

# melissa

2023 CATALOG



## THE ADDRESS EXPERTS

## MELISSA ID

Combat fraud, ensure compliance and build trust with online identity verification.



Global Address  
Verification/Autocomplete



Identity  
Verification



NCOA & Data  
Enhancement



Postal Presort  
Software



Consumer, Business,  
& Property Data

# 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:

## EVERYTHING ZIP CODES

ZIP/ City / Phone  
Home Sales by ZIP  
Carrier Routes by ZIP  
Distance Between ZIPs  
ZIP Codes by County  
ZIP Codes by City  
ZIP+4 Code  
Latitude & Longitude to Address

## ADDRESS & STREET DATA

Personator  
Address Check  
Address Search  
MAK to Address  
Global Address Check  
Global Address Search  
Property Information  
Property Viewer  
Geocoder  
ZIP Codes in a Radius  
Carrier Routes in a Radius

## MAPS & AERIAL VIEWS

ZIP Code Maps  
Carrier Route Maps  
Carrier Routes by ZIP  
County Maps  
City / Place Maps  
Global Postal Code Maps  
School District Maps  
Congress Maps  
State Legislative Maps  
Census Data & Maps

## FEDERAL RESOURCES

SSN-Name Verify  
Nonprofit Organizations  
Public Schools  
Death Check  
Campaign Contributors  
Climate Average

## BUSINESS & PROFESSIONAL

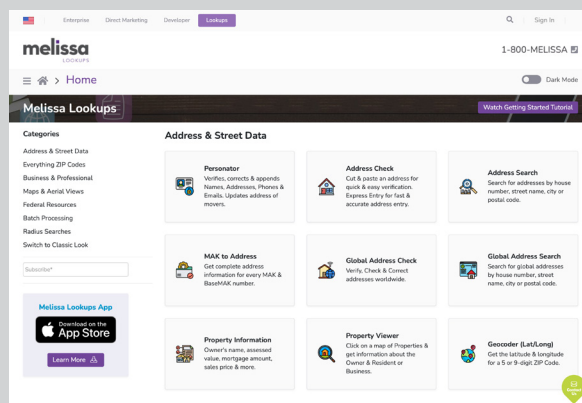
Personator Search  
Global Phone Check  
Global Email Check  
Global IP Location  
Business Check  
Nearest Post Office

## 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!

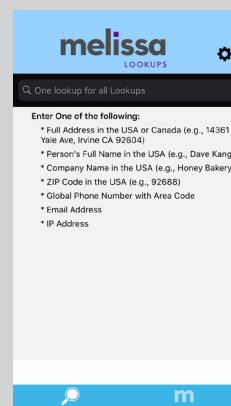
GET STARTED:

[www.melissa.com/mc-lookups](http://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!



# Table of Contents

Why Melissa?	4
Melissa - The Address Experts	5
Smart, Sharp Data Quality Tools	6
Melissa Identity Verification	
Global KYC & AML Check	8
Identity Verification/Fraud Prevention	9
Melissa ID	10
Watchlists & Sanctions List Screening/Negative News Check	11
Consumer Identity Resolution & Enrichment Services	12
Customer Data Platform: Unison by Melissa	14
Melissa Data Quality	
Global Address Verification Services	16
Global Email Verification Services	17
Global Phone Verification Services	18
Global Name Verification Services	19
Matching/Deduplication Services	20
Change of Address/NCOA Services	22
Melissa Data Enrichment	
Geocoding/Street Route Services	23
Property/Mortgage Data Services	24
Melissa Ecommerce	
Global Address Autocomplete Services	26
Global IP Location Services	27
Melissa Data: Global Address Database (GAD)	28
Melissa Data: Reference Data for Analytical Insight	30
Clean Suite for CRM	32
Listware/SaaS	33
Service Bureau: Data Enhancement & Data Hygiene Services	34
Mailing Solutions	36
Developer Portal	37
Pricing	38
How to Contact Us	39

Copyright© Melissa Corp. © 2023. The following trademarks are owned by Melissa: Express Entry; Geocoder; Listware; Mailers Online; MAILERS+4; Unison by Melissa; Melissa Address Key (MAK); MatchUp; Personator; SmartMover. All rights reserved.

The following trademarks are owned by the United States Postal Service®: USPS®; ZIP™; ZIP Code™; ZIP+4®; First-Class Mail®; Marketing Mail; DPV®; NCOALink®, PAVE™; CASS™; EDDM®. Melissa is a nonexclusive NCOALink® Interface Distributor and Full Service Provider Licensee of the USPS. Melissa receives weekly NCOALink® updates. Melissa is a nonexclusive NCOA Licensee of Canada Post. The following trademarks are owned by Canada Post® Corporation: NCOA®, SERP Certified.

Excel, Microsoft Dynamics, SQL Server are trademarks of Microsoft Corporation®. Other product and company names referenced in the publication may be trademarks of their respective owners.

© Melissa Corp. 2023 All Rights Reserved.

# 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**.



WE'VE PROCESSED OVER  
**1 TRILLION** ADDRESS,  
EMAIL, NAME AND PHONE  
RECORDS!

## The Leader in Contact Addresses

- USPS® CASS™/DPV® & Canada Post® SERP™ Certified
- USPS NCOA<sup>Link</sup>® & 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
- Quick Response Times
- 99.99% Uptime Guaranteed with SLA
- SOC 2, HIPAA/HITECH/HITRUST, GDPR, & CCPA Compliant
- Adherence to Privacy Shield Principles
- Independent Security Audits



## 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

The address is the foundation for data-driven success. From improving the customer experience, operations, and fulfillment to fraud detection, our address verification tools yield proprietary features and capabilities the competition cannot meet - that's why we are the Address Experts.

## 37+ Years of Address Innovation

- Proprietary Address Engine
- Advanced Parsing & Fuzzy Matching
- Best-of-Breed Results



## Multisourced Reference Data

- Address Engine Linked to USPS and Non-USPS Datasets
- RBDI Technology Flags Businesses/Residences
- AddressPlus Technology Appends Missing Suite/Apt. Numbers



## Advanced Address Corrections

- Years of Deep Domain Expertise
- Recognizes Incorrect Street Names & Range Data
- Intelligently Suggests Likely Matches



## Melissa Address Key (MAK) Technology

- Unique, 10-digit Integer Assigned to Every U.S., Canadian & International Address
- Quickly & Easily Correct, Update & Dedupe Data
- Improve Processing Speed & Anonymize Personally Identifiable Information (PII)



## 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 love to hear your feedback.

DOWNLOAD YOUR COMPLIMENTARY COPY!  
[www.melissa.com/mc-magic-quadrant](http://www.melissa.com/mc-magic-quadrant)



# Smart, Sharp Data Quality Tools

*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.

