melissa

2022 CATALOG

THE ADDRESS EXPERTS

Melissa positioned in the Gartner Magic Quadrant for Data Quality.

2nd Year in a Row

- Data Quality
- Data Enhancement & Hygiene Services
- Mailing Software
- Consumer & Business Data
- Property Data

How to Contact Us

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+65 8 2997442
info.sg@melissa.com

LET'S CONNECT:

Blogs:

Global Intelligence
www.melissa.com/mc-blog-global

Product News & Updates
www.melissa.com/mc-blog-news

Data Driven Marketing
www.melissa.com/mc-blog-mktg

Melissa Wiki:
www.melissa.com/mc-wiki

Newsletters:
Check out all our newsletters here:
www.melissa.com/mc-news

Clean Connections
DQ Roundup
Marketing Roundup

FOLLOW US ON

VISIT OUR WEBSITE TO SUBSCRIBE AND EXPLORE: www.melissa.com

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Why Melissa?

There's nothing good about bad data. It costs money, hurts sales and decreases customer satisfaction. Research firm Gartner found that bad data costs businesses more than $3 trillion annually. Don't let this be your business. Come clean with Melissa.

For over 37 years, Melissa has offered leading contact data quality, enrichment and identity verification solutions. We've helped more than 14,000 organizations across multiple industries around the world proactively manage the quality of their data with best-of-breed, smart, sharp solutions that clean, verify, update, dedupe and enrich customer contact data. We are **The Address Experts**.

The Leader in Contact Addresses

- USPS® CASS™/DPV® & Canada Post® SERP™ Certified
- USPS NCOA^Link® & Canada Post NCOA® Provider
- Verify Address, Name, Phone, Email, SSN, Date of Birth and Death
- Detailed Results Codes for Audit Trails, Better Management & Analytics

Superior Support & Security

- Unlimited Technical Support
- 99.99% Uptime Guaranteed with SLA
- Escalated Response Times & SLAs
- SOC 2, HIPAA/HITECH & GDPR Compliant
- U.S., UK, Germany, India & Singapore Offices

Wide & Deep Global Coverage

- Address Verification for 240+ Countries
- Geocoding for 240+ Countries up to the rooftop
- Convert to and from Native Script to Latin for all countries
- Address formatted in the preferred style for every country

Independent & Built to Last

- 37+ Years of Data Quality Experience
- Not a Subsidiary of Any Competitor
- Single-source Vendor for Address Management, Data Hygiene & Mail Solutions
- Numerous Information Technology Awards

Melissa – The Address Experts

At Melissa, we know the address is the foundation for data-driven success, whether it's to improve the customer experience, operations, fulfillment or fraud detection. Through decades of experience and enhancements, unmatched technology and growing global support, our address verification tools yield proprietary features and capabilities the competition cannot meet. That's why we're the Address Experts.

1. 37+ Years of Address Innovation

We don't just license the USPS® postal engine, as most vendors do. We're constantly fine-tuning our proprietary address engine, our rule sets, advanced parsing and fuzzy matching for unparalleled results. We have the flexibility to update our engine regularly for addresses that don't code to meet customer needs, instead of being dependent on the USPS to make those changes.

2. Multisourced Reference Data

Our address engine is linked to multiple USPS and non-USPS datasets. We can verify over 5 million addresses the USPS doesn't recognize, but may be serviced by UPS® and Fedex®. Our RBDI technology provides a business/residence flag, and AddressPlus technology taps proprietary datasets to append not only missing suite numbers, but also missing apartment numbers – a major cause of undeliverable mail.

3. Advanced Address Corrections

An address that can't be corrected is worthless. An opportunity lost. But our advanced address correction techniques and years of deep domain expertise help rescue addresses with incorrect street names and range data, or intelligently suggests likely matches.

4. Unique Melissa Address Key (MAK) Technology

We assign a unique 10-digit integer to every U.S., Canadian and international address. Utilizing a MAK number makes correcting, updating and deduping a snap, improves processing speed and ensures the anonymity of personally identifiable information (PII). While address data changes, MAK never changes – so you will always have access to the most accurate and timely data.

5. Compliance Certifications

We're serious about data and data security. It goes hand in hand with who we are. To assure your data is securely managed, Melissa has been accredited with a number of certifications. We also continually undergo independent security audits to reinforce our commitment to data security, privacy and compliance requirements.

Thank You for Making Us Industry Leaders

Melissa has been recognized as Leaders in Address Verification and Data Quality Software by G2 for nine consecutive quarters and we're included in Gartner's Magic Quadrant! We're proud to serve the needs of our customers and hear your feedback.

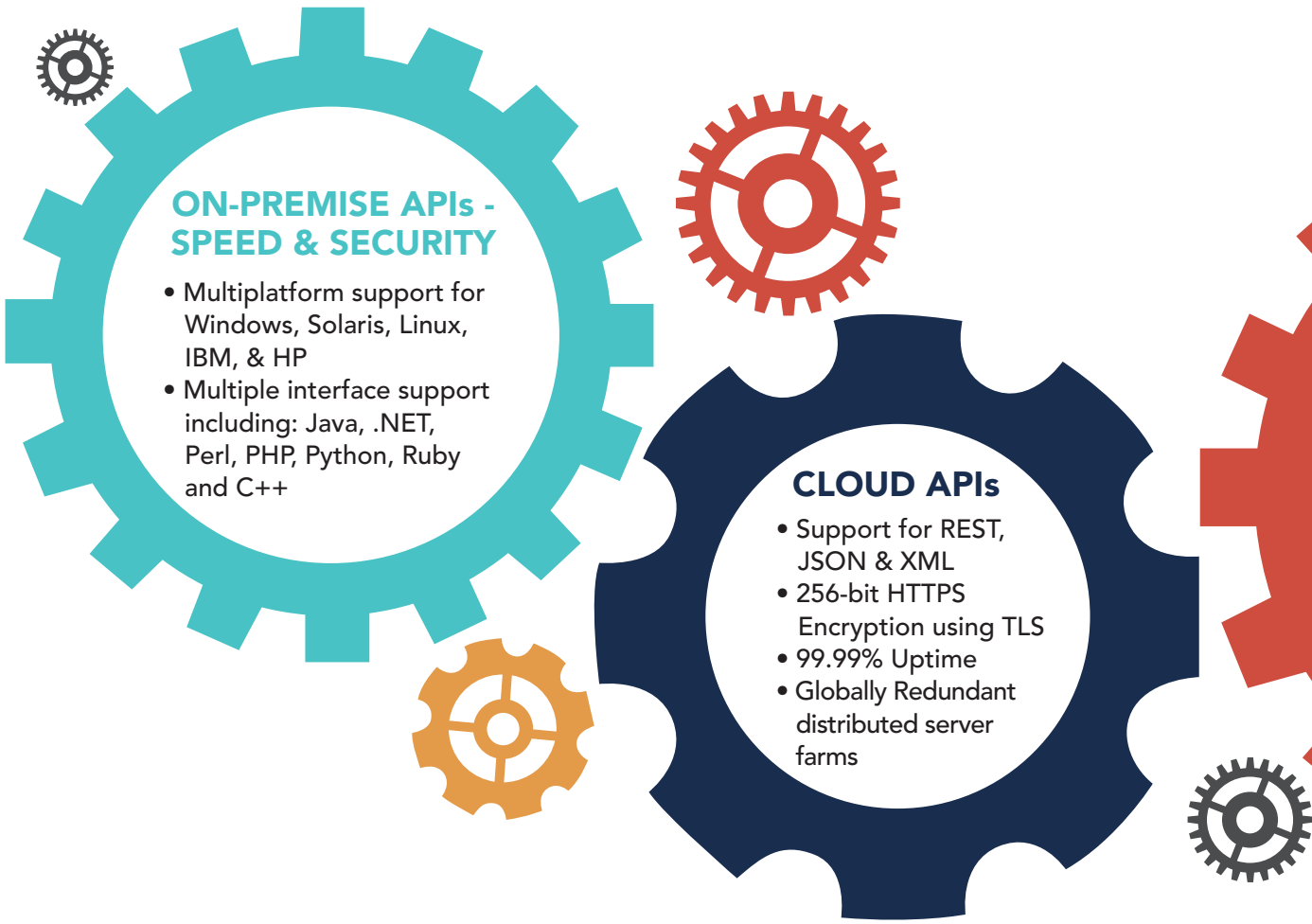
DOWNLOAD YOUR COMPLIMENTARY COPY!
www.melissa.com/gartner-magic-quadrant

Flexible Deployment Options

Choose Your Deployment Method for Security, Privacy & Speed

Melissa offers a full spectrum of capabilities across the entire data lifecycle. Designed to ensure all your global people data – addresses, names, phones and emails – are validated, updated and standardized, these capabilities can be implemented at any point of the data chain to stop bad data from entering your systems. We've got you covered – from point-of-entry identity verification to matching/deduping, enriching and everything in between.

All of our capabilities are available in different platforms to suit any preference, business size or budget. With flexible on-premise, web service, secure FTP processing and software as a service (SaaS) delivery options, you can choose the best way to meet your unique business needs.



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

FLEXIBLE CREDIT OPTIONS

Melissa offers flexible credits that allow you to use our capabilities, whenever you need them. Get instant access to our offerings like the Developer Portal, Melissa Lookups, Listware, Clean Suite for CRM, and Mailers Online by using our flexible credit system.

Simply access your account and refill credits 24/7 on-demand or select auto-fill to be sure you never run out of credits when you need them the most.

Our credit pricing features five tiers for any size organization or budget – from the casual Look-ups user to the enterprise-level power-user.

We'll even top-off your account with 1000 free credits every month! Sign up for free today and unlock your first 1000 credits on us!

