------------	-------

2. Output

✓ ZIP/Postal Code:	92844
✓ City:	Garden Grove
✓ County/District:	Orange County
✓ State/Province:	California
✓ Country:	United States
✓ Latitude/Longitude:	33.7636344° -117.9688322° N33° 45.8181' W117° 58.1299' (Precision: postcode)

GEOCODER IS AVAILABLE AS A CLOUD SERVICE, AS AN ON-PREMISE API, OR VIA SERVICE BUREAU. GET A FREE TRIAL AT: www.melissa.com/mc-geo

"We've experienced significant improvement to rooftop accuracy. Because it is housed on our servers, reliability has improved and latency issues have been virtually eliminated."

– Jon Bohnert, Symmetry Software Executive Vice President

KEY FEATURES

- Support for 240+ countries including rooftop precision for U.S. and many other countries
- Unique address parsing and matching algorithms provide precise results
- Available in three levels of geocoding accuracy: Rooftop, ZIP+4 and ZIP

MELISSA STREET ROUTE API

Street Route API is an easy-to-use developer's tool that returns the distance (in miles or kilometers) and the total driving travel time between two locations. The solution will also determine geolocations that cannot be reached by vehicle travel. Examples are geopoints to islands or rural off-road residences.

Street Route is ideal for:

- Hospitals or healthcare providers looking to calculate distance from nearest health center to a residence
- Helping those determine distance to nearest emergency shelter
- Restaurant or store locators
- And more!

FOR A FREE TRIAL OR DEMO OF STREET ROUTE, VISIT: www.melissa.com/mc-street

Global IP API

Identify location based on IP address

Melissa's IP Location uses 20 unique lookup techniques to add comprehensive geolocation data to the IP address of your web visitors, including country, region, city, latitude and longitude, ZIP Code™, Internet Service Provider (ISP) and domain name.

Our data is updated weekly and provides a comprehensive set of global IP addresses and proxy data covering more than 99% of the entire Internet. Knowing a website visitor's location is essential for authentication, geo-targeted marketing and a personalized user experience. It also allows for language and currency matching for specific IPs or locations, helps prevent fraud, password sharing and abuse of service.



IN THE FIRST HALF OF 2018 ALONE, THERE WERE **151 MILLION GLOBAL CYBERCRIME ATTACKS**

Source: Threat Matrix

KEY FEATURES

- Redirect web pages to display native language and currency for increased ROI
- Enhance detection and prevention of fraud, abuse of service and password sharing with spam filtration
- Geotarget and analyze traffic for enhanced sales, click-through and digital rights management (DRM)
- Get Whois records for IP addresses, parsed and normalized

PREMIUM DATA FOR ACCURATE LOCATION

Global IP will validate an IPv4 address and employ 20 different techniques to determine the physical location of an IP address including country, region, city, latitude and longitude, and postal code. Additional information includes connection speed, ISP, and domain name.

Our data is updated weekly and includes a comprehensive set of global IPv4 addresses, 200 million+ mobile IP ranges, and proxy data covering 99% of the entire Internet. Our sophisticated package of techniques works to provide the best possible accurate latitude-longitude centroid.

1. Input Record

IP	216.231.3.166
----	---------------

2. Output Record

✓ Latitude:	33.6512
✓ Longitude:	-117.5940
✓ Postal Code:	92688
✓ Region:	California
✓ ISP Name:	Cox Communications Inc
✓ Domain Name:	melissa.com
✓ City:	Rancho Santa Margarita
✓ County Name:	United States
✓ Country Abbreviation:	US
✓ Connection Speed:	broadband
✓ Connection Type:	wired
✓ UTC:	-08:00
✓ Continent:	North America
✓ Result:	ISO1

Global IP API can be used to determine the location of the shopper and if it matches the billing and contact information in your database of origin.

GLOBAL IP IS AVAILABLE AS A CLOUD SERVICE & AN ON-PREMISE API. GET A FREE TRIAL AT:
www.melissa.com/mc-ip

Property Data API

Add property-centric data to your records for data-driven insight and analytics

Our custom property data solutions give you fresh, accurate real estate and property data on more than 140 million U.S. properties including parcel and building information, calculated value, deed information and history, and more. Lenders, real estate professionals, investors and insurance agents, in particular, can gain the competitive edge and capitalize on market opportunities.



Owner Name: John Doe
Phone: 555-555-5555
Tax Code Area: 554201
Lat/Long: 33.8753° N, 117.5664° W
Mortgage: \$350,000
Square Ft: 980 Square feet
Year Built: 2001
Pool: Yes

The data returned is divided into main categories with 400 information fields available.

Along with comprehensive information on the property, you also get detailed information on the homeowner and all other properties that owner has ever owned.

PROPERTY DATA IS AVAILABLE AS A CLOUD SERVICE, OR A COMPONENT FOR OUR DATA INTEGRATION & CRM SOLUTIONS. GET A FREE TRIAL AT:
www.melissa.com/mc-property

OUR PROPERTY INFORMATION CONTAINS 400 FIELDS OF DETAILED PROPERTY DATA

Get the following property data elements:

- Owner's Name and Mailing Address
- Sale Price, Lending Bank and more
- Current and Past Trust Deed Transactions
- Other Properties Owned by Homeowner
- Prior Sale Amount and Seller's Name
- Lot Size and Building SQ-FT
- Tax Amount and Year Built
- Number of Bedrooms and Baths
- Current Estimated Market Value
- Parcel Shape for Mapping Applications
- Census Information: County, Tract and Block



Global Name API

Use intelligent recognition to identify 650,000+ ethnically-diverse first and last names

Melissa's Global Name API parses and validates the names of people and businesses. Melissa utilizes powerful entity recognition algorithms to extract, parse and standardize all your free-form, textual data and fielded data streams.

Name identification helps you maintain a cleansed, standardized contact database, and can help improve targeted marketing campaigns. Verifying name at points of entry helps with fraud prevention, as well as mistaking the same customer for a new one if entered from different customer touchpoints. Parsing at the point of entry helps to detect vulgarities and suspicious names – preventing them from entering the database, minimizing data and bloat.



THE U.S. CENSUS BUREAU CITES AT LEAST **151,671** DIFFERENT LAST NAMES AND **5,163** DIFFERENT FIRST NAMES IN COMMON USE

KEY FEATURES

- Parse names out into their components (prefix, first, middle, last and suffix)
- Recognize common German prefixes and suffixes
- Add casing for company names and detect company names accidentally entered as a full name
- Move legacy data from old formats and reformat it for proper fielding
- Break up big data streams of long, complicated data strings to transform unstructured data
- Flag inappropriate words, vulgar or suspicious names
- Recognize more than 530,000 last names and 132,000 first names
- Help segment database based on statistical probabilities and user defined criteria

1. Input Record

Name: dr john wayne brown phd

2. Global Name Verification

✓ Parse

✓ Correct

✓ Genderize

3. Output Record

Prefix: Dr

First Name: John

Middle Name: Wayne

Last Name: Brown

Suffix: PhD

Gender: M

GLOBAL NAME IS AVAILABLE AS AN ON-PREMISE API, CLOUD SERVICE, OR A COMPONENT FOR OUR DATA INTEGRATION & CRM SOLUTIONS.
GET A FREE TRIAL AT: www.melissa.com/mc-name

MAT (Melissa Address Table)

Easily manage and maintain complete, accurate address information

Melissa's Master Address Table (MAT) consolidates location information and provides accurate details on every address in the U.S., Canada, U.K., Germany, France, Spain and Italy.