## ON-PREMISE APIs - SPEED & SECURITY

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

## CLOUD APIs

- Support for REST, JSON & XML
- 256-bit HTTPS Encryption using TLS
- Globally Redundant server farms
- 99.99% Uptime



melissa

CHECK OUT OUR FULL PRODUCT LISTING AT:  
[www.melissa.com/mc-products](http://www.melissa.com/mc-products)

## FLEXIBLE CREDIT OPTIONS

Melissa offers flexible credits that allow you to use our capabilities whenever you need them. Simply access your account and refill credits 24/7 on demand or select "Auto-Refill" to replenish your credits automatically, so you never run out!

**ACTIVATE 1,000 FREE CREDITS NOW!**

[www.melissa.com/mc-credits](http://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)*

**Sign up for a Melissa account and get started with up to 1,000 free credits. Then pay as you go at just \$4 per 1,000 credits. We'll top off your account by adding up to 1,000 free credits every month!**

\*Melissa reserves the right to change either the required number of credits for a particular service or individual credit cost at its discretion and without notice. Melissa shall prioritize maintaining consistency and fairness with respect to such changes, however, market conditions or other external factors may require Melissa to make adjustments as necessary.

### DATA QUALITY COMPONENTS FOR DI, MDM & CRM PLATFORMS

- SQL Server Intergration Services (SSIS)
- Oracle E-Business Suite, JD Edwards & Peoplesoft
- Pentaho PDI
- Talend
- Salesforce
- 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](http://www.melissa.com/mc-credits)

# Global KYC & AML Check

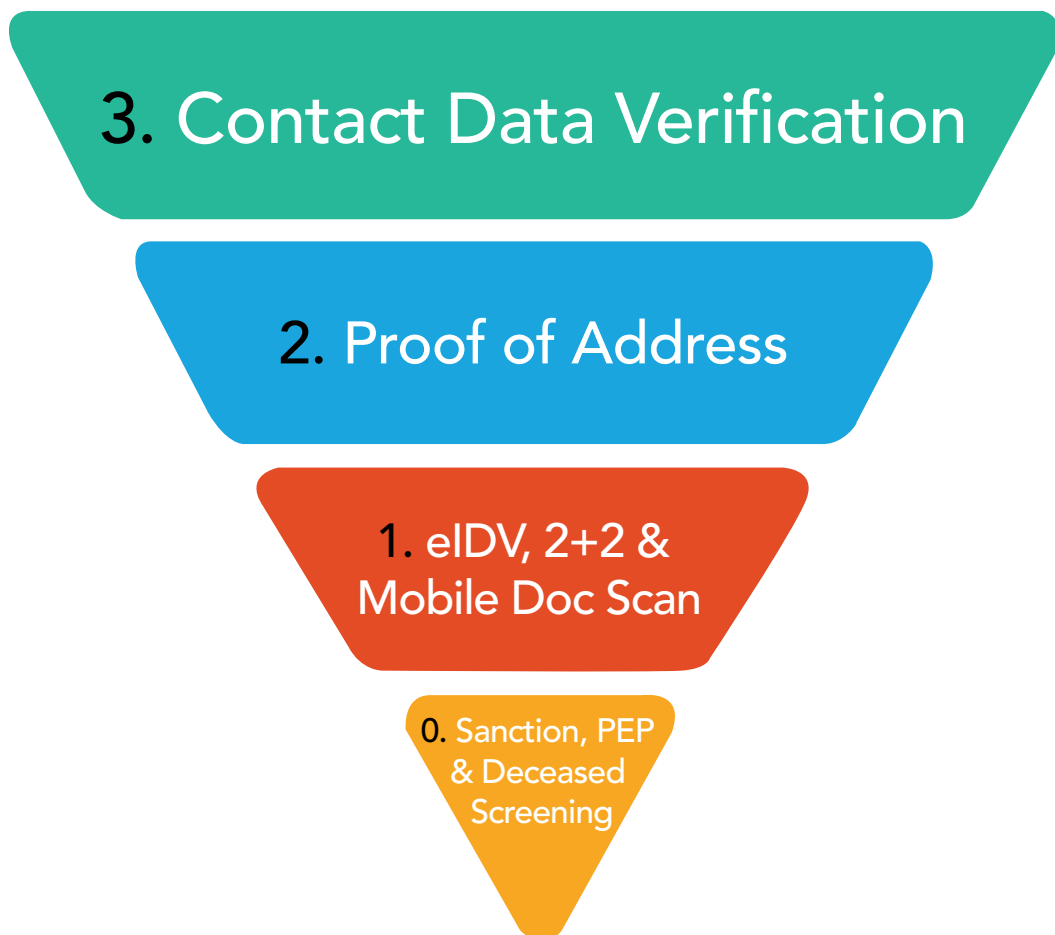
## *Personator World's 3210 Verification*

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](http://www.melissa.com/mc-world)

# Verify Each Piece of the Identity Puzzle

## 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 millions of unique-to-culture last names and first names.



# A Quick Check Enhances Fraud Prevention

## 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.





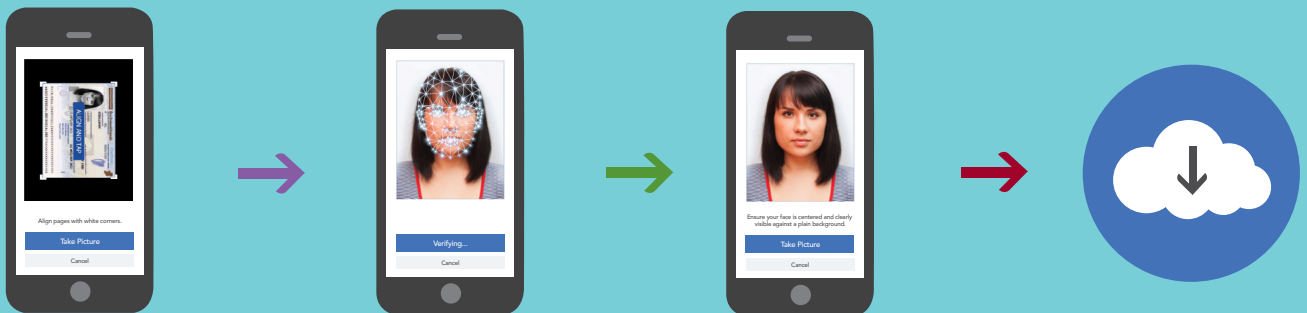
# Melissa ID: Reduce Risk, Ensure Compliance & Keep Customers Happy

**eIDV:** Perform full eIDV by verifying SSN, national ID & date of birth 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. Check a person's ID against relevant sources like electoral rolls or credit & court data.