Tier 0	Tier 1	Tier 2
1000 Credits	10,000 Credits	30,000 Credits
Free	**$30.00**	**$90.00**

Tier 3	Tier 4	Tier 5
100,000 Credits	500,000 Credits	Enterprise Volume
$285.00	**$1,395.00**	**Contact Us**

DATA QUALITY COMPONENTS FOR DI, MDM & CRM PLATFORMS

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

SOFTWARE AS A SERVICE

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

EXPLORE OUR FLEXIBLE CREDIT OPTIONS:
www.melissa.com/mc-credits

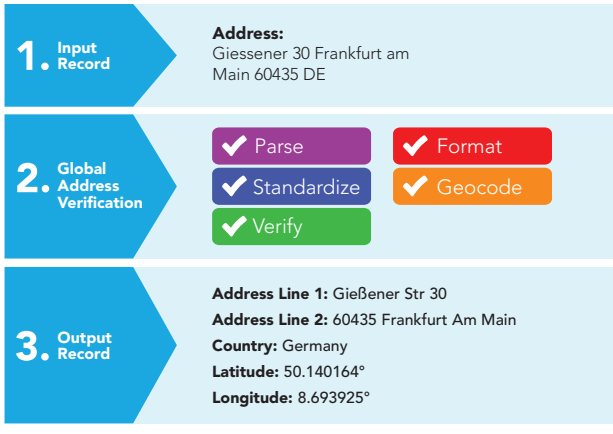
Global Address Verification

Verify, Correct & Standardize U.S., Canadian & 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 Verification.

Global Address 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.



REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): 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 over 40 different languages and writing systems including:

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

Global Email Verification

Verify Email Addresses with Real-Time Email Mailbox Checking

Experiencing high bounce rates? Try our Global Email Verification. Verify email addresses and remove up to 98%+ 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.

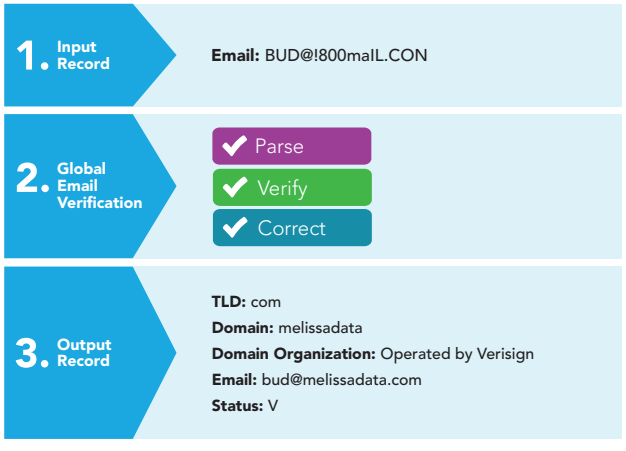
Express
Offers higher speeds and performance using a cached mailbox level validation database of known good and bad emails.

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
- Corrects typos and illegal characters (yaho.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 dynamically predict the probability of mail being successfully received by the recipient based on additional factors



EMAIL CHANGE OF ADDRESS SERVICE (ECOA)

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 replace 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.

REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): www.melissa.com/mc-email

Global Phone Verification

Ensure U.S. & International Mobile & Landline Numbers are Valid & Callable

With only a phone number and/or a country entered, our Global Phone Verification 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 240+ countries, and verifies phone number types such as landline, 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 texts that will never go through due to wrong or invalid numbers. Ideal for call centers and websites that collect mobile numbers in real time, Premium Phone supports many 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. It 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.

REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): www.melissa.com/mc-phone

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

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

Global Name Verification

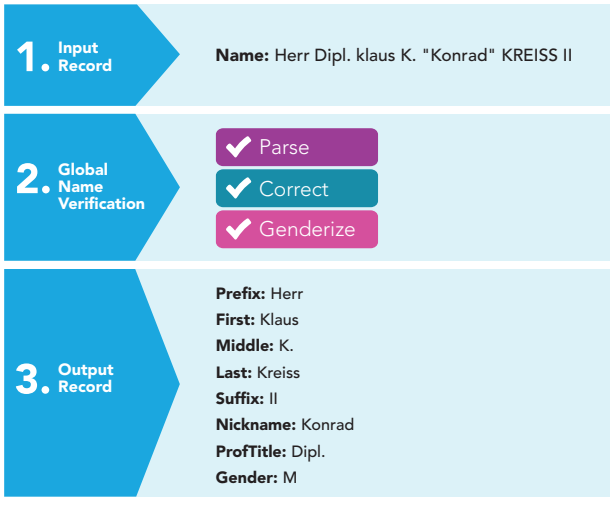
Use Intelligent Recognition to recognize over 6,000,000 last names and 4,000,000 first names across different countries and languages.

Melissa's Global Name Verification 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 names 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 and prevents 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)
- Split dual names (ex. Mr and Mrs John and Mary Jones)
- 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 6,000,000 last names and 4,000,000 first names across different countries and languages
- Help segment database based on statistical probabilities and user defined criteria

REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): www.melissa.com/mc-name

Matching/Deduplication

Easy Dedupe Solution to Quickly Clean 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

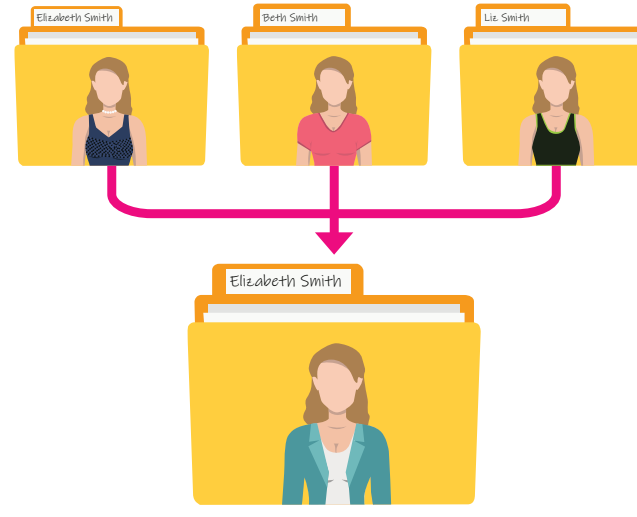
Mr. J Smithe
TAXman Consulting
Suite 5
12 North Main Street
Anytown, CA 92688

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



REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): www.melissa.com/mc-matchup

MATCHING TECHNIQUES

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

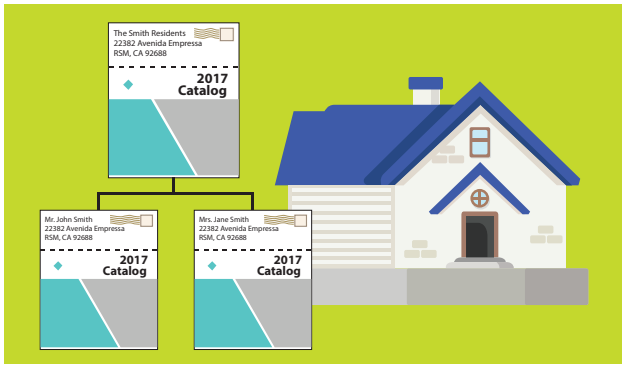
MatchUp's CASS option provides the ability to eliminate duplicate records plus correct and verify addresses – all in one pass. This time- saving dynamic duo is ideal for mailing and shipping applications, and ensuring your records are clean and the addresses are deliverable.

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 many 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

Change of Address/NCOA

Get Current Addresses of U.S. & Canadian Customers who 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 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.

THE AVERAGE COST OF RETURNED MAIL IS $0.51 PER PIECE

Source: Save the Post Office

KEY FEATURES

- Reduce mailing costs and waste associated with UAA mail
- Improve delivery and stay in touch with customers that have moved in the U.S. and Canada
- Meet the USPS Move Update requirement for mail compliance

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	C0
ZIP	80012

2. Output Record

Name	John Smith
Address	50 Sunnydale Lane
City	Rancho Santa Margarita
State	CA
ZIP	92688-5569
Results	AS01, CM01, CS01, CS11
Results Definition	**AS01** - Address Fully Verified: The address is valid and deliverable according to official postal agencies. **CM01** - COA Match: A COA was found for an Individual, Business, or Family. **CS01** - Move with New Address: The record is a 'move' and a new 'moved to' address was provided. **CS11** - Family Move: The record is classified as a family.
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	**AS01** - Address Fully Verified: The address is valid and deliverable according to official postal agencies. **CM01** - COA Match: A COA was found for an Individual, Business, or Family. **CS01** - Move with New Address: The record is a 'move' and a new 'moved to' address was provided. **CS11** - Family Move: The record is classified as a family.
JobID	SampleJobID

REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): www.melissa.com/mc-smart

Geocoding/Street Route

"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.

"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

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.

Reverse Geocoding

ReverseGeo takes a lat/long coordinate and returns the closest single or list of addresses. You can find what address this coordinate is on or closest to. We recently introduced a new dealer locator functionality that allows users to input a list of "stores" and ReverseGeo will find the closest one. Currently available for the U.S.

REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): www.melissa.com/mc-geo

KEY FEATURES

- Precise rooftop geocodes for 95% of all physical U.S. addresses
- Rooftop-level geocoding for 5+ million non-USPS addresses
- Available in three levels of geocoding accuracy: Rooftop, ZIP+4 and ZIP

MELISSA STREET ROUTE

Street Route 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 can't 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

REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): www.melissa.com/mc-street

Property/Mortgage Data

Add Property Information for Insights

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, history and more.

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

When you add more than 400 fields of detailed property data to your in-house records, you'll gain the competitive edge and capitalize on market opportunities.

The Property Data solution is ideal for lenders, real estate professionals, investors and insurance agents.

OUR PROPERTY INFORMATION CONTAINS 400 FIELDS OF DETAILED PROPERTY DATA

HOW DOES IT WORK?