Similar to a barcode or ISBN, each address in the MAT is assigned a unique 10-digit Melissa Address Key (MAK®).

Each unique key identifies a discrete physical address and aligns a multitude of additional information for insight.

WHAT MAKES MAT UNIQUE

MAKs never change – so detailed information that might change over time (street addresses, latitude-longitude, Census, county or FIPS Code data) is updated regularly and always accurate. It's a great way to find all of the existing addresses in a specific area, for instance, school district, ZIP Code (or a group of ZIP codes), city, state or any shape-based search like radius or polygon.

Once in your MAT table, easily join individual MAK addresses from address-based databases - with no data manipulation necessary.

MAT is readily loaded into other programs and analytics applications.

How do businesses and municipalities benefit from a complete database of all residential and business addresses with location-based information?

- **Optimized route planning** and reduced response times for first responders
- **More efficient utilities management** like waste collection and water allocation
- **Improved resource allocation** from comprehensive location intelligence
- **Increased security and anonymity** by masking Personally Identifiable Information
- **More accurate analytics** with information that stays up-to-date

CHANGES TO THE USPS ADDRESS DATABASE CAN AVERAGE BETWEEN 30,000 TO 40,000 MONTHLY

Source: Melissa Internal

KEY FEATURES

MAT offers all of the following data points, including information on undeliverable addresses:

- **Melissa Address Key (MAK)** – Unique 10-digit number for each individual physical address
- **BaseMAK** – Identification of the record's parent address for suites, apartments and PO Boxes
- **Precise Address** - Address Lines, City, State and ZIP+4 Code
- **Parsed Address Components**
- **Address Type** – PO Box, High Rise, Street Address, Rural Address, Unique ZIP Code
- **Residential-Business Delivery Indicator** – Determine if an address is a residence or business address
- **Latitude-Longitude Coordinates** – Precise rooftop or interpolated rooftop geocode for address
- **County FIPS Code**
- **Census Key (County FIPS, Census Tract and Census Block)**

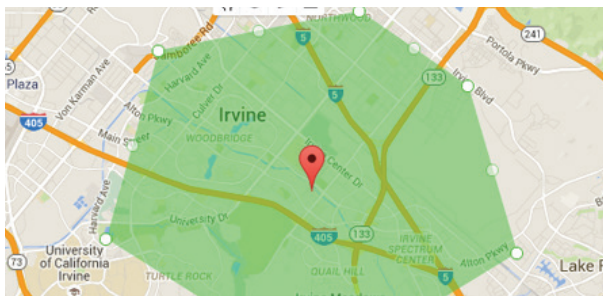
GET A FREE COUNT AND DOWNLOAD AT:
www.melissa.com/mc-mat

MAT SUPPORTS THE FOLLOWING ADDRESSES:

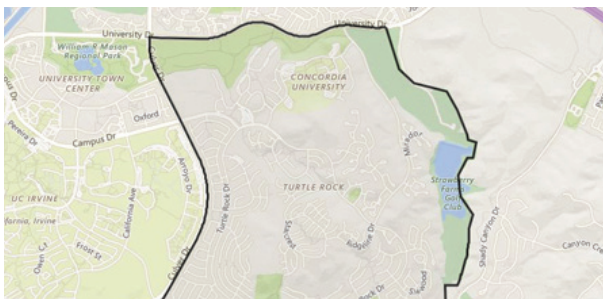
- 140+ million USPS addresses
- 10+ million non-USPS addresses not serviced by USPS, but valid for delivery by other carriers
- 15+ million Canadian addresses
- International coverage for Western Europe:
 - o UK – 32+ million addresses
 - o Italy – 26 million addresses
 - o France – 25+ million addresses
 - o Germany – 23+ million addresses
 - o Spain – 8 million addresses

Visit melissa.com/mak-wiki for up-to-date info on country support.

When you purchase MAT, you have complete coverage and complete intelligence on all of the valid addresses within a given area - residences, businesses, apartments, suites and PO Boxes - with fully customizable on-line ordering!



All the Addresses in any Shape-Based Search



All the Addresses in a Neighborhood Map

MAT is customizable by ZIP, city, county, state, postal code, voting district or any shape-based search.

OTHER LOCATION INTELLIGENCE DATASETS

In-depth market analysis and audience profiling is essential for fine-tuning successful sales, marketing and product development strategies. Our raw geographic and property reference databases provide more of what you need to know to make smarter business decisions.

ZIP*DATA

Verify 5-digit ZIP Code at point-of-entry and add city and state information, plus append lat/long coordinates, Census Bureau data and American Community Survey (ACS) data to pinpoint certain markets.

GLOBAL GEO*POSTCODES DATA

A comprehensive database with a common dataset structure of localities, streets, administrative regions, ZIP and postal codes for 253 countries and territories. Additional information includes geographic coordinates, time zone, DST, elevation and ISO, and NUTS and FIPS reference codes.

BOUNDARY SHAPEFILES

Select a shape, region or physical boundary selectable by neighborhood, city, county, congressional district, school district, Census Tract and Block, carrier route (and by ZIP), 5-digit ZIP code and ZIP+4. Ideal for identifying parcels within an area, planning political campaign drives and identifying inhabitants of a region through Census data.

PROPERTY DATABASE

Use our property data to conduct accurate neighborhood analysis and property valuation to determine areas and homes of interest.

GET A FREE QUOTE AT:
www.melissa.com/mc-datasets

MatchUp®

Easy dedupe solution to quickly clean up your database

Use 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.

MatchUp cleanses your database by removing duplicate contact records with a simple, easy-to-use interface. Dedupe your files in different formats and with different name, address and city/state/ZIP structures.

Use the MatchCode Editor to find duplicates fast with pre-built filters or create your own.

HOW MATCHUP WORKS

MatchUp combines Melissa's deep domain knowledge of contact data with deterministic and probabilistic Approximate String Matching (ASM) algorithms to match similar records and quickly dedupe your database.

1. Query

Smith Jr., John
Accounting Services, Inc.
12 Main St
Anytown, CA 92688

2. Match

Mr. J Smithe
TAXman Consulting
Suite 5
12 North Main Street
Anytown, CA 92688

DUPLICATION RATES IN BUSINESSES COMMONLY RANGE FROM 10%-30% AND CAN COST AN AVERAGE OF \$96 PER DUPLICATE

Source: Hub Designs Magazine

KEY FEATURES

- Remove duplicate records to reduce costs and get a clearer picture of your contacts
- Identify multiple records at the same address – also called householding
- Simply merge files with different field structures
- Use prebuilt filters or easily create your own
- CASS™ option – dedupe and CASS process your file in one pass

MATCHUP IS AVAILABLE AS AN ON-PREMISE API, CLOUD SERVICE, A COMPONENT FOR OUR DATA INTEGRATION & CRM SOLUTIONS, DESKTOP SOFTWARE, AND THROUGH OUR SERVICE BUREAU. GET A FREE TRIAL AT:
www.melissa.com/mc-matchup



MatchUp Capabilities

MatchUp solves a common problem for many businesses – duplicate leads, contacts and accounts. MatchUp makes your marketing, sales and reporting initiatives easier by cutting down on the clutter that tends to build up in your database.

Golden Record/Survivorship

MatchUp's "Golden Record" option intelligently selects the most accurate and complete version of every customer record from all the sources available. Survivorship rules allow you to consolidate records from multiple sources into the golden record with preferred criteria chosen to 'survive' the merge process.

Available for SSIS only

Fuzzy Matching

MatchUp combines Melissa's deep domain knowledge of contact data with 20+ fuzzy matching algorithms to match similar records and quickly dedupe your database. MatchUp employs fuzzy matching algorithms to identify "non-exact matching" duplicate records.