## MOBILE DOCUMENT SCAN APP

Verify that documents aren't forged or tampered with while allowing customers to securely submit identity information at any time. It features biometric facial recognition, advanced document type recognition & governance via the document onboarding portal. Plus, the Business Portal streamlines workflows for businesses to review & approve submissions with ease.



### 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.

# Gain Confidence in an Individual or Entity

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 a Negative News Screening. All reference data which a user is screened against is refreshed daily in our real-time environments.

## Watchlists & Sanctions List Screening

Politically Exposed Persons (PEP) Coverage for over 200 countries and territories.

## Negative News Check

Scans international media sources for negative or unfavorable news about an individual or business – providing titles, links and dates of news coverage.

Watchlists & Sanctions List Screening	
US Department of Commerce	Bureau of Industry & Security (BIS): Denied Persons List
European Union (EU)	Consolidated list of persons, group, entities subject to EU financial sanctions
US Department of State	Directorate of Defense Trade Controls (DDTC): Arms Export Control Act (AECA) Debarred List
US Department of Commerce	Bureau of Industry & Security (BIS): Entity List
US Department of the Treasury	Office of Foreign Assets Control (OFAC): Foreign Sanctions Evaders (FSE) List
US Department of State	Bureau of International Security & Non-proliferations: Non-Proliferation Sanctions
US Department of the Treasury: Non-SDN Iranian Sanctions Act (NS-ISA) List	US Department of the Treasury
Office of Foreign Assets Control (OFAC):	Specially Designated Nationals (SDN) List
US Department of the Treasury	Office of Foreign Assets Control (OFAC): Sectoral Sanctions Identifications (SSI) List
US Department of Commerce	Bureau of Industry & Security (BIS): Unverified List
US Department of the Treasury	Office of Foreign Assets Control (OFAC): The List of Foreign Financial Institutions Subject to Part 561
US Department of the Treasury: Ukraine-Russia Related Sanctions	UK HM Treasury
Office of Financial Sanctions Implementation:	Consolidated List of Financial Sanctions Targets in UK
United Nations (UN)	Consolidated Security Council Sanctions List
US Department of the Treasury	Office of Foreign Assets Control (OFAC): Persons Identified as Blocked (PIB) 13599
European Union (EU)	Council of the European Union: EU Terrorist List
US General Services Administration (GSA): Excluded Parties List	US Department of the Treasury
Office of the Comptroller of Currency (OCC):	Unauthorized Bank List
US Department of Homeland Security	System US Immigration and Customs Enforcement (ICE): Fugitives
US Department of Commerce	Bureau of Industry & Security (BIS): Palestinian Legislative Council (PLC) List
US FBI Most Wanted Lists	
US Department of State	Foreign Terrorist Organizations (FTO) List



REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): [www.melissa.com/mc-compliance](http://www.melissa.com/mc-compliance)

# 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

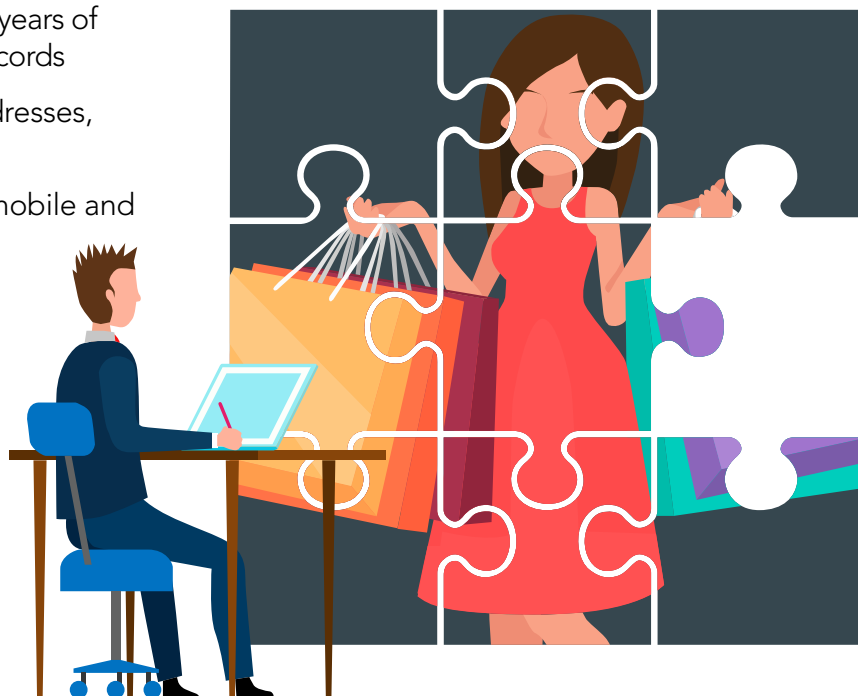
Verify, correct and standardize U.S. and Canadian contact data – addresses, names, phone numbers and email addresses.

- 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, ZIP 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.