You can easily search by address to access property information such as the owner's name, current resident, assessed value, square footage, a visual map and more.

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

PROPERTY OWNERS

- Owner Occupancy
- Owner Name, Address
- Household Demographics
- Other Properties Owned by Owner

MORTGAGE & DEED

- Sale Price, Lending Bank
- Current & Past Trust Deed Transactions
- Prior Sale Amount & Seller's Name
- Current Estimated Market Value

PROPERTY CHARACTERISTICS

- Property Address
- Lat/Long Coordinates
- Parcel Boundaries
- Land Square Feet
- Building Square Feet
- Tax Amount & Year Built
- Number of Beds/Baths
- Census Information: County, Tract & Block

REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): www.melissa.com/mc-property

Global Address Autocomplete

Autocomplete Addresses to Ensure Accuracy & 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.

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 Codes®, and even typos.

Global Express Entry suggests a complete, verified postal address saving up to 50% in data entry time and simplifying checkout.

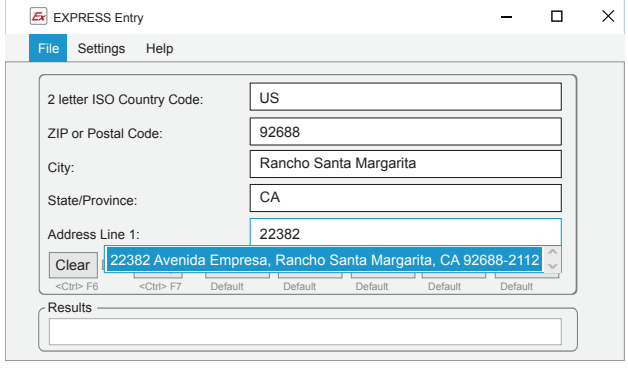
Customers will spend less time filling out forms and more time buying, while you benefit from increased conversions and better quality contact data for fulfillment.

ECOMMERCE EXPERIENCED 10 YEARS OF GROWTH IN 3 MONTHS DURING THE PANDEMIC

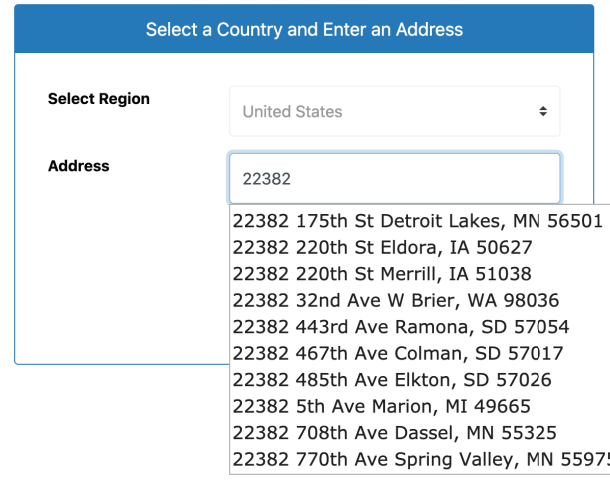
Source: McKinsey

KEY FEATURES

- Autocompletes addresses 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



Fielded: Ideal for call centers & data entry personnel. Start with a ZIP Code & quickly find the standardized & verified address. The fastest.



Free-Form: Just begin typing & let the auto-suggestion tool do its work. Great for webforms, increasing conversions by 40% or more!

REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): www.melissa.com/mc-express

Global IP Location

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.

PREMIUM DATA FOR ACCURATE LOCATION

Global IP will validate an IPv6 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 IPv6 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.

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

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:	IS01

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

REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): www.melissa.com/mc-ip

Global KYC & AML Check

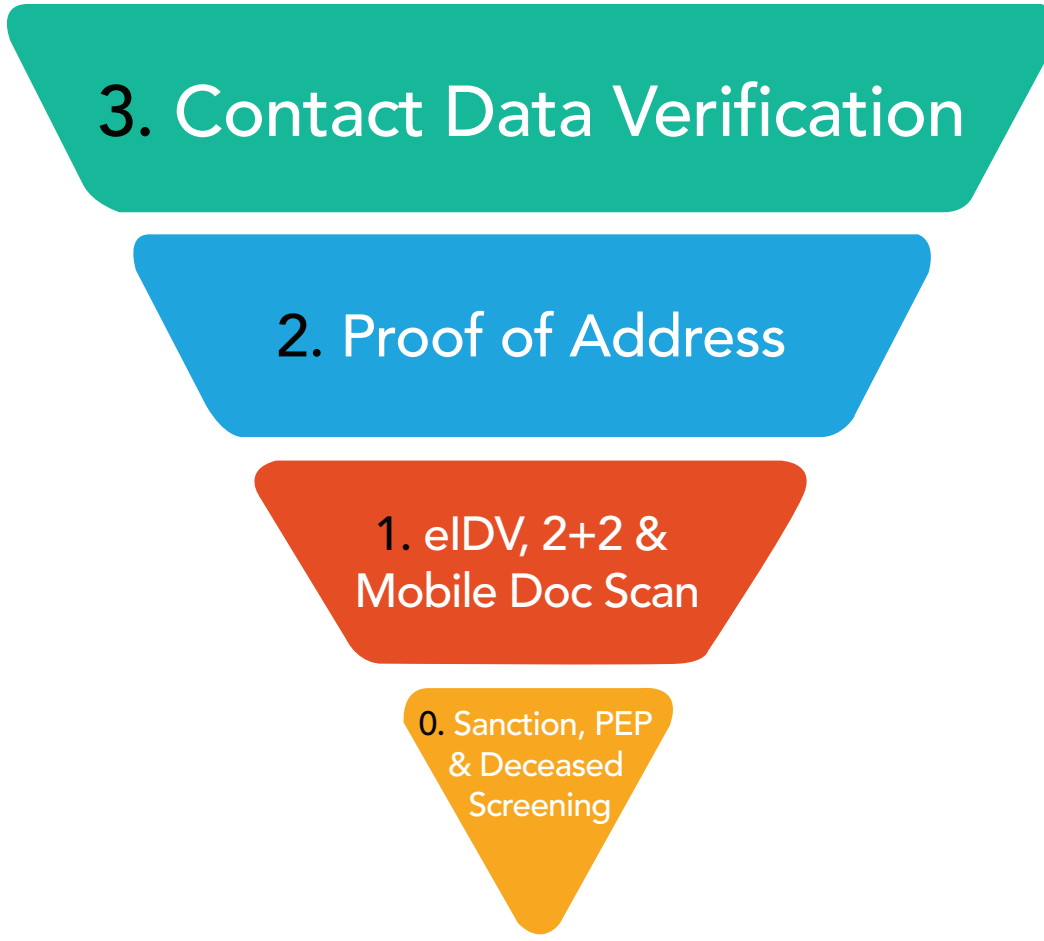
Personator World's 3210 Verification

Melissa's Global KYC & AML Check in Personator World is designed for organizations that need high-quality, real-time electronic identity verification (eIDV). It's delivered using a layered approach of data quality checks. Each has a dedicated engine that corrects, parses and understands names and addresses empowering you to safely onboard new customers while protecting your organization.

KEY FEATURES

- Verify Identities Worldwide
- Instant Name-to-Address Verification
- Meet Stringent Compliance
- Establish Customer Due Diligence
- Privacy is Ensured
- Flexible & Customizable

EIDV CAPABILITIES:



REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): www.melissa.com/mc-world

3. Contact Data Verification

The first step to identity resolution: contact data verification. Melissa is the only eIDV service that employs a data quality verification layer that verifies each piece of the identity puzzle before it gets passed to the next step. Verify global addresses, emails, phones & recognize 6+ million last names & 4+ million first names.

2. Proof of Address

Once contact elements are verified, ensure the person actually lives at the provided address. Leverage 2.1 billion records to perform a proof-of-address check. It's a light-weight, quick check that goes a long way to providing enhanced fraud prevention & is available in select countries including U.S., U.K., Germany & many others.

1. eIDV, 2+2 & Mobile Doc Scan

eIDV: Verify SSN, national ID & DOB to prevent underage or consumer-not-present activities.

2+2: A more advanced mode of eIDV uses 2 different sources to corroborate & verify 2 pieces of information.

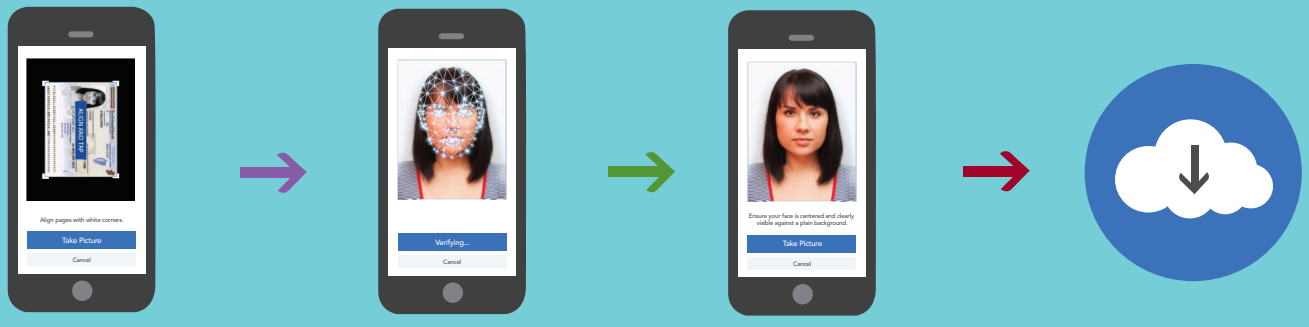
Mobile Doc Scan: See details below

0. Sanction, PEP & Deceased Screening

Gain the greatest confidence in an individual or entity after they have been screened through sanctions lists, Politically Exposed Persons, & other federal & international restricted party watchlists including an Adverse Media Screening. All reference data which a user is screened against is refreshed daily in our real-time environments.