CASS™ Processing – Optional

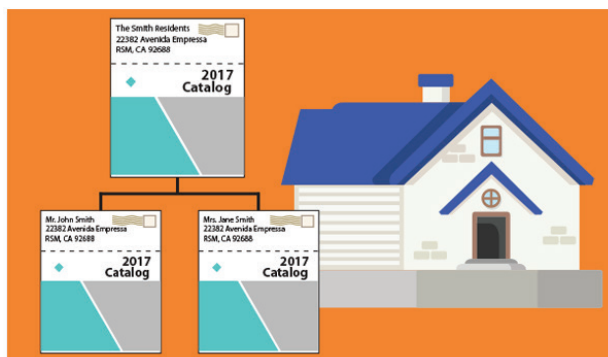
MatchUp's CASS option provides the ability to eliminate duplicate records plus correct and verify addresses – all in one pass. This time- saving dynamic duo is ideal for mailing and shipping applications, and ensuring your records are clean and the addresses are deliverable.

Available for Desktop Software only

NAME	ADDRESS	ZIP	DQS_RESULTS	MU_RESULTS
John Doe	21907 64th Ave. W Ste 360	98043-6202	AC03, AS01, NS01, NS05, NS06	MS02, MS06
Mickey Mouse	21907 64th Ave. W Ste 360	98043-6202	AC03, AS01, NE04, NS02, NS05, NS06	MS03, MS06
Doe	21907 64th Ave. W	98043	AC02, AC03, AE09, AS02, NS01, NS06	MS03, MS06
J Doe	21907 64th Ave. W Ste 4	98043	AC03, AE08, AS02, NS01, NS06	MS03, MS06
John Doe	21907 64th Ave. W	98043	AC03, AE09, AS02, NS01, NS05, NS06	MS03, MS06

Householding

MatchUp can identify multiple records at the same residence, business or organization. This allows you to decide whether you want to mail pieces to all individuals at that address or send just one piece – eliminating the aggravation and costs associated with unnecessary multiple mailings through Census data.



Global Deduping

The World Edition of MatchUp can match international records with support for 12 countries, including Canada, Germany, U.K. and Australia and upcoming quarterly additions. 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).

1. Query

Mr. J. Smithe
Deutsche Bank Ltd.
Berger Straße 130
60385
Frankfurt am Main
Germany

2. Match

Herr Jürgen Smithe
Deutsche Bank GmbH
Suite 5
Berger Str. 130
60385 Frankfurt am Main
DEU

DATA QUALITY FOR MASTER DATA MANAGEMENT

Taking the reins of data management securely, safely and quickly

A successful master data management platform (MDM) asserts data accessibility across the enterprise. Data quality is a critical part of MDM and data governance. It ensures that data is consistent, accurate and comprehensively useful for analytics, CRM services and marketing endeavors.

Drive your organization's business applications and analytics with trusted data. Melissa answers the data governance and quality challenges enterprises face with contact data verification, location intelligence and enrichment solutions.

BAD DATA COSTS COMPANIES AN ESTIMATED \$3.1 TRILLION EACH YEAR IN THE U.S. ALONE

Source: Harvard Business Review/IBM





Speedy, secure & scalable data quality management

Unison is a data steward's best friend. Designed for speed, security and scalability, Unison is a game-changing solution that sets the standard for data quality management. It's an ideal, centralized solution to establish and maintain contact data quality at higher speeds – processing 50+ million addresses per hour – while still meeting the most stringent security requirements. Unison also saves you time with a simple, lightweight setup, fast processing and automated updates.

UNISON – AWESOME DATA QUALITY

Unison validates U.S., Canadian and international addresses (for over 200+ countries and territories) and performs aggressive address corrections quickly. It leverages a Canada Post® SERP Certified™ and USPS® CASS Certified™ address engine to match and correct spellings and naming mistakes for cities and streets, and also adds the correct street name suffix, prefix and ZIP+4 information. Unison can also append latitude and longitude coordinates with Census data.

- U.S. & International Address Verification
- Global Email, Phone & Name Checking
- Geocoding
- Matching (coming soon)
- Profiling (coming soon)
- Generalized Cleansing (coming soon)

FOR MORE INFO ON UNISON & A FREE DEMO, VISIT: www.melissa.com/mc-unison

PLATFORM ARCHITECTURE AND TOPOLOGY

SPEED

Lightning fast processing – cleans 50+ million addresses in less than an hour.

SECURITY

Works offline to manage data on-site for compliance and security.

SCALABILITY

Advanced Docker container technology scalable across multiple servers.

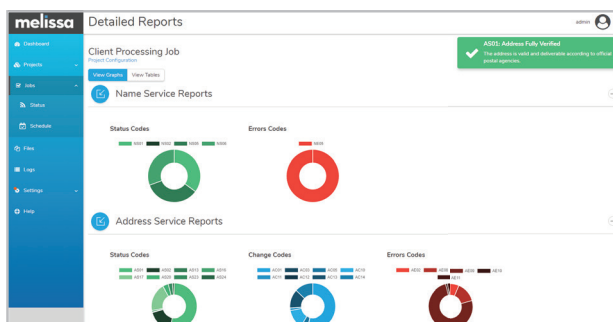
UNISON PROCESSES 50+ MILLION ADDRESSES PER HOUR

KEY FEATURES

- Advanced Web Application Interface
- Project Collaboration
- Job Scheduling
- Detailed, Color-Coded Result and Analytics Reports
- User Authentication System
- Activity Logs
- Client/Server Architecture
- Horizontal Scaling using Container Technology

YOUR DATA – SAFE AND SECURE

With Unison, data never leaves your organization. Docker containerization security features leave assets isolated and self-contained, making Unison ideal for industries with sensitive data that must remain onsite. Unison currently supports Oracle, SQL Server, MySQL database and a variety of delimited flat files.



IMPLEMENTATION

Downloads and installs without programming.

COMPATIBILITY

Connects to Oracle, SQL Server, MySQL Databases, plus handles delimited flat files.

CUSTOMIZATION

Configurable interface and customizable user rights management to meet your needs.

ETL & Data Integration Solutions

Data flows into today's organizations from a vast array of sources, and the risk is huge. Roughly 91% of businesses are hurt by common data errors, including duplicate and inaccurate data. To make data actionable and usable, companies often turn to ETL (extract, transform and load) platforms. These programs help to select the data needed, and transform it by cleaning, deduping and enriching the information – and then move it into a system for data analysis and other business applications.

To meet these needs, Melissa has integrated the full spectrum of its data quality solutions into ETL products compatible with popular formats and cutting-edge platforms.

SQL SERVER™, PENTAHO™, TALEND® & SEMARCHY® DATA INTEGRATION PLATFORMS

Melissa leverages the powerful ETL capabilities of leading DI platforms – including Microsoft SQL Server, Pentaho Data Integration (PDI), Talend and Semarchy – and extends them with seamlessly integrated data cleansing functionality and enrichment components to deliver reliable data throughout the enterprise.

Melissa empowers users to design transformations and jobs that cleanse and prep data stores and make them available for easy reporting, analysis and migration to the data warehouse.