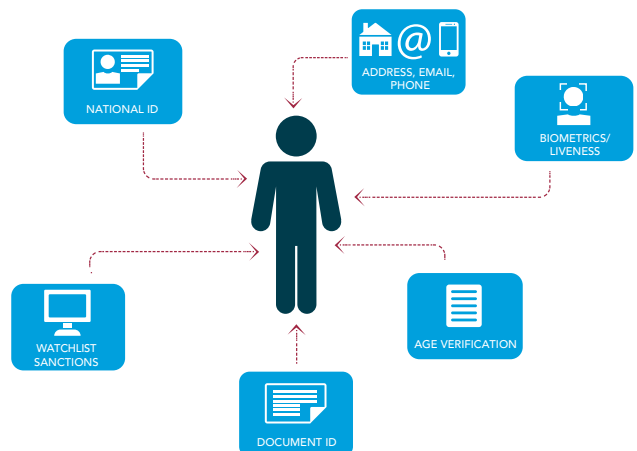
<b>1. Input Record</b>	<b>Old Address:</b>	50 Enterprise Aliso Viejo CA 92656-1153
<b>2. Output Record</b>	✓ <b>Name:</b>	John Wayne Brown
	✓ <b>Address:</b>	22382 Avenida Empresa Rancho Santa Margarita CA 92688-2112
	✓ <b>Phone Number:</b>	949-858-3000
	✓ <b>Appends:</b>	<b>Added Phone Number:</b> 949-858-3000 <b>Household Income:</b> \$38,000-\$42,000 <b>Age:</b> 37 <b>Latitude:</b> 33.637553° <b>Longitude:</b> -117.607415°
	✓ <b>Email:</b>	jwbrown@melissa.com



### 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
- Ethnicity
- Political Party
- Education
- Presence of Senior
- Household Size



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

# Unison by Melissa

*Customer Data Platform For Easy Data Quality with No Programming*

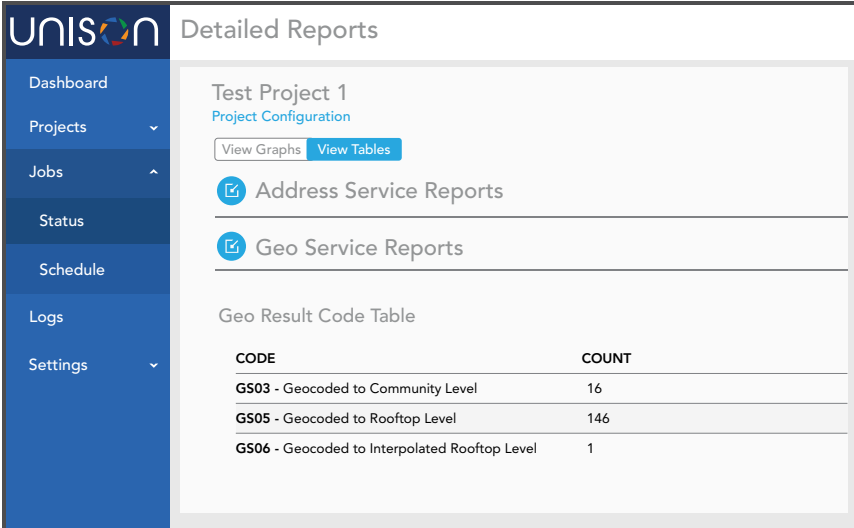
Unison by Melissa was designed with the data steward in mind. Scalable, secure and speedy processing puts the power of data cleansing and robust reporting into the hands of the non-programmer.

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 RECORDS 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



The screenshot displays the Unison web application interface. On the left is a blue sidebar with navigation links: Dashboard, Projects (with a dropdown arrow), Jobs (with an up arrow), Status, Schedule, Logs, and Settings (with a dropdown arrow). The main content area is titled 'Detailed Reports' and shows 'Test Project 1' with a 'Project Configuration' link. Below this are two buttons: 'View Graphs' and 'View Tables'. There are two report sections: 'Address Service Reports' and 'Geo Service Reports'. The 'Geo Service Reports' section contains a table titled 'Geo Result Code Table'.

CODE	COUNT
G503 - Geocoded to Community Level	16
G505 - Geocoded to Rooftop Level	146
G506 - Geocoded to Interpolated Rooftop Level	1

**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 processor, 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.

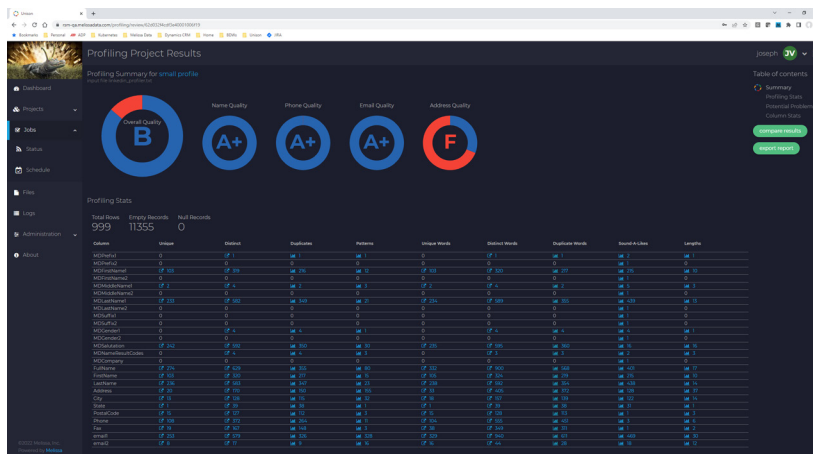
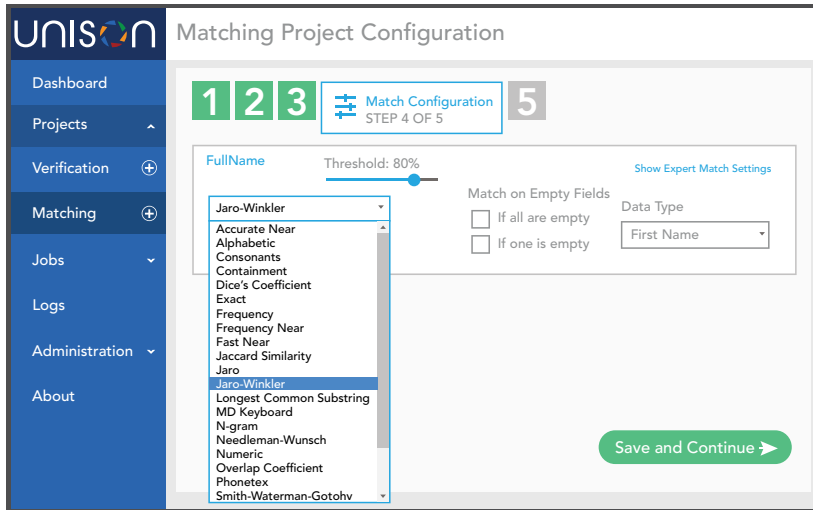


## AI-POWERED MATCHING GUI

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.