MOBILE DOCUMENT SCAN APP

Need a streamlined, easy-to-use approach to rapid onboarding and robust security? The Mobile Document Scan App is a quick way to capture and verify customer ID documents and securely store consumer due diligence reports with full audit trails. Reduce fraud, improve customer engagement and ensure peace of mind – in a matter of seconds.



ID Check

MRZ and OCR technologies instantly identify document type, extract client data and populates data into relevant systems, like CRM platforms with no manual entry.

Biometrics Check

Smart facial recognition and comparison algorithms recognize a match between a selfie and an ID image and distinguishes changes like facial hair, makeup, hairstyle and more.

Liveness Check

Determines if the person behind the device is live and not a static image by distinguishing eye movement to ensure user authentication.

Compliance Reporting

Customer due diligence reports and full audit trails are generated and stored. All documents and reports are organization-controlled and may be evaluated at any time.

U.S. & Canada Consumer Check

Personator Consumer

Fill in the gaps in your customer and business contact records with U.S. and Canada Consumer Check powered by Personator Consumer. We combine billions of active and historical records to verify consumer contact information and enrich your data with demographic, firmographic and geolocation information to build a clearer view of your customers for deeper insights.

U.S. and Canada Consumer Check by Personator easily integrates into applications, shopping carts and forms to ensure you capture accurate name, address, email and phone data for rapid onboarding, timely fulfillment and fraud prevention.

PERSONATOR CONSUMER VERIFICATION CAPABILITIES:

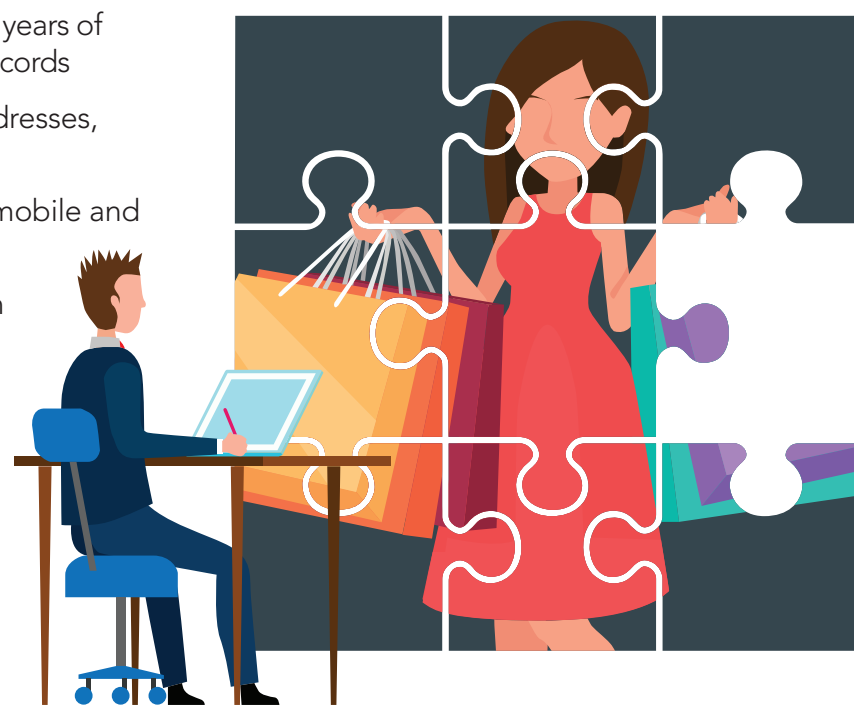
Address, Name, Phone & Email Check

Verify, correct and standardize U.S. and Canadian contact data – addresses, names, phone numbers and email addresses.

- Standardize full names, set salutations, genderize and parse records
- Update the addresses of U.S. and Canadian customers/prospects with 10+ years of history and millions of move records
- Correct and update email addresses, domains and formatting
- Update and properly format mobile and landline phone numbers
- Certify that U.S. and Canadian address records are accurate and deliverable
- Aggressively correct and append house numbers, cities, states, codes to U.S. addresses with Advanced Address Correction (AAC)

Real-Time Name to Address Check

Verify customer identities fast by instantly matching names to addresses as they are entered during customer onboarding and during checkout to identify potential fraud immediately. Prevent bad data from entering your systems, reduce fraudulent transactions and keep your database clean with real-time address, email, phone and name validation.



PERSONATOR CONSUMER ENRICHMENT CAPABILITIES:

Data Appends

Add missing addresses, names, phone numbers and email addresses. These enrichments not only improve communication and omnichannel marketing efforts, but they also help you match missing contact fields to flesh out your single view of the customer.

Geocoding

Convert U.S. and Canadian postal addresses to a precise rooftop latitude and longitude coordinate in real time for mapping, logistics, location analysis, target marketing and more. Power retail store location and local search lookups to increase customer satisfaction and ease of shopping. The business uses are endless.

Consumer Demographics

Add detailed demographic information on over 250 million U.S. individuals and 170 million households, including household income, marital status, credit information and more.

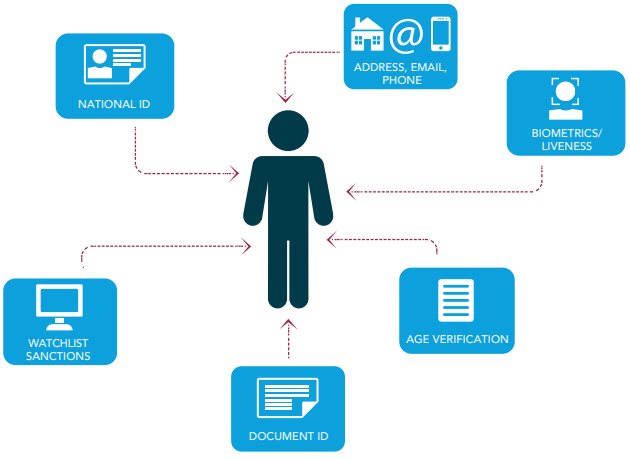
- Date of Birth
- Deceased Information
- Gender
- Presence of Children
- Number of Adults
- Marital Status
- Home Owner/Renter
- Household Income
- Length of Residence
- Occupation

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:	**Added Phone Number:** 949-858-3000 **Household Income:** $38,000-$42,000 **Age:** 37 **Latitude:** 33.637553° **Longitude:** -117.607415°
Email:	jwbrown@melissa.com



REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): www.melissa.com/mc-consumer

Global Address Database (GAD)

Fill in the Gaps in Your Master Address File

If your master address file isn't complete, it's time to meet GAD – the Global Address Database. It provides complete postal address information and location intelligence (rooftop lat-long coordinates, census tract/block number, county name with FIPS code) for the U.S., Canada and a growing number of countries like France, Germany, Spain and more.

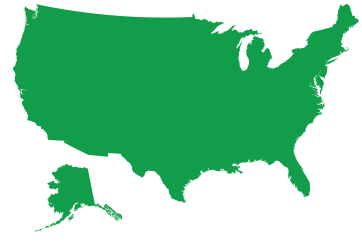
With GAD, your address file will be complete, standardized and always up to date. GAD provides you with a complete list of all addresses in your target area for optimized route planning, logistics, resource allocation and GIS applications.

Similar to a barcode or ISBN, each address in the GAD 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.

MAK IS ONE OF A KIND

MAKs never change – so detailed information that might change over time (street addresses, lat/long, Census, county or FIPS code data) is updated regularly and always accurate. This helps you easily keep your address data up to date and accurate.

GAD SUPPORTS THE FOLLOWING ADDRESSES:



USA

- 197 Million U.S. Addresses (includes USPS, non-USPS, PO Boxes, Apartments & Suites)

CANADA

- 15 Million Canadian Addresses

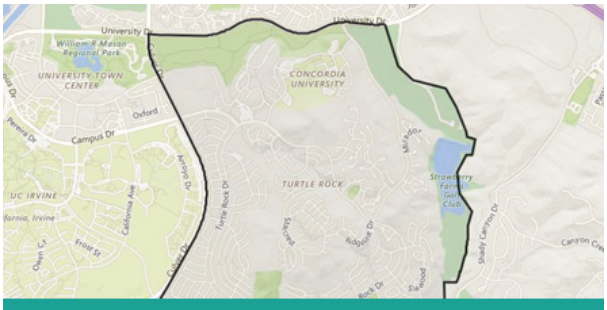
WESTERN EUROPE

- 25 Million French Addresses
- 15 Million German Addresses
- 26 Million Italian Addresses

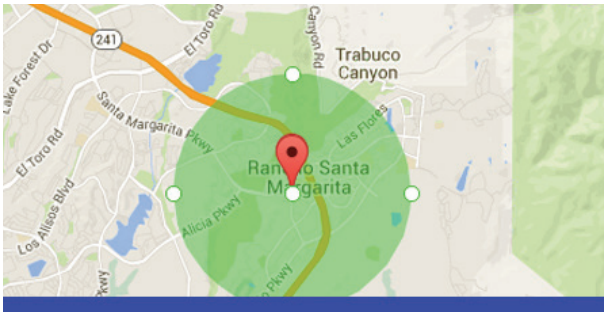
SEARCH YOUR WAY

GAD allows you to "keyring" groups of MAKs. It's a great way to find all of the existing addresses in a specific area, for instance, in a school district, congressional district, ZIP Code (or group of ZIP Codes), city, state, or any shape-based search like a radius or polygon. Select the search parameters to fit your needs.

- Optimize route planning and reduce response times for first responders
- Improve utilities management like waste collection and water allocation
- Get accurate analysis for risk management, route planning and sales intelligence



All the Addresses in a Neighborhood Map



All the Addresses in a Radius

WHY CHOOSE GAD?

GAD provides complete coverage and complete intelligence, on all valid addresses within a given area – residences, businesses, apartments, suites and PO Boxes – with fully customizable online ordering.

