melissa

2024 CATALOG

THE ADDRESS EXPERTS

40 Years of Address Expertise
World Class Address & Identity Verification for KYC/AML, Ecommerce, BI & Marketing

USPS, SOC 2 & GDPR Certified Services

Coverage for 240+ Countries & Territories

On-Prem, Cloud, SaaS, Batch, Single Address

Award Winning Support

120-Day ROI Guarantee

Thank you for downloading Melissa's 2024 Catalog. For Melissa, 2023 was an unprecedented year, filled with many successes that continue to put us at the forefront of address and identity verification and data quality. First and foremost, we acquired three companies: ZipInfo, Global-Z, and Cicero, leaders in ZIP Code data, global data quality, and elected official data respectively. With these additions, we are pleased to offer new solutions to help you with all your data quality needs.

In 2023 we also expanded our address and data quality tools to more sectors with partnerships and certifications. Most notably, we have partnered with Esri to support retailers with optimized address data. We have also expanded our government offerings to include GovCloud Address Suite, which is FedRAMP® compliant for federal agencies.

We plan on taking this momentum into 2024 to continue strengthening our services to provide you with the best, most accurate data at affordable rates. We are constantly striving to improve our offerings and have a lot of exciting things in store this year. Let us know how we can help—we can't wait to work with you!

- Ray Melissa, CEO

Recent Acquisitions

ZipInfo.com®

ZipInfo is a longtime provider of ZIP Code data to many companies. With this new product line, we offer a broad range of ZIP Code solutions that can help you with any and all of your ZIP Code needs, from county-ZIP Code files to MSA databases.

Global-Z

Global-Z has been a long-time leader in contact data quality, bringing their expertise to some of the biggest brands in the world. Now, Melissa is pleased to offer a more personal, hands-on approach to data cleansing, working with you on any project you may have.

CICERO

Cicero is the leader in elected official information & geographic data on elections. With this acquisition, Melissa is excited to now provide comprehensive government official information on an address-to-district level for the most accuracy.

New Integrations

Melissa for FedRAMP Marketplace

Melissa for Esri ArcGIS

Melissa for Google Sheets

melissa

WE ARE THE △DDRESS EXPERTS

Since 1985, Melissa has been a leader in address and data quality solutions, and with almost 40 years of experience, we know our way around the address. We are USPS® CASS™, PAVE™, NCOA^Link®, and Canada Post SERP® certified, and have partnered with many other international postal agencies to offer the best, most accurate data. Our proprietary engine is constantly being fine-tuned to deliver exactly what our customers need, when they need it.

Melissa offers:

Global Coverage: U.S., Canada and 240+ countries & territories

Flexible Technology: Cloud, on-premise, SaaS, bulk data processing, or single lookup

Unbeatable Uptime: 99.9% API uptime guarantee

Lightning-Fast Processing: We return an address in under 20 ms

Enterprise Readiness: We process 32 billion addresses per year for our customers

Flexible Pricing: Single address and web dev credits or volume discounts

No-Risk: Free trials, proof of concept + 120 day ROI guarantee

Compliance: GDPR, HIPAA, SOC2, and FedRAMP® certified to ensure privacy and security
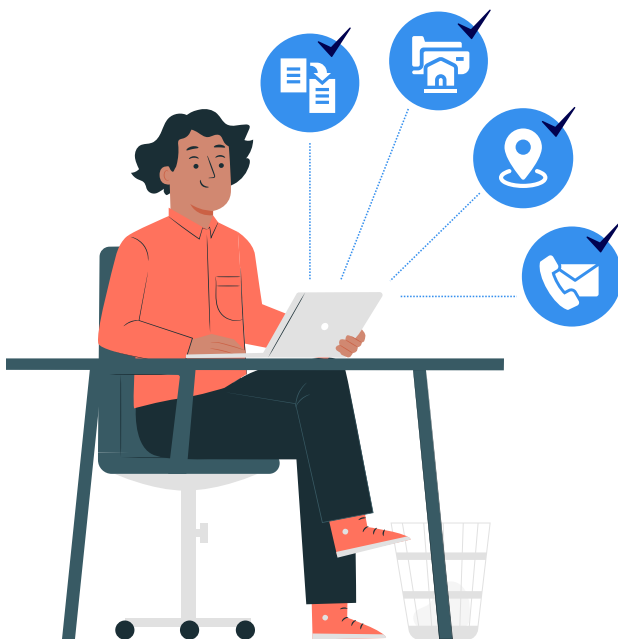
Listware

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 1,000 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

- Our SaaS service models carry no contracts and offer up front pricing for flexibility

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

Listware Online
Easily upload your file from anywhere: laptop, iPad or mobile – no software needed.
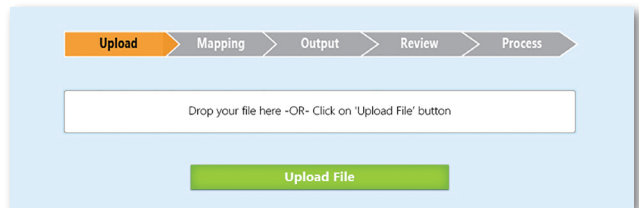
Listware for Excel
Open a spreadsheet, hit the Listware button and start cleaning – it's that easy!
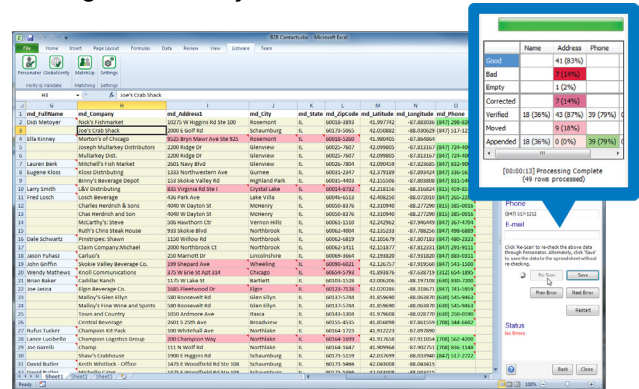
UPLOAD YOUR FILE – START FOR FREE NOW:
www.melissa.com/mc-listware