## DATA PROFILING

Produce a wide array of profiling metadata with visual reports such as: overall data quality, Unique/Distinct, Duplicates, Lengths, Empty/Null, Profanities, value, and RegEx Patterns, etc. The profiling feature offers the ability to drill down into the different metadata reports to review affected records and export them as needed. Instantly gain important and critical insight on data, identifying possible problems and other irregularities that may require further attention.



## PLATFORM ARCHITECTURE AND TOPOLOGY

### SIMPLE VISUAL INTERFACE

Schedule jobs & create & manage access & routines.

### SECURE DATA PROCESSING

On-premise data management with user authentication to meet compliance & security.

### COMPATIBILITY

Supports flat files/CSV, Microsoft SQL Server, MySQL & Oracle.

### FAST DISTRIBUTED PERFORMANCE

Processing 50+ million records per hour to handle large data sets at light speed.

### IMPLEMENTATION

Downloads/installs without programming; hosted cloud-based solution available.

### 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](http://www.melissa.com/mc-unison)

# 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.



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

*Source: Marketing Week*

## KEY FEATURES

- Partners with Premier Postal Agencies like USPS, Canada Post, Royal Mail, Australia Post, LaPoste and more.\*
- 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

**\*Complete list of official Melissa Postal Partners:**

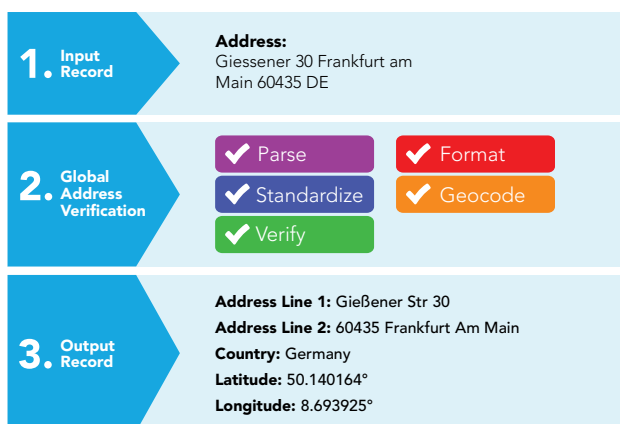
[www.melissa.com/company/partners#postal-partners](http://www.melissa.com/company/partners#postal-partners)

## 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:**

- 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)



REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): [www.melissa.com/mc-address](http://www.melissa.com/mc-address)

# 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.

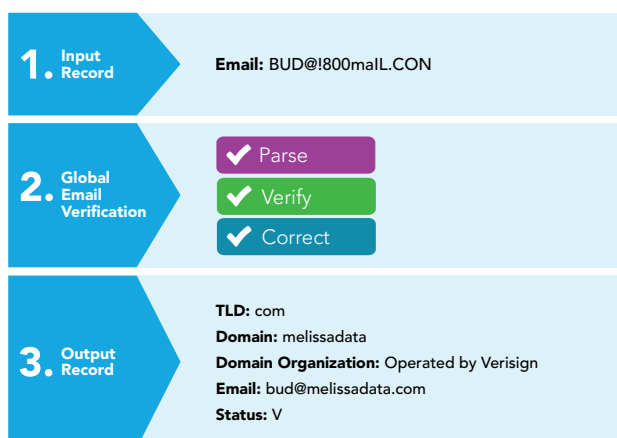


ONE THIRD OF CUSTOMERS HAVE GIVEN OUT A FAKE EMAIL ADDRESS

Source: Marketing Week

## KEY FEATURES

- Pings each email to ensure it is active and can receive mail
- Corrects typos and illegal characters (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 dynamically predict the probability of mail being successfully received by the recipient based on additional factors



## 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 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](http://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 (landline and mobile identifiers available in U.S. and Canada only), 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.



### Global CallerID Data

Another cool feature the solution offers is Global 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](http://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

### 1. Input Record

Phone: +44 20 7323 8299

### 2. Global Phone Verification

✓ Parse

✓ Verify

✓ Geocode

### 3. Output Record

Subscriber Number: 73238299

Domain: 20

Status: London, City of

Country Name: UNITED KINGDOM

Language: English

Latitude: 51.500152°

Longitude: -0.1262360000000085°

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 (with an accuracy rate of 90% for the U.S.).

# Global Name Parsing

*Use Global Name to parse, genderize, and standardize personal names. Recognizing millions of unique-to-culture last names and first names across countries and languages helps to determine how a name should be parsed.*

Name identification will handle name strings that include two names, such as "Mr. John and Mrs. Mary L. Jones" or "Herr Nicolas Eisenmenger & Doktor Petra Reichwein", and can assign gender based on the first name.

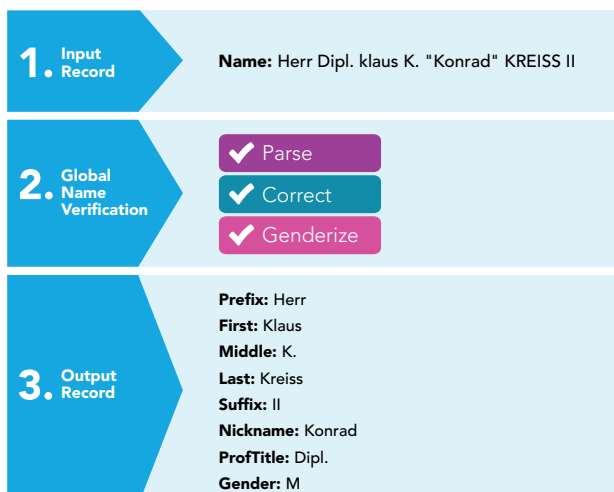
Melissa utilizes powerful entity recognition patterns and knowledgebase data to extract, parse and standardize all your full name or inverse name variations. Name identification helps you maintain a cleansed, standardized format database, and can help improve targeted marketing campaigns. Processing names at points of entry helps with fraud prevention - detecting 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
- Identify and standardize names with extended or accented characters.
- Flag inappropriate words, vulgar or suspicious names
- Recognize millions of unique-to-culture last names and first names across different countries and languages
- Assign gender based on a known first name