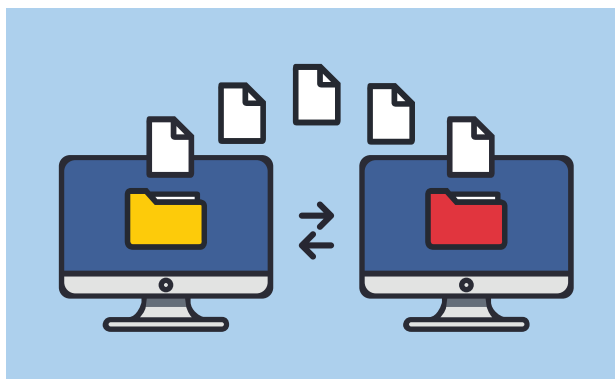
- Make better decisions with clean, reliable data
- Easily onboard, apply standards, enforce rules, cleanse and enrich your Big Data, and enforce standards
- Run data quality in Hadoop and the cloud as batch or real-time processes

60% OF IT TIME IS SPENT ON DATA REHABILITATION

Source: Harvard Business Review

KEY FEATURES

- Intuitive drag-and-drop data integration coupled with data agnostic connectivity spanning flat files and RDMBS to Hadoop and beyond
- Complete visual big data integration tools that eliminate manual programming and scripting the process
- Ability to architect big data blends at the source and stream them directly for more complete and accurate analytics



FOR MORE INFO ON OUR ETL & DATA INTEGRATION SOLUTIONS, VISIT: www.melissa.com/mc-etl

ETL Transformation Components

We help you chain in data quality as an integral part of the ETL process – improving the efficiency and accuracy of every project – without the risks associated with attempting to build rules-based data quality routines from scratch.

Melissa taps into more than 30 years of contact data expertise to create out-of-the-box solutions that work seamlessly with your platforms.



PERSONATOR

Enriches your contact records by:

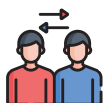
- Filling in missing contact information like business/consumer emails, addresses, phones and names in the U.S. and Canada for a complete, accurate database
- Appending detailed consumer demographics for deeper insights
- Adding the most accurate Geopoints (lat/long coordinates) at the rooftop level for location intelligence



GLOBAL CONTACT VERIFY

Cleans, verifies, standardizes and formats all your global people data – name, address, email and phone:

- Geocodes international addresses for 240+ countries
- Performs real-time phone number verification plus distinguishes global landline numbers from mobile
- Email verification performs real-time email mailbox verification



MATCHUP

Employs 20 different fuzzy matching algorithms to identify “non-exact matching” duplicate records that are difficult to uncover.



SMARTMOVER

Provides change-of-address processing for U.S. and Canadian addresses.



BUSINESSCODER

Adds detailed firmographic data to your business records including company and contact information (name, address, phone number and email address), SIC/NAICs codes, employee size, sales estimate and more.



PROPERTY

Get valuable property and mortgage data for over 140+ million U.S. properties. Access variables from more than 400 fields.



IP LOCATION

Provides the geographic location of an Internet Protocol (IP) address, including latitude, longitude, city, state, ZIP Code™/Postal Code, region, hosting Internet Service Provider (ISP), connection speed and type, and domain name.



PROFILING

Generates simple to advanced profiling information – including basic data statistics (mean, median, frequency, variation, etc.) and details (structure, content, classifications, etc.).



GENERALIZED CLEANSING

Empowers you to build data cleansing scripts for data suffering from a wide range of errors and inconsistencies.

AVAILABLE IN

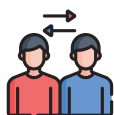


CRM Integrations – Clean Suite for CRM

Fresh N Clean Customer Data

Fight dirty data in your Salesforce® CRM, Microsoft Dynamics CRM®, or Oracle CRM and ERP solutions with Melissa's Clean Suite for CRM. Verify, standardize, correct and append your business and customer contact records for data that sparkles.

CLEAN SUITE CRM



DEDUPE

- Remove duplicate leads, accounts and contacts, and maintain a 'Golden Record' with survivorship rules for a single, accurate view of your customer



CLEAN

- Clean, correct and standardize all contact data elements – names, address, phone and email for 240+ countries
- Address auto-completion provides a suggested, verified address as you type – reducing keystrokes by 50%



UPDATE

- Update the addresses of U.S. and Canadian customers who have moved
- Replace old emails and phone numbers with the most up-to-date accurate data available



ENRICH

- Fill in the gaps with email, phone or address
- Add business firmographics for 25 million U.S. businesses – contact details, SIC Code, sales volume and much more
- Gain customer insights with detailed lifestyle and demographic data – DOB, gender, presence of children, etc.
- Get location intelligence – geocodes for all countries and territories plus property and mortgage info on 110 million U.S. properties

25% OF CRM CONTACT DATA IS BAD

Source: Business to Community

KEY FEATURES

- Verify, correct and standardize global name, address, phone and email in real-time to ensure only the freshest data enters your CRM
- Autocomplete addresses to reduce data entry errors and save time
- Add business firmographic data, demographics and geographic data to your records to improve lead scoring



FOR MORE INFO ON OUR CLEAN SUITE FOR CRM SOLUTION VISIT: www.melissa.com/mc-crm



DIGITAL IDENTITY SOLUTIONS

Reduce risk, prevent fraud, ensure compliance and keep customers happy

It's more important than ever to know with certainty that your customer is who they say they are, especially as more consumers conduct their shopping and financial affairs online. That makes it tough for businesses to manage risk, ensure compliance and prevent fraud – while still meeting customer demands for speed and simplicity.

Melissa's Personator Identity Solutions leverage multisource reference datasets for a clear picture of who your customer is and where they're coming from – to combat fraud and protect your business.

78% OF ORGANIZATIONS WERE IMPACTED BY PAYMENTS FRAUD

Source: Association for Financial Professions (AFP) and J.P. Morgan

We offer different families of Personator solutions to fit your business needs: **Personator (Consumer and Business)** and **Personator Identity Verification**. They are lightweight, flexible cloud solutions that complement your existing onboarding applications to ensure an excellent customer experience – and keep customers happy.



Personator

A flexible, powerful and unique all-in-one verification and enrichment API

Personator is the all-in-one Cloud solution that verifies customer contact data (name, address, email, phone number), updates addresses, and adds missing information for both businesses and consumers.

PERSONATOR BUSINESS

Append Firmographic Data

Add detailed firmographic data to your records for better lead scoring and decision-making.

- Company Information
- Contact Information (Name, Phone, Email, Address)
- Job Title
- SIC/NAICS Codes
- Employee Size
- StockTicker Abbreviation
- Sales Estimate
- And More!

Add Missing Contact Data

Fill in missing gaps in your database so your contacts are complete to optimize marketing efforts and outreach.

- Business Phone Number
- Business Email Address
- Business Name
- Business Postal Address

1. Input Record

Old Address:	50 Enterprise Aliso Viejo CA 92656-1153
---------------------	-----------------------------------------------

2. Output Record

✓ Name:	John Wayne Brown
✓ Address:	22382 Avenida Empresa Rancho Santa Margarita CA 92688-2112
✓ Phone Number:	949-858-3000
✓ Appends:	<div>Added Phone Number: 949-858-3000</div> <div>Household Income: \$38,000-\$42,000</div> <div>Age: 37</div> <div>Latitude: 33.637553°</div> <div>Longitude: -117.607415°</div>
✓ Email:	jwbrown@melissa.com

PERSONATOR CONSUMER

Verify, Standardize & Update Contacts

- Verify customer identity by matching a name to an address to prevent fraud
- Validate and correct U.S. address data using Advanced Address Correction (AAC), which verifies that addresses are accurate and deliverable
- Enhance U.S. and Canadian address records with ZIP+4/Postal Code level for target marketing, logistics and analytics
- Update the addresses of U.S. and Canadian customers/prospects that have moved with 10+ years of history and millions of move records

Add Missing Customer Contact Data

Complete your customer contact data with the following information:

- Customer Postal Address
- Customer Phone Number
- Customer Email Address
- Customer Name

Add Demographic Data

Add detailed demographic and geographic data (lat/long coordinates) to your database.