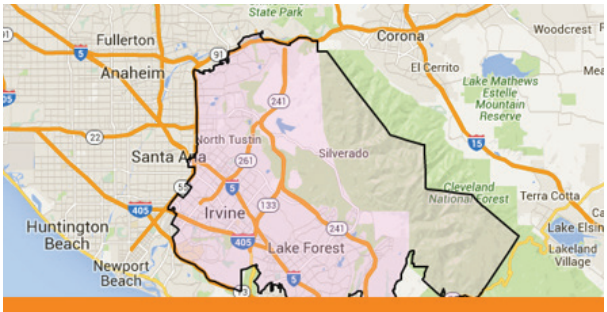
REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): www.melissa.com/mc-gad

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

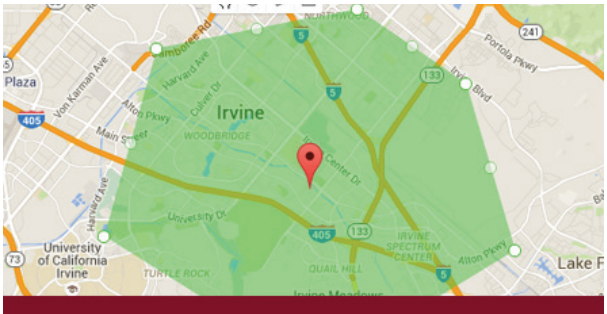
Source: Melissa Internal

KEY FEATURES

- **Unique address identifier technology**
- **Ensure true anonymization for privacy & security**
- **Easily links to property, demographic & risk data**
- **Automatically updates from USPS® & other postal authorities**
- **Fast & accurate searching & matching records**
- **Resident & business indicator**



All the Addresses in a Congressional District



All the Addresses in any Shape-Based Search

Data Marketplace

Reach More Targeted Prospects to Grow Your Business

Find and target the right prospects for your business. Our Data Marketplace offers an array of targeted data sets – like Consumer, Property, Business and Shapefiles – designed to get your brand in front of the eyes of your best prospects. We offer 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 DATA

Tap into our database of over 200 million households nationwide to build the perfect consumer list. Our high-quality, multi-sourced data includes detailed household attributes, housing/homeownership and lifestyle selects – so you can reach consumers by specific demographics and geographic location. Phone numbers and email addresses are also available.

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

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

BUSINESS DATA

Identify business prospects most likely to buy your products and services, based on key firmographic characteristics like company size, contact title, SIC and NAICS codes and more.

Our file contains 15 million U.S. business records from small to Fortune 500 companies. Selects 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 OWNER DATA

Target on-site and absentee property owners based on specific property characteristics, geography and more. Our Property Owner Data contains over 100 million records, covering more than 2,600 counties, 95% of the U.S. population and over 98% of all mortgage transactions.

We offer information on:

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

SATURATION/OCCUPANT DATA

Saturate a neighborhood in Walk-Sequence order for maximum postal discounts. Unlike Every Door Direct Mail® (EDDM) provided by the USPS®, our Saturation/Occupant Data includes head-of-household names for 90+% of addresses for better personalization and response rates. Select an area by ZIP Code, radius, county, city, carrier route or:

- Congressional/Local District Boundaries
- Specific Neighborhoods or Subdivisions
- Census Tracts
- Polygons, Zones or Trade Areas
- Single Family Homes
- Apartments
- Mobile Homes
- School District
- Seasonal Addresses

ZIP CODE/POSTAL CODE DATA

Use better data to ensure your analytics, GIS and spatial analysis provide meaningful insights. Our ZIP Code/Postal Code Data offers complete location, demographic and firmographic information on global addresses to help you determine niche markets, find new territories of interest, and improve product placement decisions by getting the full picture.

ZIP*Data

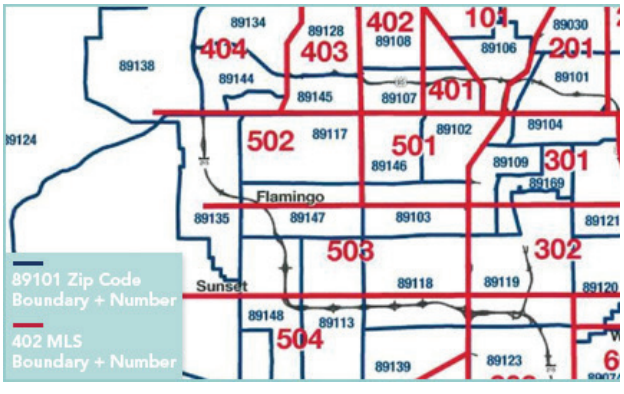
Verify 5-digit ZIP Codes and add the following: Lat-Long Coordinates, 46 Census Bureau data variables and American Community Survey (ACS) data.

Global Geo*Postcode Data

Database of localities, streets, administrative regions and postal codes for 253 countries includes Lat-Long Coordinates, Time Zone, DST, Elevation, ISO, NUTS and FIPS reference codes. It is available in local language, transliterated English, and non-accented ASCII.

ZIP+4 & Canada Postal Code Boundaries

The files represent boundaries that share a unique ZIP+4 code in the U.S. or Canada Post 6-character postal code boundary. They can be easily used with your existing GIS applications.



REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): www.melissa.com/mc-market

Unison by Melissa

Customer Data Platform For Easy Data Quality with No Programming

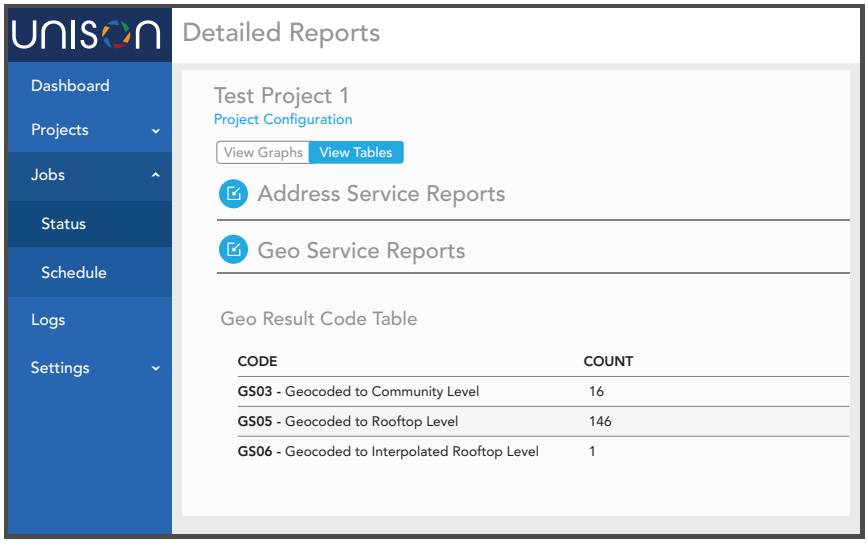
Unison by Melissa was designed with the data steward in mind. Scalable, secure and speedy processing puts the power of data cleansing and robust reporting into the hands of the non-programmer.

Unison unifies Melissa's industry-leading customer data validation and data quality solutions into one platform. With Unison's browser-based, best-in-class parsing, matching, profiling and cleansing capabilities, you can now securely ensure all customer data across the enterprise is clean and reliable in record time.

UNISON PROCESSES 50+ MILLION ADDRESSES PER HOUR

KEY FEATURES

- Full Data Quality Suite
- Simple, Intuitive Interface
- Flexible Collaboration
- Job Automation Scheduler
- Scalable Grid Distribution
- Integrated, Visual Reporting
- Secure Data Processing
- Extremely Fast Batch Performance



UNISON by melissa

UNIQUE ARCHITECTURE

Unison disseminates data quality jobs across the enterprise and harnesses powerful processing abilities required to quickly render large data-sets clean and reliable at a blazing 50+ million records per hour. Unison scales to move accurate data, regardless of system or format, through enterprise pipelines at light-speed.

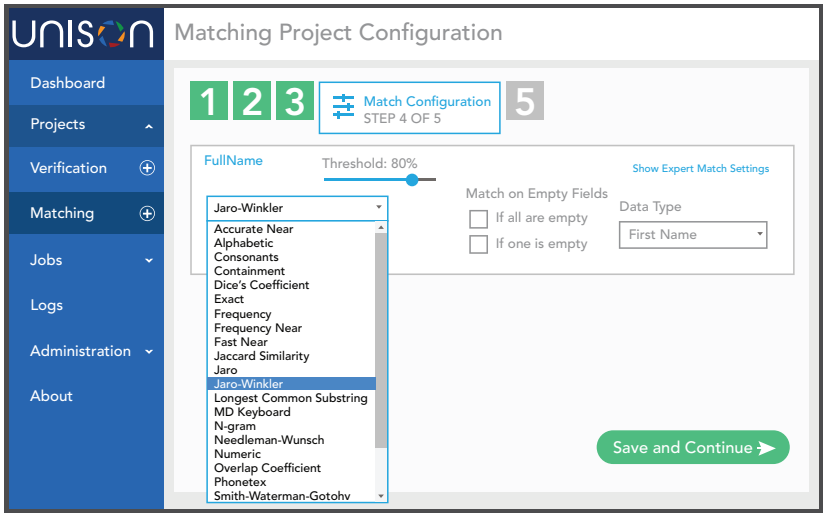
UNMATCHED SECURITY

With Unison, your data is always safe and secure. As an on-premise data processer, data will never leave your organization.

Controlled access to customer data with user authentication ensures that the most sensitive personal data like financial or medical records will be protected within your organization.