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

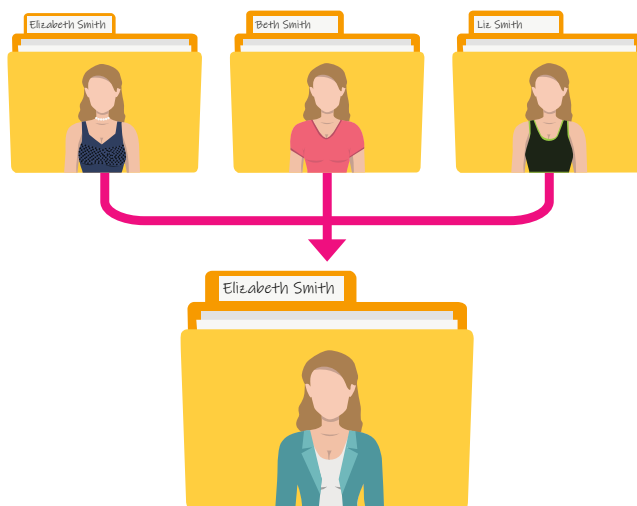


**DUPLICATION RATES IN BUSINESSES COMMONLY RANGE FROM 10%-30% AND CAN COST AN AVERAGE OF \$96 PER DUPLICATE**

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](http://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

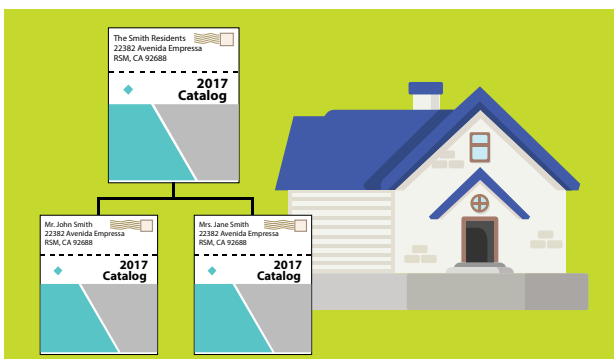
MatchUp's "Golden Record" option intelligently selects the most accurate and complete version of every customer record from all the sources available. Survivorship rules allow you to consolidate records from multiple sources into the golden record with preferred criteria chosen to 'survive' the merge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

*Available for SSIS only*

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.



### 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*

### 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.



## USPS NCOA<sup>Link</sup>® Processing

SmartMover provides NCOA<sup>Link</sup> 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<sup>Link</sup> 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<sup>Link</sup> Processing

#### 1. Input Record

<b>Name</b>	John Smith
<b>Address</b>	1864 S Granby St
<b>City</b>	
<b>State</b>	CO
<b>ZIP</b>	80012

#### 2. Output Record

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

**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

## 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<sup>Link</sup> Full Service Provider licensee of the USPS. Melissa is one of only a handful of Canada Post licensees.*



### Canada NCOA Processing

#### 1. Input Record

<b>Name</b>	Stanley Lee
<b>Address</b>	1 Windmill Rd
<b>City</b>	
<b>State</b>	ON
<b>PostalCode</b>	M4G 2Y4

#### 2. Output Record

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

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

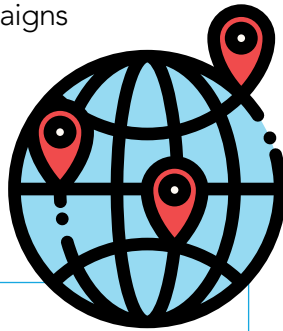
# Geocoding/Street Route

## "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.

### 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](http://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

- 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](http://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, assessed value, square footage, 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     | • Building Square Feet                      |
| • Lat/Long Coordinates | • Tax Amount & Year Built                   |
| • Parcel Boundaries    | • Number of Beds/Baths                      |
| • Land Square Feet     | • Census Information: County, Tract & Block |

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

Select a Country and Enter an Address

Select Region: United States

Address: 22382

- 22382 175th St Detroit Lakes, MN 56501
- 22382 220th St Eldora, IA 50627
- 22382 220th St Merrill, IA 51038
- 22382 32nd Ave W Brier, WA 98036
- 22382 443rd Ave Ramona, SD 57054
- 22382 467th Ave Colman, SD 57017
- 22382 485th Ave Elkton, SD 57026
- 22382 5th Ave Marion, MI 49665
- 22382 708th Ave Dassel, MN 55325
- 22382 770th Ave Spring Valley, MN 55975

*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](http://www.melissa.com/mc-express)

**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
- Location-based filtering available to return only addresses within a specific range of a lat/long point
- Rooftop Geocoding available for select countries

EXPRESS Entry

File Settings Help

2 letter ISO Country Code: US

ZIP or Postal Code: 92688

City: Rancho Santa Margarita

State/Province: CA

Address Line 1: 22382

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

Results

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

# 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](http://www.melissa.com/mc-ip)

# 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.

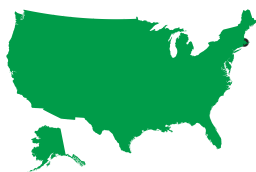
Similar to a barcode or ISBN, each address in the GAD is assigned a unique 10-digit Melissa Address Key (MAK). Each unique key identifies a discrete physical address and aligns a multitude of additional information for insight.



## 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

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



### WESTERN EUROPE

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



### CANADA

- 13.6 Million Canadian Addresses



### APAC

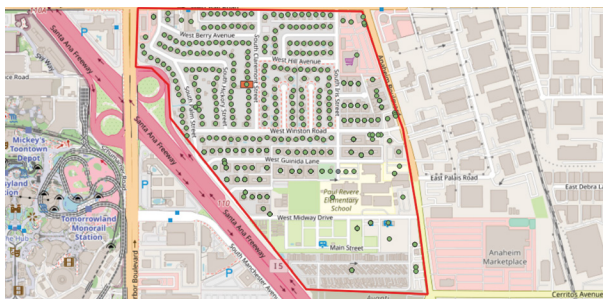
- Republic of Korea
- Hong Kong
- Singapore
- India
- Pakistan
- Vietnam
- Australia
- New Zealand

UPDATED COUNTRY LIST AND ADDRESS TOTALS FOR EACH COUNTRY AVAILABLE ON OUR WIKI PAGE:  
[www.melissa.com/mc-gad-wiki](http://www.melissa.com/mc-gad-wiki)