- Date of Birth
- Deceased Information
- Gender
- Presence of Children
- Number of Adults
- Marital Status
- Home Owner/Renter
- Household Income (Range)
- Length of Residence
- Occupation

PERSONATOR IS AVAILABLE AS CLOUD SERVICE, OR A COMPONENT FOR OUR DATA INTEGRATION & CRM SOLUTIONS. GET A FREE TRIAL AT:
www.melissa.com/mc-personator

Personator Identity Verification

Combat fraud and ensure compliance with Anti-Money Laundering (AML) and Know Your Customer (KYC) rules

Personator Identity Verification is a seamless, real-time, Cloud-based identity resolution and verification engine optimized to drive confidence in banking relationships for financial institutions worldwide. Decide instantly whether to accept new customers, detect application fraud in any customer channel, and capture verified and standardized customer data with every transaction.

Personator Identity Verification taps a global reference dataset of billions of active and historical records, including real-time access to U.S. credit data (GLBA), USPS and international postal data, OFAC and international AML data feeds for reliable identity verification.

Meet stringent compliance obligations including anti-money laundering, fraud prevention, customer identification programs, politically exposed persons and Bank Secrecy Act regulations with Personator.

Verify National ID and Social Security Number

Our National ID Verification service uses multiple trusted and verified data sources containing billions of records to properly validate the identity of your online customers. Only a name and address is required to verify an applicant or customer's Social Security Number (SSN), Driver License or National ID.

Age Verification

Only a name and address is required to instantly confirm an age worldwide and prevent or deter the activity of under-age, consumer-not-present activities.

OFAC, EU, UN, PEP and Watch List Screening

Personator checks nations, entities, businesses and individuals against OFAC, federal and international databases to comply with regional economic and trade sanctions, AML/CTF regulations including the EU's Fourth Money Laundering Directive (4AMLD), U.S. Bank Secrecy Act, Patriot Act and other international legislation.

47% OF GLOBAL FIRMS LOSE \$1.45T FROM FINANCIAL CRIME

Source: Financial Tribune

KEY FEATURES

- Verify identities worldwide with reliable data sources for 40+ countries and billions of people
- Mitigate online fraud risk (age and identity verification)
- Minimize customer interaction for fast, safe onboarding
- One point of access to local, in-country reference data for quick, accurate verification



SOFTWARE AS A SERVICE (SaaS) DATA CLEANSING

Get SaaSy – no contracts, no manual updates, nothing but easy

Melissa's SaaS solutions package powerful data quality and enrichment services together for the simplicity you need and availability you desire.

SaaS offers maximum availability and ease of use, making Melissa's cloud solutions accessible to handle data quality jobs online, around the clock, with minimal effort.

Our SaaS service models carry no contracts and offer upfront pricing for maximum flexibility and transparency.

BY 2020, 73% OF COMPANIES ESTIMATE THAT 80% OF THEIR BUSINESS APPLICATIONS WILL BE SOFTWARE AS A SERVICE

Source: BetterCloud Monitor





Powerful all-in-one data cleansing tool

Listware Online is our all-in-one data cleansing tool that easily cleans, dedupes and enriches your data to improve deliverability and response, optimize sales and marketing efforts, and improve ROI.

Our self-service data cleansing solution does it all:

- Correct, verify and standardize name, address, email and phone data
- Identify and remove duplicates to reduce waste and costs
- Move update addresses, ensure emails are active, and phone numbers are live and callable
- Enrich your records with business firmographics, consumer demographics and property and mortgage data
- Add missing email and phone information to improve omnichannel marketing

Listware Online

Upload
Mapping
Outputs
Review
Process

File Name: xmas13_1.CSV - File Size: 1.75 MB.
Header: Yes - Column Delimiter: COMMA - Text Qualifier: DOUBLE QUOTE - Record Count: 19,517, excluding header.

Desired Output Columns

* Company, Phone, Address, City, State, ZIP are included in the output file by default. You can select additional output columns below.

Address Details ☒ Check All
☒ Plus4 ☒ Delivery Indicator ☒ MelissaAddressKey ☒ MelissaAddressKeyBase

Business Codes ☒ Check All
☒ SIC Code 1 ☒ SIC Code 2 ☒ SIC Code 3 ☒ NAICS Code 1 ☒ NAICS Code 2 ☒ NAICS Code 3

Business Description ☒ Check All
☒ SIC Description 1 ☒ SIC Description 2 ☒ SIC Description 3 ☒ NAICS Description 1 ☒ NAICS Description 2 ☒ NAICS Description 3

GeoLocation
☒ Latitude & Longitude

Census Details ☒ Check All
☒ County Name ☒ County FIPS ☒ Census Block ☒ Census Tract ☒ Place Name ☒ Place Code

Others ☒ Check All
☒ Location Type ☒ Stock Ticker ☒ Web Address ☒ Employees Estimate ☒ Sales Estimate

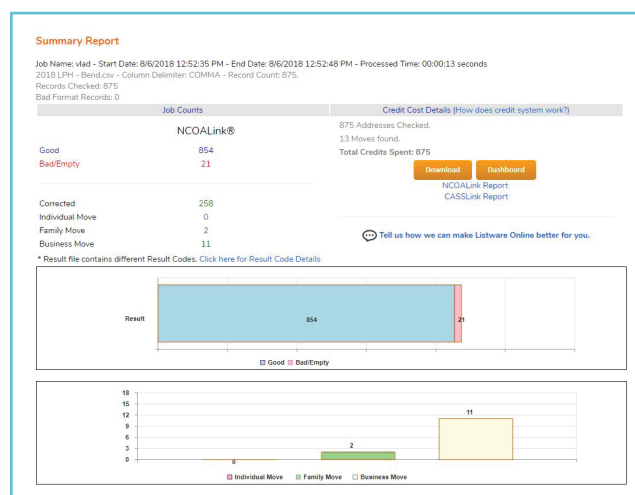
LISTWARE IS AVAILABLE AS A CLOUD SERVICE, DESKTOP SOFTWARE & AS A COMPONENT FOR OUR DATA INTEGRATION & CRM SOLUTIONS. START FOR FREE AT: www.melissa.com/mc-listware

Fill mailboxes at the best rates with the least hassle

MAILERS Online – the end-to-end cloud mailing solution – prepares USPS® compliant mail for maximum deliverability at the best rates. MAILERS accounts for all available USPS discount requirements and automatically applies all optimizations to achieve the lowest postage rates available. Avoid navigating complex postal regulations and forget about ever-changing postage rate updates – we do it all for you!

How does MAILERS Online get the best rates and deliverability?

- CASS™ Certified cleansing engine standardizes, corrects and verifies address data to ensure deliverability
- PAVE™ Gold Certified postal presorting for postal discounts
- Updates your mailing list by matching against the full 48-month USPS® NCOALink® dataset with 160 million change-of-address records
- Eliminates duplicate records to save on costs



MAILERS IS AVAILABLE AS A CLOUD SERVICE & DESKTOP SOFTWARE. START FOR FREE AT: www.melissa.com/mc-mailers

MELISSA DIRECT

Data-driven marketing drives results

Melissa Direct is the one source for all the direct marketing solutions you need to turn customer and prospect data into your biggest strength.