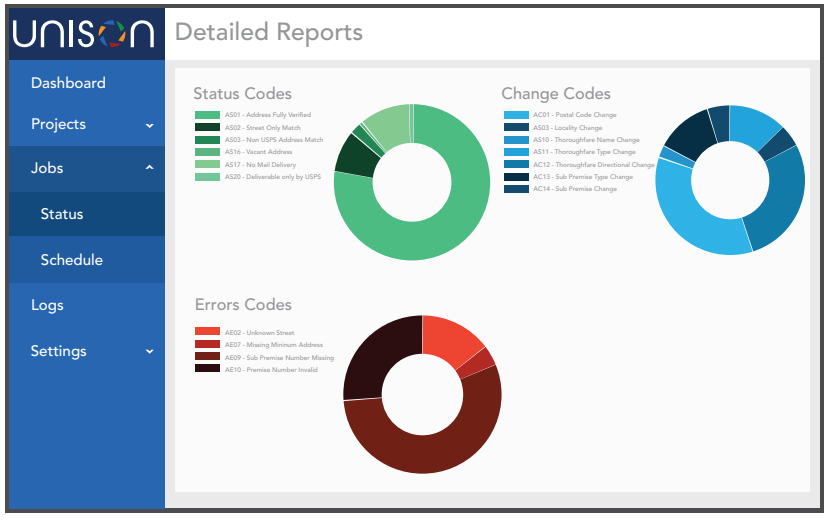
UNBEATABLE INTERFACE

Unison's intuitive interface makes it a breeze to create and manage data quality jobs. It comes fully equipped with visual reporting, activity logs and easy job scheduling, all wrapped in a modern interface. Unison accommodates multiple secure users for project collaboration and can easily automate jobs to run hourly, daily, weekly, monthly or yearly.



AI-POWERED MATCHING GUI

Ensure a reliable single customer view with advanced fuzzy matching algorithms and golden record survivorship straight in Unison. It features a wizard-based matching interface, fuzzy matching score and robust reporting. Specialized AI determines the best approach to meet your unique deduping needs, plus, review and tweak results straight in the platform, in real time.



BUILT-IN VISUAL REPORTING

Process and monitor jobs with robust visual analytics. Easy-to-read reporting provides a high-level of overview of how the data was improved, making the jobs of both the steward and stakeholder alike much easier. Detailed logging of results with audit trails deliver simple, beautiful reporting while meeting compliance.

PLATFORM ARCHITECTURE AND TOPOLOGY

SIMPLE VISUAL INTERFACE	Schedule jobs & create & manage access & routines.
FAST DISTRIBUTED PERFORMANCE	Processing 50+ million records per hour to handle large data sets at light speed.
SECURE DATA PROCESSING	On-premise data management with user authentication to meet compliance & security.
IMPLEMENTATION	Downloads & installs without programming.
COMPATIBILITY	Supports flat files/CSV, Microsoft SQL Server, MySQL & Oracle.
CUSTOMIZATION	Configurable interface & customizable user rights management to meet your needs.

REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): www.melissa.com/mc-unison

ETL & Data Integration Solutions

Today, data flows into organizations from a vast array of sources, often unstandardized and riddled with inaccuracies. Roughly 91% of businesses are hurt by common data errors, including duplicate and incorrect data.

Many companies turn to ETL (extract, transform and load) platforms to make data actionable and usable.

These programs help to select the data needed and transform it by cleaning, deduping and enriching the information.

The data then gets moved into a system for analysis and other business applications. Melissa goes above and beyond these needs by integrating the full spectrum of its data quality solutions into ETL products – compatible with popular formats and cutting-edge platforms.

60% OF IT TIME IS SPENT ON DATA REHABILITATION

Source: Harvard Business Review

KEY FEATURES

- Full Data Quality Suite
- On-Premise or Cloud
- Batch or Real-Time Processing
- Read/Write Array of File Formats
- Intuitive Drag & Drop
- Performance Monitoring
- Dynamic, Reusable DI templates
- Usage Auditing Operations
- Enterprise-Grade Security

EXTEND ETL PRODUCTIVITY

Melissa leverages the powerful ETL capabilities of leading data integration (DI) platforms and extends them with seamlessly integrated data cleansing functionality and enrichment components to deliver reliable data throughout the enterprise.

Melissa's Data Quality Components for ETL empower users to easily:

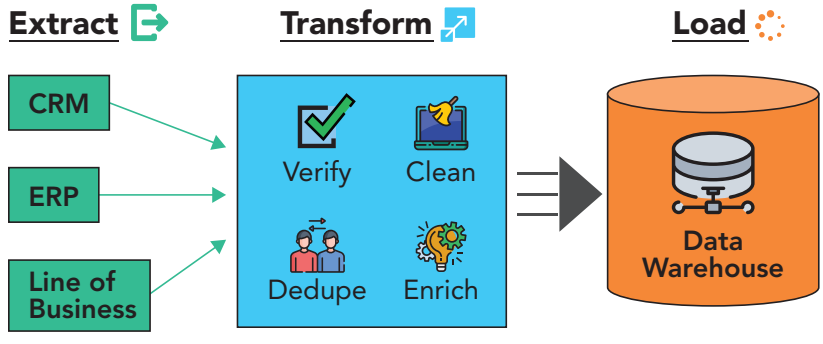
- Collect Data from Any Source
- Cleanse & Transform Data
- Apply Standards, Enforce Rules & Enrich Data
- Report, Analyze & Gain Immediate Insight
- Migrate Data to the Data Warehouse

Microsoft SQL Server Integration Services

talend

pentaho

Semarchy THE DATA CONVERGENCE COMPANY



ETL Compatibilities & Capabilities

We help you chain in full spectrum 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.

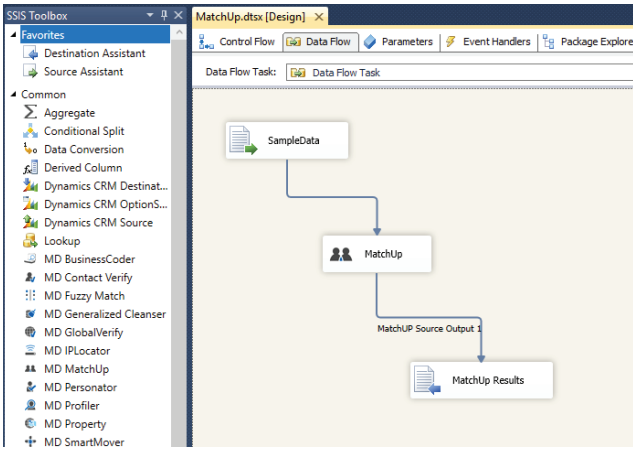
Melissa taps into 37 years of address management and contact data quality expertise to create out-of-the-box solutions that work seamlessly with your data integration platforms, such as:

- Microsoft SQL Server
- Pentaho Data Integration (PDI)
- Talend
- Semarchy

Robust ETL & Customer Data Integration

Take in more data from more sources and use it in more ways than ever. Melissa's Data Quality Components for ETL reads from and writes to relational databases (SQL Server, Oracle, Netezza, DB2, etc.), fixed or delimited text files, JSON, XML, COBOL, and other file formats supported by third party connectors.

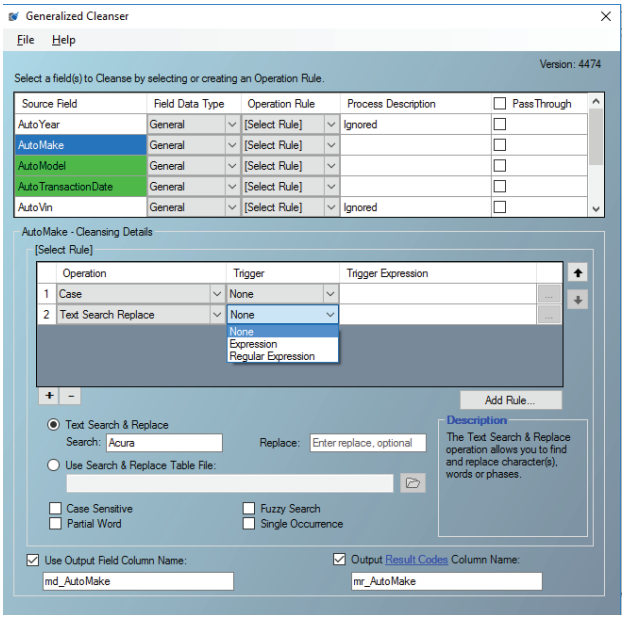
Go beyond standard ETL tools with scalable and flexible management of end to end data flows.



REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): www.melissa.com/mc-etl

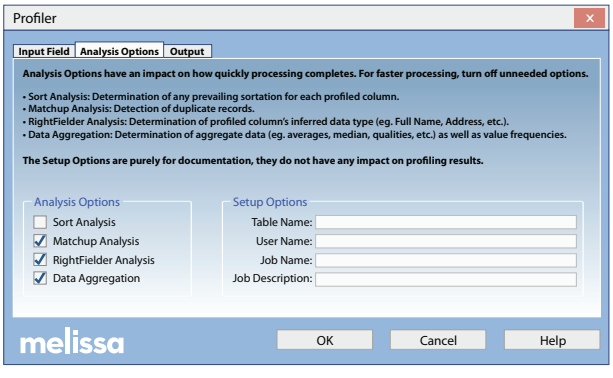
Generalized Cleansing Component

Build and customize data cleansing scripts for a wide range of data errors and inconsistencies to standardize data. Combine six operations to cleanse data and save your operations (simple to complex) for future projects.



Transformation Components

Chain in our full data quality suite including profiling, verification, enrichment and updating of all your mission-critical data. Match, merge and monitor data over time to enforce business rules on incoming records and reduce amount of cleansing needed.



Clean Suite for CRM

Fresh N Clean Customer Data

Fight dirty data in your CRM with Melissa's Clean Suite for CRM. Reduce risk and data entry errors, achieve higher ROI and conversions, and most importantly, gain a deeper understanding of your customers. Verify, standardize, correct and append your business and customer contact records for data that sparkles.