## 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](http://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

## ADDRESS INFORMATION

Address	131X S Claremont St
Suite	NULL
City	Anaheim
State	CA
Zip	92805
Plus4	6016
ParsedRange	131X
ParsedPreDir	S
ParsedName	Claremont
ParsedSuffix	St
ParsedPostDir	NULL
ParsedSuiteName	NULL
ParsedSuiteRange	NULL
AddressKey	92805601617
MAK	652402289
BaseMAK	NULL
RBDI	R
CensusKey	060590874031009
CensusKeyDecennial	060590874031004
Address Type	S
GeoPoint	POINT (-117.911764 33.816016)
GeoLevel	B
Results	AS01
MD_FIPSCode	6059
MD_Country	Orange
MD_FormattedAPN	8224315
MD_Name1Full	Address Search
MD_CarrierRoute	CO14



# 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

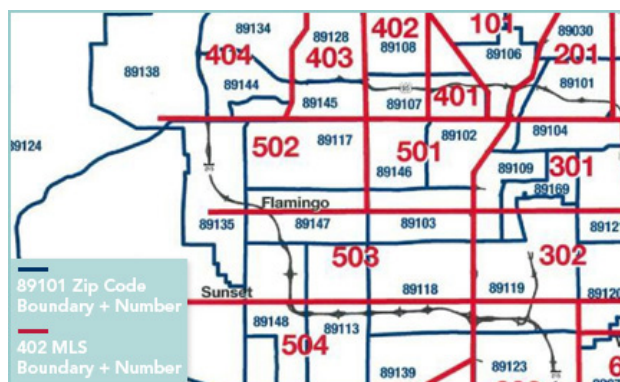
Use better data to ensure your analytics, GIS and spatial analysis provide meaningful insights. Our ZIP Code/Postal Code Data offers complete location, demographic and firmographic information on global addresses to help you determine niche markets, find new territories of interest, and improve product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

## ZIP+4 & Canada Postal Code Boundaries

Shapefiles 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](http://www.melissa.com/mc-market)

## Accessible with Cloud-based APIs

Our LeadGen Cloud APIs provide you with wholesale pricing on select mailing lists that can be rebranded with your own private label and sold to your customers. With our REST API, you and your customers can build, order and download mailing lists 24/7/365.

QUICK START GUIDE: [www.melissa.com/mc-start](http://www.melissa.com/mc-start)

# 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.

## 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

**25% OF CRM CONTACT DATA IS BAD**

Source: Business to Community

## 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



Microsoft  
Dynamics CRM

ORACLE®

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

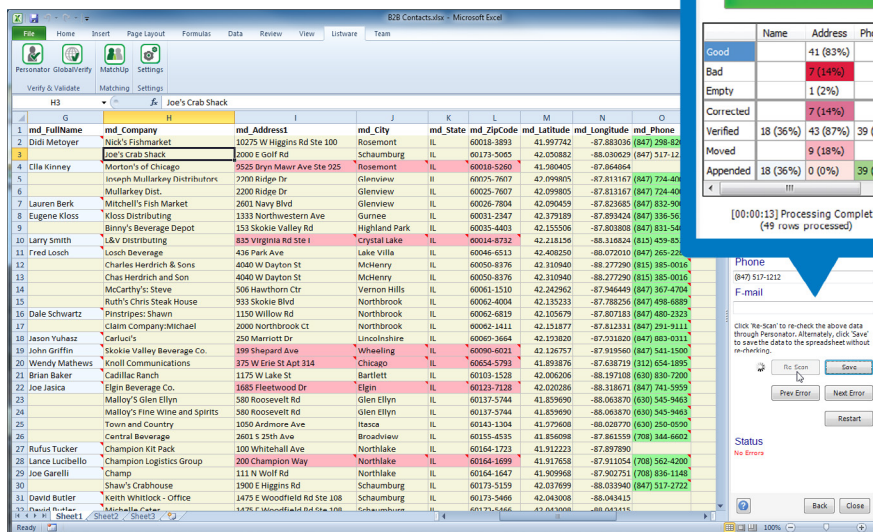
- Correct, verify and standardize name, address, email and phone data
- Identify and remove duplicates to reduce waste and costs
- Move update addresses, ensure emails are active and phone numbers are live and callable
- Enrich records with business firmographics, consumer demographics, property and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

## ANOTHER WAY TO LISTWARE

If getting SaaS 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**

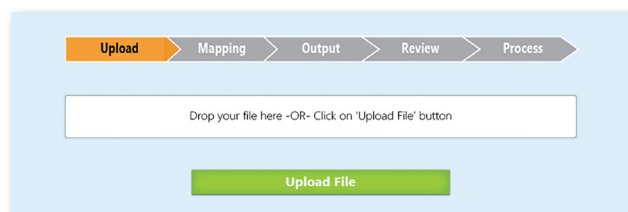
Source: BetterCloud Monitor

## WHY YOU SHOULD GET SAASY

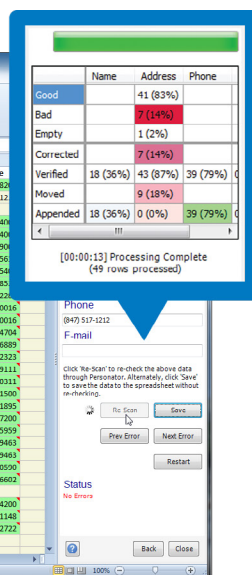
SaaS offers maximum availability and ease of use, making Melissa's cloud solutions accessible to handle data quality jobs online, around the clock, with minimal effort. No manual updates needed. Our SaaS service models carry no contracts and offer up front pricing for flexibility and transparency.

### 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](http://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 (ECO) 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.

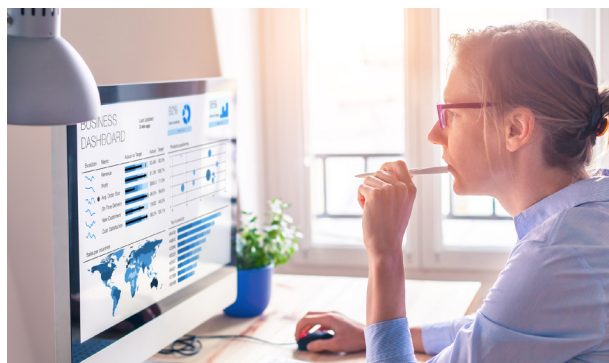
- Matched against our daily updated database of 170 million numbers (landline only)
- Industry-high append rate of up to 40%
- Scrubbed against Do-Not-Call registry for compliance

### 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<sup>Link®</sup> 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 + DSF2 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 DSF2 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](http://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 download it when it's ready. NCOA<sup>Link®</sup> 48-month processing is included for free.