Melissa Direct has tools for every budget and every company size – from our list hygiene services, to data enhancement and comprehensive appends, to business and consumer mail/email lists and sales leads, to email marketing services. We supply what you need to generate new leads, achieve better ROI and grow your business. Visit **MelissaDirect.com** now!

LEAD GENERATION

(Mailing Lists & Sales Leads)

DATA APPENDS

(Email, Phone, Property, Demographic & Firmographic)

LIST HYGIENE

(NCOA Processing & More)

MAILING SOLUTIONS

(MAILERS Online)

LEAD GENERATION DATABASES

(Consumer, Business & Property)

Service Bureau

Processing available in two ways:

1. Upload your file
2. Or set up an automated FTP process

Look for services with the FTP symbol



List Services

Get free counts, order and download anytime, 24/7



Data Enhancement Services

DATA ENHANCEMENT SERVICES

Premium Email Append Service

You want to keep in touch with your customers and prospects by email, but sometimes email addresses are missing from your contact records, or they get stale or outdated. We can help. Our Premium Email Append service adds business and consumer email addresses to your postal address data, so you can reach customers quickly, affordably and through the preferred method of communication. Give us your list and we'll match it against a comprehensive, frequently updated database of 250+ million records. We'll also clean your name and address data first, for even higher append rates. Expand your outreach and lead nurturing campaigns with Premium Email Append.

Premium Phone Append Service

Sometimes a phone call can be just the personal touch needed to reengage customers or nudge your prospects along in the buying cycle. Premium Phone Append adds accurate mobile and landline phone data to U.S. consumer and business records for more effective telemarketing. Canadian Phone Append Service is also available.

Reverse Email & Phone Append Services

Do you have a database with just email addresses and phone numbers, but missing other contact information? Our Reverse Email Append and Reverse Phone Append adds postal addresses and names to your email database or your file of U.S. consumer, business, or Canadian phone numbers.



Property Append Service



Add 400 detailed property and parcel characteristics, plus owner and mortgage data, including building and lot information, value information, subdivision and owner contact information. Our database contains updated deed, mortgage and related documents and covers more than 140 million properties in the nation. Take advantage of the data real estate professionals rely on to identify property trends and neighborhood characteristics.

Consumer Demographic Append Service

Get to know your customers more intimately with our Consumer Demographic Append Service.

- Add 1000+ data elements to your consumer records including age, gender, marital status, presence of children, number of adults, credit card information and more

With so much holistic client data, you'll understand your customers better and service their needs easily, plus have the extra insight needed to drive more sales and find new opportunities.

Business Firmographic Append Service

Accurate lead scoring is important for successful B2B sales. That's why we draw from a multisourced dataset of firmographics to augment business records.

- Choose from 30+ firmographic elements including sales volume range, employee size, SIC/NAICS and more
- Contains valuable contact names with titles for added advantage and outreach opportunities

FOR MORE INFORMATION ABOUT OUR SERVICE BUREAU, OR TO UPLOAD A FILE FOR PROCESSING, VISIT www.melissa.com/mc-service

LIST HYGIENE SERVICES

Global Address, Email, & Phone Verify Services

These individual services can verify, correct and standardize U.S. and international addresses; ping emails to ensure it is active and can receive mail and correct typos; and determine phone number type and if numbers are live before you call.

USPS NCOA^{Link}® Service

Our NCOA^{Link} Processing meets the USPS Move Update requirement for First Class™ and USPS Marketing Mail (Standard Mail) discounts by updating addresses of customers against the full USPS NCOA^{Link} dataset – with 160 million moves on file over the last 48 months. We also offer 24-month processing.

Canada NCOA Service

As one of only a handful of Canada Post Licensees, we can perform Canadian COA processing in conjunction with Canadian Address Hygiene. Our services utilize SERP certified address correction to process and standardize your Canadian mailing list. A Statement of Accuracy (SOA) is provided to report the percentage of accurate addresses when mail is deposited with Canada Post.



FOR A FREE QUOTE ON OUR LIST HYGIENE SERVICES, VISIT: www.melissa.com/mc-listhygiene

LEAD GENERATION DATABASES

Targeted omnichannel marketing is your best ally for developing better sales leads and finding new revenue. Melissa is here to fuel all your B2C and B2B lead generation efforts with the best consumer, business and property datasets. Melissa offers access to more than 200 million consumer records, 15 million business records and 120 million property databases, so finding the right new customer is a snap!

Consumer Datasets

Create your own perfect dataset by choosing from many selects including geography, income, age, gender, homeowners/renters and more. Our most popular include:

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

Business Datasets

This file contains 14 million company records so you can identify the prospects most likely to buy your products and services. Selects available include:

- Location (radius, area code, city, county, state or ZIP code)
- Industry Type (SIC and NAICS codes)
- Firmographics (company size, number of employees, location type, years in business and more)

Property Datasets

From absentee homeowners, to hazard risk info, to new sales and pre-movers, our property databases offer hundreds of details on 95% of U.S. properties. We offer:

- Property Owners
- Absentee Homeowners
- New Homeowners
- Pre-Movers
- Natural Hazard Risks
- Home Sales
- Deeds
- Parcels
- Neighborhoods

GET REAL-TIME COUNTS, ORDER & DOWNLOAD 24/7, VISIT: www.melissa.com/mc-leadgen

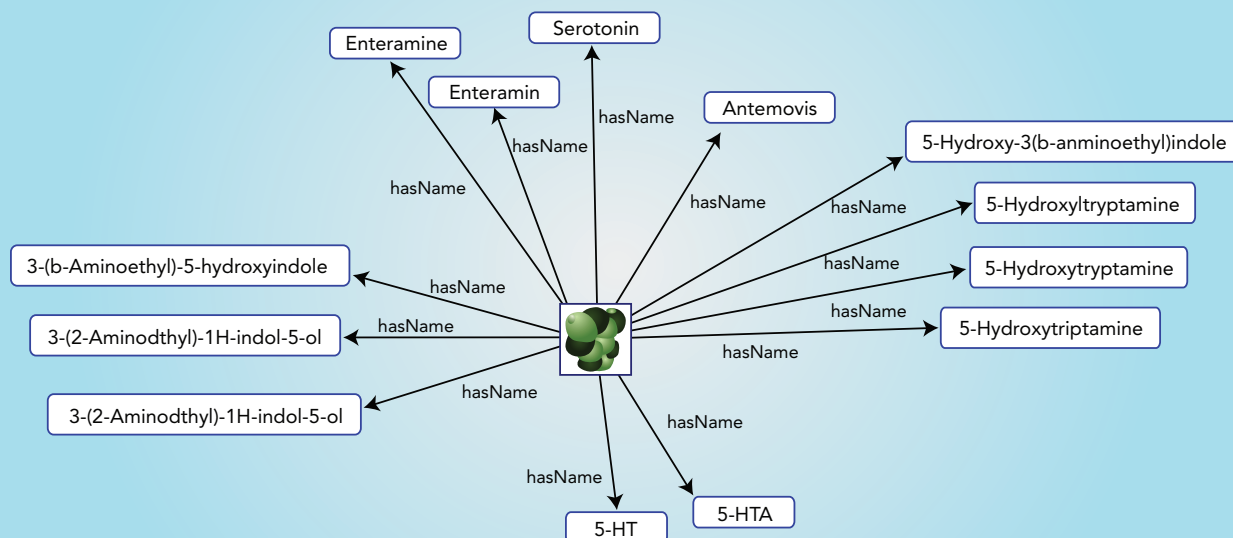
MELISSA INFORMATICS

DATA QUALITY AND MACHINE REASONING FOR CLINICAL INSIGHTS

Clinical data quality is vital to life sciences and healthcare informatics. Melissa Informatics improves data quality and interoperability by providing a faster, easier path to profiling clinical data for analysis. Harness the entire data life-cycle to correct and append pharmaceutical and clinical data for reliable information from any content source. Informatics marries Melissa's experience in data quality and enrichment with machine reasoning and advanced semantic strategies to uncover connections within complex, changing data.