25% OF CRM CONTACT DATA IS BAD

Source: Business to Community

CLEAN SUITE CRM

CLEAN

- Clean, correct & standardize all contact data elements – name, address, phone & 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 consumers that have moved for better customer contact management
- Replace old emails & phone numbers with the most up-to-date accurate data available

ENRICH

- With email, phone or address
- Firmographics for 25 million U.S. businesses
- Lifestyle & demographic data
- Global geocodes & property & mortgage info on 110 million U.S. properties

KEY FEATURES

- Real-time data cleansing ensures only the freshest data enter your CRM
- Cleanse at point of entry or in batch
- Find consumers who have moved from proprietary 400+ million record database
- Seamlessly integrate into Salesforce® CRM, Microsoft Dynamics CRM®, or Oracle CRM & ERP solutions

salesforce Microsoft Dynamics CRM ORACLE

REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): www.melissa.com/mc-crm

Listware/SaaS

The All-in-One Software as a Service (SaaS) Data Cleansing Tool

Listware Online is our all-in-one data quality tool that cleans, dedupes and enriches your contact data to stop bad data in its tracks. Best of all, it's affordable with pay-as-you-go pricing that includes up to 1000 free credits every month. Improve deliverability and response, optimize sales and marketing efforts and improve ROI with Listware.

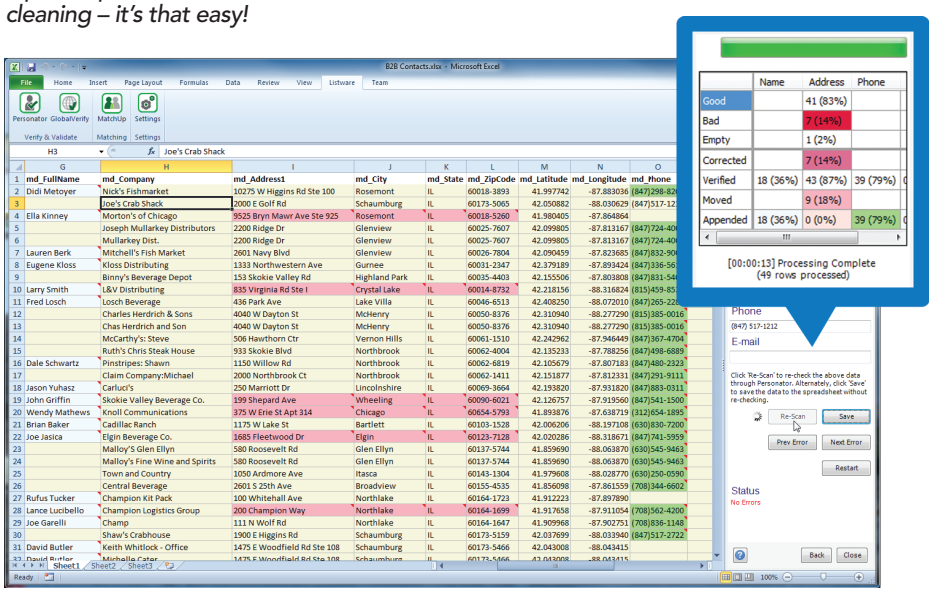
Listware does it all:

- 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 records with business firmographics, consumer demographics, property and mortgage data
- Add missing email and phone information to improve omnichannel marketing

ANOTHER WAY TO LISTWARE

If getting SaaSy isn't your thing, Listware is also available in Excel.

Listware Excel
Open a spreadsheet, hit the Listware button and start cleaning – it's that easy!



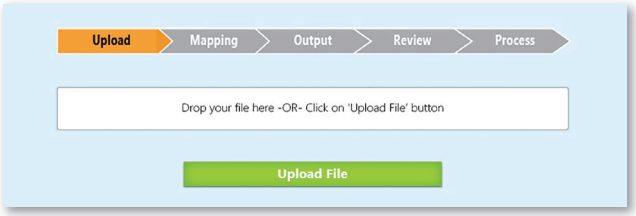
COMPANIES ESTIMATE 70% OF THE BUSINESS APPS THEY USE TODAY ARE SAAS-BASED. BY 2025, 85% OF BUSINESS APPS THEY USE WILL BE SAAS-BASED

Source: BetterCloud Monitor

WHY YOU SHOULD GET SAASY

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. No manual updates needed. Our SaaS service models carry no contracts and offer up front pricing for flexibility and transparency.

Listware Online
Easily upload your file from anywhere: laptop, iPad or mobile – no software needed.



UPLOAD YOUR FILE – START FOR FREE NOW:
www.melissa.com/mc-listware

Data Enhancement & Data Hygiene Services

DATA ENHANCEMENT

Turn customer and prospect data into your biggest strength by enriching and appending missing data to your consumer and business records. By filling in the gaps, you'll gain deeper insight and uncover new ways to target prospects that are just like your best customers.

WHY CHOOSE OUR DATA ENHANCEMENT SERVICES?

Fill the gaps in your records and build a more complete customer picture so you can:

- **Gain Insight**
- **Empower Omnichannel Marketing**
- **Boost ROI**

POPULAR SERVICES

Premium Email Append (Consumer + Business)

Connect with customers more efficiently and empower email marketing campaigns by adding loads of accurate email addresses to your customer records.

- Matched against our constantly updated database of 350 million email addresses
- Industry-high append rate of 25-50%
- Free Email Append Test: Send us your file and find out how many emails we can add!

Consumer Demographic Append

Add 100s of data elements to your consumer records including household income, age, gender, presence of children, marital status and more.

Email Verification + ECOA

Ensure emails get delivered and your sender reputation remains stellar. Our Email Verification and Email Change of Address (ECOA) services clean your list of more than 95% of bad addresses and replace old, unused email addresses with the new ones your customers are actively using.

Premium Phone/Mobile Append

Reengage lost customers or nudge prospects along the buying process with a phone call. Add accurate mobile and landline phone numbers to your records for effective telemarketing and SMS marketing.

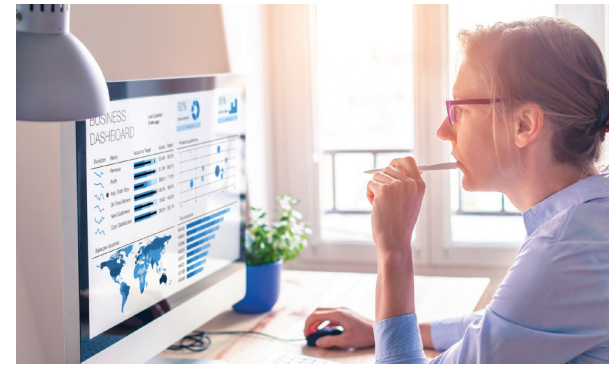
- Matched against our daily updated database of 170 million numbers (landline only)
- Industry-high append rate of up to 40%
- Scrubbed against Do-Not-Call registry for compliance

Property Append

Add 165 property and mortgage details including building and lot, current sale, deed and more on over 140 million U.S. properties.

Business Firmographic Append

Choose from 30+ firmographic elements including contact name, sales volume range, employee size, SIC/NAICS code and more to augment your B2B sales and marketing efforts.



DATA HYGIENE

Clean, correct, and update your customer contact data to reduce costs associated with undeliverable as addressed (UAA) mail, qualify for postage discounts, improve response rates and get the most out of your direct mail campaigns.

SERVICE BUREAU - ANY WAY YOU WANT IT!

1. **Upload your file** & choose your service for quick, easy processing
2. **Automated FTP** - no minimums, no file limitations, fast turnaround & available 24/7
3. **Custom processing** - we offer consultation & custom pricing for your specific data quality project

POPULAR SERVICES

USPS NCOA$^{Link®}$ Service

Update addresses of U.S. consumers and businesses that have moved in the last four years. Meet the USPS Move Update requirement for postal discounts. Access over 160 million moves over the last 48 months (also in 24-month processing). Available via batch processing, Web service or fully automated FTP processing.

Canada NCOA Service

Update addresses of Canadian customers that have moved in the last five years. Access over 10 million records from the last 72 months. Canada Post SERP certified address correction standardizes your list.

Duplicate Elimination

Up to 10% of the average mailing list is comprised of duplicate records. Identify duplicates in your list, or across multiple lists, to eliminate wasted printing, postage and production costs.

Proprietary Change of Address (pCOA) Processing

Check up to 30 years of records to identify movers who did not file a change of address. This service is a recommended complement to NCOA processing to maximize deliverability.

CASS + DSF$^{2®}$ Processing

Meet USPS CASS requirements easily by adding correct ZIP+4 postal codes and standardizing addresses. Also, qualify for USPS Enhanced Carrier Route (ECR) and other discounts by adding DSF$^{2®}$ delivery types and walk sequence codes.

Deceased, DMA & Inmate Suppression Services

Avoid fines, keep costs down and protect your brand by removing customers who are deceased, incarcerated, or electing not to receive advertising. Check to see if your customers are registered for mail suppression with the Direct Marketing Association (DMA).

Personator + Global Verify Services

Our premium services verify U.S., Canadian and international addresses, email addresses, names and phone numbers to ensure your customer contact databases are standardized.

- **Address Verification:** Validate, correct and standardize addresses for 240+ countries.
- **Phone Number Verification:** Determine type of phone line, CallerID and whether mobile numbers are live and connected.
- **Email Verification:** Verify and correct email addresses and remove spam traps.