UPLOAD YOUR FILE NOW:

[www.melissa.com/mc-mail-upload](http://www.melissa.com/mc-mail-upload)

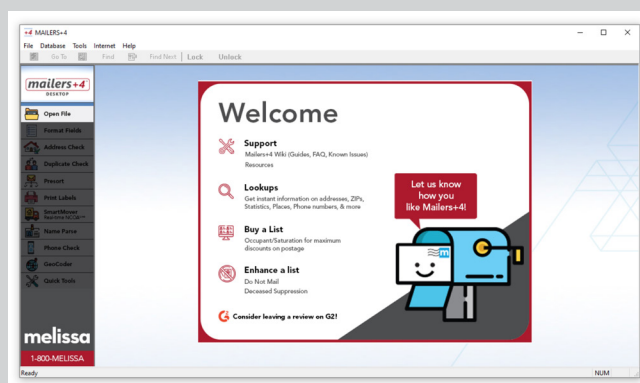
The screenshot shows the 'Mailers Online' web interface. It has a top navigation bar with 'Upload', 'Mapping', 'Presort', and 'Process' tabs. The 'Mail Type' section includes a dropdown for 'State' (California) and a text field for 'City'. The 'Mail Processing Type' section has a checkbox for 'Nonmachinable'. The 'Mail Class' section has a dropdown for 'Mail Class' (First Class Mail). The 'Mail Piece Type' section has a dropdown for 'Mail Piece Type' (Letter). The 'Sample Size and Weight' section has fields for 'Number of pieces in sample', 'Thickness of sample in inches', and 'Weight of sample in Oz'. The 'Piece Dimensions' section has fields for 'Length in inches', 'Width in inches', and 'Aspect ratio'. The 'Mailing Date' section has a date field set to 10/09/2020. There are 'Next >>' and 'Back to Mapping' buttons at the bottom.

## 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](http://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 <sup>Link®</sup> /Suite <sup>Link®</sup>	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 <sup>Link®</sup> )			SmartMover Web Service
USPS® NCOA <sup>Link®</sup> 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.

## 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)

## 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

## 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](http://www.melissa.com/mc-developer)



# Flexible Pricing Options to Meet Your Needs

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

## 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.*

## WEB SERVICE

### North America

Free Melissa Account	50,000 Address Validations	100,000 Address Validations	500,000 Address Validations	1 Million Address Validations
<b>Free Trial</b> Per Month	<b>\$0.015</b> per record	<b>\$0.009</b> per record	<b>\$0.0062</b> per record	<b>\$0.0049</b> per record
<b>Free Trial</b>	<b>\$750</b> per year	<b>\$900</b> per year	<b>\$3,100</b> per year	<b>\$4,900</b> per year

## ON PREMISE

### North America

1 Million (DQ Suite)	10 Million (DQ Suite)	100 Million (DQ Suite)
<b>\$0.011</b> per record	<b>\$0.0022</b> per record	<b>\$0.00039</b> per record
<b>\$11,000</b> per year	<b>\$22,000</b> per year	<b>\$39,000</b> 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](http://www.melissa.com/mc-pricing)  
800.MELISSA (635-4772)

# How to Contact Us



## CORPORATE HEADQUARTERS:

22382 Avenida Empresa  
Rancho Santa Margarita, CA 92688  
1-800-MELISSA (635-4772)  
info@melissa.com



## Technical Support:

1-800-MELISSA (635-4772) x 4



## Sales Support:

1-800-MELISSA (635-4772) x 3



## Hours of Operation:

6:00 am – 5:00 pm PST Monday-Friday,  
excluding major U.S. holidays



## INTERNATIONAL OFFICES:

### Germany

+49 (0) 221 97 58 92 40  
info@melissa.de

### Australia

+61 02 8091 0600  
info.au@melissa.com

### Italy

+39 0294753494  
info.it@melissa.com

### United Kingdom

+44 (0)20 7718 0070  
info.uk@melissa.com

### Canada

800 635 4772  
info.ca@melissa.com

### Philippines

+61 02 8091 0600  
info.ph@melissa.com

### India

+91 (0)80 4854 0142  
info.in@melissa.com

### Mexico

+52 55 4169 6577  
info.mx@melissa.com

### Singapore/China/Hong Kong

+65 8 2997442  
info.sg@melissa.com



## LET'S CONNECT:

### Blogs:

#### Global Intelligence

[www.melissa.com/mc-blog-global](http://www.melissa.com/mc-blog-global)

#### Product News & Updates

[www.melissa.com/mc-blog-news](http://www.melissa.com/mc-blog-news)

#### Data Driven Marketing

[www.melissa.com/mc-blog-mktg](http://www.melissa.com/mc-blog-mktg)

### Melissa Wiki:

[www.melissa.com/mc-wiki](http://www.melissa.com/mc-wiki)

## Newsletters:

Check out all our newsletters here:

[www.melissa.com/mc-news](http://www.melissa.com/mc-news)

Clean Connections

DQ Roundup

Marketing Roundup

## FOLLOW US ON



VISIT OUR WEBSITE TO SUBSCRIBE AND  
EXPLORE: [www.melissa.com](http://www.melissa.com)

MELISSA

22382 Avenida Empresa  
Rancho Santa Margarita  
California, 92688-2112

To change or cancel your subscription, visit [www.Melissa.com/catalog](http://www.Melissa.com/catalog) and enter your Subscriber ID.

# DIRTY DATA PILING UP?



## We'll Help You Keep It Clean

Dealing with bad data is a task no business needs on their checklist. Inaccurate, outdated, and duplicate records can build up in your database, affecting operational efficiency, the customer experience, and your bottom line. For 37+ years, Melissa has helped our customers succeed with the best Address Verification, Identity Verification and Data Enrichment solutions available.

### BAD DATA BUILDUP

- ✗ Returned Mail & Packages
- ✗ Missed Opportunities
- ✗ Decreased Customer Insight

### DATA CLEANLINESS

- ✓ Real-time Address Verification
- ✓ Change of Address/NCOA Processing
- ✓ Geographic & Demographic Data Appends

Contact us for a [Free Proof of Concept](#) and ask about our 120-day [ROI Guarantee](#).

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

CANADA  
800 635 4772

SINGAPORE  
+65 8 2997442

**melissa**<sup>®</sup>

[www.Melissa.com](http://www.Melissa.com) | 800.MELISSA (635-4772)