KEY GOALS

- Enable secure, long-term interoperability and extensibility of data
- Simplify integration of data sources
- Minimize centralized warehousing and avoid expensive new "data tombs"
- Preserve the sanctity of personally identifiable information (PII) and conform to HIPAA regulations
- Re-focus data in new contexts for fresh insight and maximum value
- Reveal new insights through inferred linkages with machine reasoning systems that satisfy the 'learning health system' concept



Sentient Knowledge Explorer displaying the serotonin molecule with all of its common synonyms from the Human Metabolome Database (HMDB)

Sentient Suite

The Sentient Suite cleans, connects and coordinates disparate content sources for instantly usable data in machine reasoning. Equipped with cutting edge analytic intelligence, our harmonization tools enable healthcare professionals to interact with FAIR data: Findable, Accessible, Interoperable and Reusable. Advanced 'machine reasoning' infers relationships between datasets, providing vast insight and discovery in clinical research. The Sentient Suite comes ready, out of the box, for content, with expanding lexicons and ontologies for drugs, genes, proteins and diseases at Melissa Informatics Knowledge Hub.



Suite Success

Parkinson's Institute and Clinical Center (PICC) deployed Sentient Suite's Knowledge Explorer to harmonize and link more than 30 years of data from 70+ disparate data sources. Supported by ontology-enabled machine reasoning, PICC cleaned, sorted and connected numerous data points to create a data tapestry for query – resulting in improved understanding of how genes, proteins and treatments impact Parkinson's disease.

KEY FEATURES

- **Data Quality** - Verify, dedupe and append data for accuracy
- **Drag and Drop** - Directly connect data sources while minimizing centralized warehousing
- **Agile Compliance** - 'Coordination Without Cooperation' observes HIPAA regulations and PII
- **Data Management** - Harmonize content 'out of the box' assisted by deep machine reasoning
- **Interoperable and Extensible** – Harmonized data is compliant, interoperable and extensible long-term
- **Ontologies and Lexicons** - Re-focus data in new contexts for fresh insight and maximum value
- **Learning Health System** - Our machine reasoning systems improve data quality, interoperability and infer linkages for new insight

Key Benefits:

- Enhanced understanding of how genes, proteins and treatments impact Parkinson's disease
- Improved data quality, enhanced interoperability and improved overall patient care
- Enabled risk identification earlier and likely successful treatments more effectively
- Supplied secure, long-term sharing of highly remunerative data

S MED	S DIRECTION	S STRENGTH	S FORM	S FREQUENCY	S TIME	S ROUTE	S STATUS
ATORVASTATIN (atorvastatin)		40mg		Once a day			Taking
CARBIDOPA AND LEVODOPA (carbidopa-levodopa, carbidopa/levodopa)	take up to 2.5 tab	25/100MG	Tablet	1 day as directed	5 am	Orally	Taking
CARBIDOPA, LEVODOPA AND ENTACAPONE (cabidopa-levodopa-entacapone; stalevo)	1 tablet	25-100-200 MG	Tablet	5x/day	5 am	Orally	Taking
ERGOCALCIFEROL (vitamin d3)	1 tablet			Once a day			Taking
IBUPROFEN (ibuprofen)	1 tablet	800 MG	Tablet	As needed/rare		Orally	Taking
POLYTHYLENE GLCOL 3350 (miralax)			Powder	once daily		Orally	Taking
PRAMIPEXOLE DIHYDROCHLORIDE	TAKE 1 TABLET	0.5MG	Tablet	5x/day	8:30 am	Orally	Taking
RASAGILINE MESYLATE (azilect)	1 tablet	1MG	Tablet	Once a day	8:30 am		Taking
SLO-NIACIN (slo-niacin)	1 tablet	500 MG	Tablet Ext.	Once a day		Orally	Taking
VITAMIN A, VITAMIN C, VITAMIN D, VITAMIN E, THIAMINE, RIBOFLAVIN, NIACIN, PYRI...	1 tablet			Once a day			Taking
probiotic				once daily			Taking
AMANTADINE HYDROCHLORIDE (amantadine hd; amantadine)	1 capsule	100 MG	Capsule	up to twice a day	12 noon	Orally	Taking
ASA (asa)	1 tablet	81 mg		Once a day			Taking



A smart tool for decisive action

Commonly prescribed drugs have similar spellings or sound alike, and hard-to-pronounce chemical names are even more difficult to spell. Druginator validates millions of pharmaceutical names, variants, dosages and spellings against a pharmacopeia to save time, clear confusion and mitigate errors. For a patient, this can mean the difference between life and death.

KEY FEATURES

CLEANING & APPEND

- Enforce data governance standards at point-of-entry

IDENTIFICATION & PROFILING

- Establish a pharmacopeia with a drug's metadata repository
- Break down component names and classify bioequivalence
- Organize, segment and consolidate pharmacological data

ENRICHMENT

- Recent discoveries, issued warnings and allergy info
- Drug-Drug Interaction (DDI) and Adverse Drug Effects (ADE)

SEMANTICS & HARMONIZATION

- Patented semantic technology harmonizes disparate datasets
- Standardize ambiguities and merge drug names

INSIGHT

- Use machine reasoning for unseen, indirect or inferred linkages
- Refer to linkages for immediate answers in life threatening situations

190+ different variations, spellings and compounds we discovered within a single electronic medical records (EMR) system for a common drug in treating Parkinson's: Sinemet (Carbidopa-Levodopa)

KNOWLEDGE HUB

Sharp data for incisive insight

Melissa Informatics Knowledge Hub provides the most useful, comprehensive, integrated data "content", terminology "lexicons" and data models "ontologies" for drugs, genes, proteins and diseases. www.melissa.com/informatics/knowledge-hub/

DRUGS 444,000+ unique terms	GENES 278,000+ unique terms
PROTEINS 17 Million+ unique terms	DISEASES 273,000+ unique terms
ONTOLOGIES 800+ available	
LEXICONS 18 Million+ Life Science Terms	



GET MORE INFO ON OUR MELISSA INFORMATICS SOLUTIONS AT: www.melissa.com/mc-informatics

System Integrator Partner Program

Our System Integrator (SI) Partner Program is designed to offer a comprehensive portfolio of programs, tools and resources that provide an outstanding opportunity for you to realize significant increases in revenue and engage in a long-term partnership as a key member of the Melissa Partner Network.

Melissa's SI Partners are industry-leaders in consulting and system integration, committed to develop, market and service innovative and productive, real-time solutions involving data quality and business intelligence.

MVP Program

The Melissa Valued Professional (MVP) Program is designed to engage members in a long-term partnership. Melissa offers MVP members an outstanding opportunity for significant increases in revenue through referrals, with access to data quality solutions, continued marketing and sales support.

Our MVPs are a recognized, professional community of enthusiasts and advocates who are experts in their respective fields and committed to providing innovative and real-time answers to bad data challenges. Many of our MVPs have been awarded Microsoft® MVPs and Oracle® Aces status and are adept at helping our customers develop solutions for pressing business challenges.

WHY BECOME A MELISSA MVP?