UPLOAD YOUR FILE OR REQUEST A DEMO:
www.melissa.com/mc-service-bureau

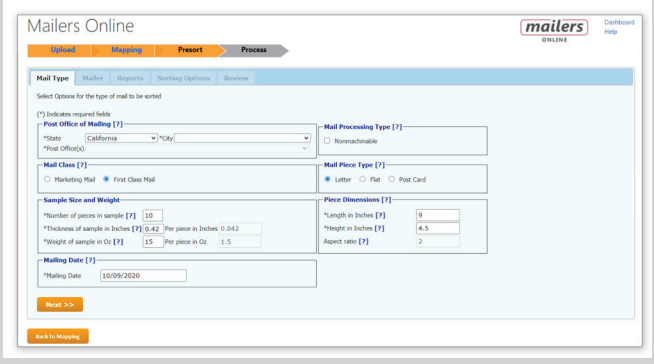
Mail Your Way

Melissa gives you two ways to take advantage of our mailing solutions. Whether you choose Web or Desktop, you'll be able to prepare U.S. and Canada Post® compliant mailings for maximum postal discounts.

MAILERS ONLINE – CLOUD-BASED PRESORT SOFTWARE

This Software as a Service (SaaS) is perfect for the occasional mailer. Upload your file securely and pick it up when it's ready. NCOA^Link® 48-month processing is included for free.

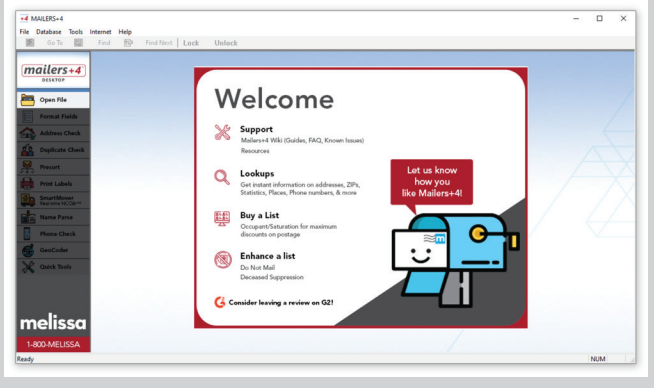
UPLOAD YOUR FILE NOW:
www.melissa.com/mc-mail-upload



MAILERS+4 DESKTOP – BULK MAIL SOFTWARE

On-premise software to help mailers prepare USPS and Canada Post® compliant mailings faster, easier, and more accurately. Annual and monthly subscriptions available.

REQUEST A FREE TRIAL OF MAILERS+4:
www.melissa.com/mc-mp4



CAPABILITIES MATRIX

Capabilities	Mailers+4 Desktop	Mailers Online	Mailers+4 Developer Tools
Type	On-Premise desktop	Cloud-based	API
Multi-platform (Windows, Mac, Linux)	Windows only	Any Web Browser	Windows
Subscription type	Subscription - yearly or monthly	Pay as you go, credit-based or Subscription option also available	Subscription
Address Check			**Address Object**
USPS® CASS/DPV Certified Address Correction	YES	YES	YES
LACS^Link®/Suite^Link®	YES	YES	YES
Residential Business Delivery Indicator	YES	YES	YES
Canada Post SERP Certified Address Correction	Mailers+4 Add-on: Canadian Addresser	NO	YES
National Change of Address (NCOA^Link)			**SmartMover Web Service**
USPS® NCOA^Link® 48-month Move Update	Mailers+4 Add-on: SmartMover	YES	YES
Canada Post 72-month NCOA®	NO	NO	YES
Duplicate Check			**MatchUp**
Merge/Purge - Dedupe	YES	YES	YES
USPS PAVE-Gold Postal Presort			**Presort Object API**
USPS® PAVE Gold Certified Presort	YES	YES	YES
First-Class Mail®	YES	YES	YES
Marketing Mail®	YES	YES	YES
Periodicals	YES	NO	NO
Palletization	YES	YES	YES
Mail.dat	YES	YES	YES
USPS Required Reports & Container Tags	YES	YES	YES
Mailing Label Support	YES	YES	NO
GeoCode			**GeoCoder Object**
Geocoding	Mailers+4 Add-on: GeoCoder	NO	YES
Other			
Job Scripting	YES	NO	YES
USPS Updates	Monthly Download	Automatic	Monthly Download

Melissa offers free Mailers training and support. Our staff is always available through live chat, email and phone.

Web APIs by Melissa

Build, Test & Play in Our Sandbox

Learn and play with our tools in our Developer Portal. You'll get instant access to our contact data cleansing, identity verification, enrichments, property data and geolocation APIs. It's a great way to do rapid application testing or easily integrate into your e-commerce website or mobile apps. Just like our Lookups, you can activate 1,000 Developer Portal credits a month with easy, on-demand refills.

KEY FEATURES

- Single record lookups ideal for web forms and call center applications
- Get started immediately with a Melissa Account and 1,000 Credits
- Modern interfaces available; REST, JSON, and XML for easy integration into your applications

WEB APIS

Build comprehensive global address, email, name and phone verification into your websites plus enrich records with detailed property, firmographic and location intelligence. You can even combine the output of several APIs with your own data to generate customer mashups, maps, shapes and firmographics that empower new products.

- Global Address
- Global Email
- Global Name
- Global Phone
- Global IP Locator
- Global Business
- Property (U.S.)
- Personator (U.S. & Canada)

ON-PREMISE APIS

Melissa's suite of on-premise APIs work with Windows®, Linux®, Mac, AIX, and can be used with any programming language such as C#, Java, Python, C/C++.

- Address Object
- Email Object
- Geocoder Object
- MatchUp Object
- Name Object
- Phone Object
- Presort Object
- Profiler Object
- RightFielder Object
- Global Address Object

COME ON IN – LET'S BUILD SOMETHING GREAT!
www.melissa.com/mc-developer

Flexible Pricing Options to Meet Your Needs

From free credits to annual subscriptions and custom pricing, Melissa offers flexible options when you're ready to choose your product or service.

CREDITS: PURCHASE ON DEMAND, 24/7

Tier 0	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5
1000 Credits	10,000 Credits	30,000 Credits	100,000 Credits	500,000 Credits	Enterprise Volume
Free	**$30.00**	**$90.00**	**$285.00**	**$1,395.00**	**Contact Us**

ACTIVATE 1,000 FREE CREDITS NOW!
www.melissa.com/mc-credits

Credits can be used for the following products: Lookups, Listware, Mailers Online, Clean Suite for CRM, Developer APIs (accessed through the Developer Portal)

WEB SERVICE
North America

50,000 Address Validations	100,000 Address Validations	500,000 Address Validations	1 Million Address Validations
$0.015 per record	**$0.009** per record	**$0.0062** per record	**$0.0049** per record
$750 per year	**$900** per year	**$3,100** per year	**$4,900** per year

WEB SERVICE
Global

Starting at $0.018 per record for 97% of countries*

Significantly lower pricing is available with enterprise plans. Individual country pricing may vary depending on premium data sources used.

ON PREMISE
North America

1 Million (DQ Suite)	10 Million (DQ Suite)	100 Million (DQ Suite)
$0.011 per record	**$0.0022** per record	**$0.00039** per record
$11,000 per year	**$22,000** per year	**$39,000** per year

- **99.9% Uptime Guaranteed**
- **Unlimited Technical Support**
- **Free Trials/Proof of Concept Testing**
- **120-Day ROI Guarantee**

ASK ABOUT OUR ENTERPRISE PLANS - CUSTOMIZABLE TO YOUR INDIVIDUAL NEEDS:
www.melissa.com/mc-pricing
800.MELISSA (635-4772)

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

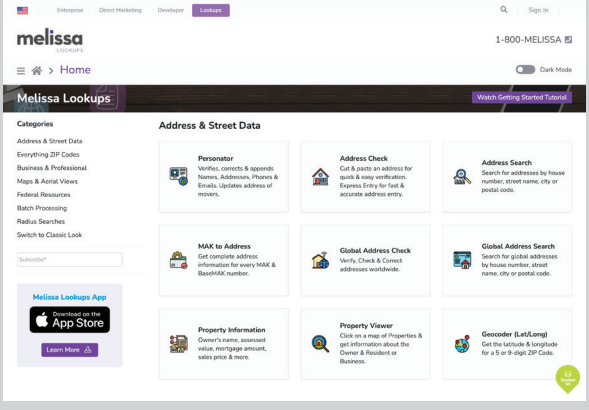
STATISTICS

Income Tax Statistics
Climate Averages

GET STARTED WITH FREE CREDITS

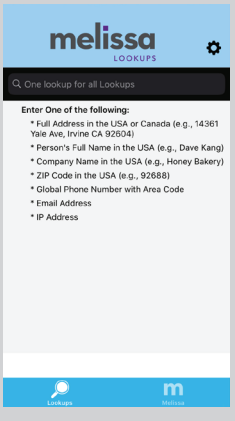
Create a Melissa account and activate your 1,000 free credits. At the beginning of each month, we'll top off your account with up to 1,000 free credits. With Lookups, it's that simple!

GET STARTED:
www.melissa.com/mc-lookups



NOW YOU CAN USE LOOKUPS ANYWHERE, ANYTIME

Access the data you need whenever you need it from the convenience of your mobile phone. Download the **NEW** Melissa Lookups app today!



MELISSA
22382 Avenida Empresa
Rancho Santa Margarita
California, 92688-2112

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Bad Data Happens. We'll Help You Fix It.

For 37 years, Melissa has been known as 'The Address Experts.' We partner with leading postal authorities including USPS®, Canada Post, Royal Mail and others to deliver the best U.S., Canada and global address verification and national change of address processing. When clean data is what you need - call the Experts.

Free Single Address Lookups & Enterprise APIs

Powerful Address, Email, Phone & Identity Verification Solutions

Data Hygiene Services & Listware List Processing Tool

TALK TO AN EXPERT

Customers have used Melissa to perform 126,350,889,573 address validations this year and counting!

GERMANY
+49 (0) 221 97 58 92 40

UK
+44 (0)20 7718 0070

INDIA
+91 (0)80 4854 0142

AUSTRALIA
+61 02 8091 0600

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800 635 4772

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+65 8 2997442

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