It's a unique opportunity to differentiate yourself from other consultants, gain a competitive advantage, and position yourself as a thought leader in your area of expertise. Through partnership with Melissa, you will gain access to our solutions, bring added value to your projects, realize new marketing opportunities, and enjoy recurring revenue.

BENEFITS OF MEMBERSHIP

Generate recurring revenue opportunities by adding data quality and data enrichment solutions to your application or consulting service

Demo key Melissa products that will drive business opportunities

Access new customer opportunities through referrals where your technical expertise and skills are required



FOR MORE INFO ON OUR PARTNER PROGRAMS,
VISIT: www.melissa.com/mc-partner

Professional Services

Quality consulting for quality data

MAKE MELISSA THE NEWEST MEMBER OF YOUR DATA QUALITY TEAM

Melissa consultants help make customer data better – every day. With the experience of our specialized consultants and powerful tools, we provide you with everything you need to successfully carry out your data quality project – whether it is a simple integration of a data cleansing project or creating and performing complex data management tasks.

Melissa has helped many organizations develop enterprise-wide information system strategies. We provide high value services to solve your biggest data challenges:

- Develop a high-level data integration and data quality strategy
- Assist in data migration and parsing unstructured data from legacy systems
- Implement fuzzy matching algorithms for entity management
- Profile and analyze data to discover weaknesses
- Code custom applications



Melissa's Consulting Service is tailor-made to fit you, with end-to-end solutions that connect business, IT, deployment and more. When you contact us, we'll work with and for you to come up with a plan and execute it on your timeline and budget.

Step 1: IDENTIFY WHAT'S WRONG

Our team of experienced, qualified consultants are here to help you build a roadmap from where you are to where you want to be.

Step 2: PLAN

We'll work one-on-one with you to maximize your data management investment and provide a clear and unified focus for data governance. Our end goal is always to increase your return on investment (ROI) and develop solutions you can use for years to come.

Step 3: IMPLEMENT

We'll implement a solution for a sustainable data quality framework. With hands-on assistance, Melissa helps drive your enterprise forward.

IF YOU ARE LAUNCHING OR MIDWAY THROUGH AN INTEGRATION, MIGRATION, OR IMPLEMENTATION PROJECT, LET'S DISCUSS A GAME PLAN. WE'RE HAPPY TO TALK WITH YOU ABOUT HOW OUR SERVICES CAN BE OF BENEFIT.
VISIT: www.melissa.com/mc-pro

Professional Services

USE CASES

Cleaning 100,000 Records a Day

A company in the marketing analytics and research industry came to Melissa for help in preventing losses due to undeliverable mail. Melissa consultants developed a custom, automated process to clean the client's data (millions of records) using several solutions: Personator; NCOA Move Update; prison and deceased suppression. With Melissa's assistance, close to 40 million prospect records have been verified and 33 million more have had a valid address appended to the record, reinstating value for the client.

Watching the Competition

A real estate investing and research company employed Melissa on a market intelligence project. The client wanted to stay ahead of the industry and look for opportunities to innovate and distinguish themselves from competition. On a monthly basis, Melissa gathers relevant market data from both supply side and demand side sources, building a 360-degree view of the market. County accessor, county recorder and lending entities were tapped for real estate data including when the property was sold, property values and building metrics.

CUSTOMER TESTIMONIALS

“ We were an early adopter and use nearly all the components in Melissa's DQ Suite. We appreciate their developer support and integration with our own tools and workflow. We see Melissa as a trusted vendor that provides good value and superior quality.

Mike Visaya
Associate Director IM,
University of Washington

“ We appreciate the extensive functionality provided in the out-of-box version. It is an excellent, self-documented product, and has a very intuitive user interface for programmers and architects. It is a simple drag-and-drop to include SSIS components in the ETL flow.

Osvaldo Cruz
Data Warehouse Architect, CalOptima

“ We chose Melissa for two reasons: one was cost, the second was the ease in which we are able to communicate and work with the team at Melissa.

Nick Sprau
VP of Marketing, Metafile

Get More Real Customer Reviews

G2Crowd: <https://www.g2crowd.com/products/melissa-data-quality/reviews>

IT Central Station: <https://www.itcentralstation.com/products/melissa-data-quality-reviews>



Lookups

Looking to try our services? Melissa has developed a unique collection of Lookups – they work like a search engine to give you free access to a wealth of data, including:

CONTACT VERIFICATION

Personator
People Finder
Global Address Check
Global Phone Check
Reverse Phone
Email to Address
Email Location
IP Location

FEDERAL DATA

NonProfit Organizations
Public Schools
Death Check
Campaign Contributors

ADDRESS & ZIP DATA

Property Viewer
Property Info
House Numbers by ZIP
Street Names by ZIP
ZIP Code Demographics
Carrier Routes by ZIP
Distance Between ZIPs
Home Sales by ZIP
ZIP Codes by City/County
ZIP Codes in a Radius
Carrier Routes in a Radius
Area Codes in a Radius

MAPS & AERIAL VIEWS

ZIP Code Maps
Carrier Route Maps
Global Postal Codes
County Maps
School District Maps
Census Tract/Block Maps
Neighborhood Maps
State Legislature Maps
County Subdivisions

STATISTICS

Income Tax Statistics
Climate Averages

Address Check

Express Entry: Fast & Accurate address entry

Text Box: Type or Paste address into this box, then click Submit.

Address Check

- Express Entry:** Type first few letters of address into the box and then select from the list of matching addresses. To learn more about Express Entry, [Click here](#)
- Text Box:** Optionally you can Type or Paste an address into this box. (i.e. 22382 Avenida Empresa, Rancho Santa Margarita, CA 92688)
- Verifies & corrects U.S. addresses.

Data Quality Tools by Melissa.com

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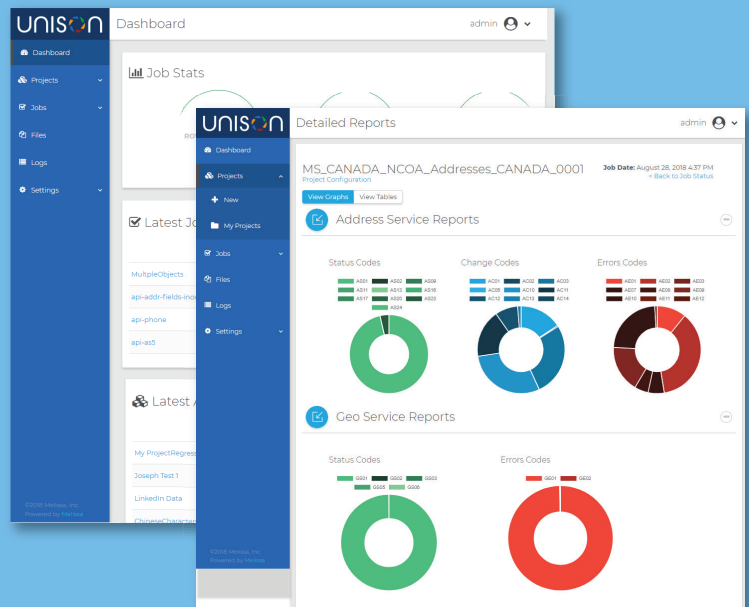
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Unison – Speedy, Secure, Scalable

Melissa's Unison is a data steward's best friend. This unique multiplatform solution combines lightning speeds, scalability and the most stringent security to allow you to establish and maintain data quality routines for even your most sensitive customer information.

- Lightning fast processing (50M records/hour)
- Streamline data prep workflows
- Reduce analytics busy work
- Services: Address, Name, Email, Phone Verification & Geocoding



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