Listware
GOOGLE SHEETS

Now, Listware is more accessible than ever with our plug-in for Google Sheets. **Download** and get started!

www.melissa.com/mc-googlesheets

Developer Portal

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. 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

CLOUD 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: Correct, verify and standardize global addresses. All results are given in their proper country-specific mailing format

Global IP Locator: Find the location of global IP addresses and identify TOR endpoints and proxies

U.S. Property Service: Receive comprehensive property and mortgage information on over 140 million U.S. properties

Global Email: Correct, verify and determine the deliverability of global email addresses

Global Name: Validate and parse ethnically diverse first and last names

Global Phone: Verify a global phone number's activation status, output Caller ID info, line type, geographic details, dominant language, and carrier

Personator: Determine if the contact data points for a customer belong together, as well as scrub and verify U.S. and Canadian contact data and update movers in your system

Global Business: Get detailed firmographics on U.S. businesses including standardized company name, job titles, contact information, etc.

SSN Name Match: Verify a Social Security Number against a first and last name to determine validity - includes flags for deceased records

ON-PREMISE APIs

We also have a suite of on-premise APIs that work with Windows®, Linux®, Mac, AIX, and can be used with any programming language like C#, Java, Python, C/C++, etc.

REQUEST A FREE DEMO & TRY THE DEV PORTAL TODAY
www.melissa.com/mc-developer

Global Address Verification API

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

1. Input Record
Address: Giessener 30 Frankfurt am Main 60435 DE

2. Global Address Verification
✔ Parse ✔ Format
✔ Standardize ✔ Geocode
✔ Verify

3. Output Record
Address Line 1: Gießener Str 30
Address Line 2: 60435 Frankfurt Am Main
Country: Germany
Latitude: 50.140164°
Longitude: 8.693925°

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)
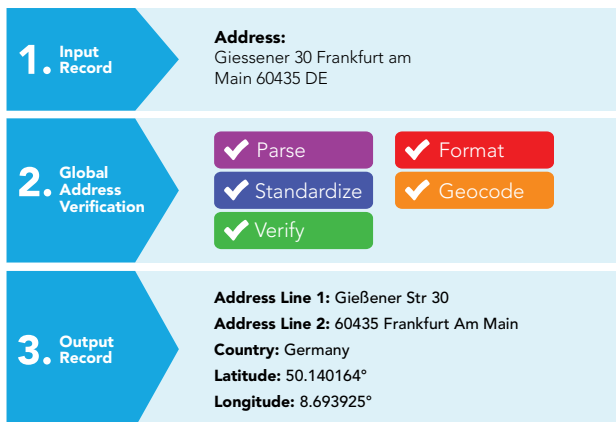
ADDRESS VERIFICATION FOR GOVERNMENT AGENCIES

Federal agencies can also experience the power of high-quality data to elevate services like voting, public safety, tax collection, and more. GovCloud Address Suite is a cloud-based service that verifies, corrects and standardizes global address data and provides change-of-address processing for U.S. addresses. GovCloud Address Suite meets FedRAMP® security requirements.

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

Global Email API

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.
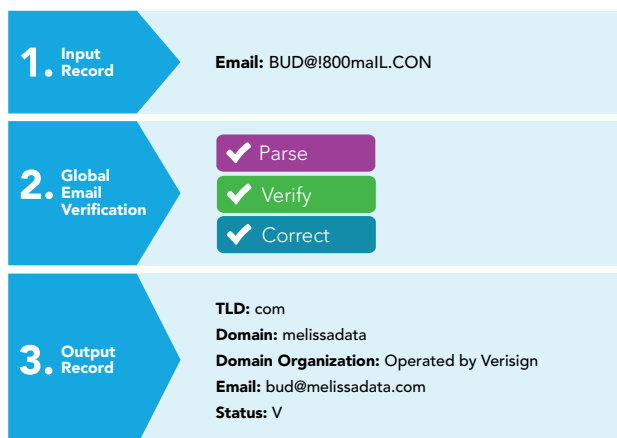
ONE THIRD OF CUSTOMERS HAVE GIVEN OUT A FAKE EMAIL ADDRESS
Source: Marketing Week

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

1. Input Record
Email: BUD@!800maIL.CON

2. Global Email Verification
✔ Parse
✔ Verify
✔ Correct

3. Output Record
TLD: com
Domain: melissadata
Domain Organization: Operated by Verisign
Email: bud@melissadata.com
Status: V

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 API

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

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.).

Geocoding/Street Route API

"X Marks the Spot" Global Location Accuracy

Do you know where your customers live? Melissa's GeoCoder unlocks precise rooftop latitude and longitude coordinates of U.S. and international addresses, plus is enrichable with a wealth of location intelligence.

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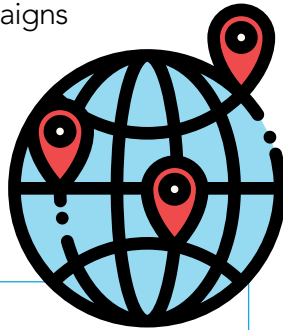
Melissa Tip:
For more precise results, start with Global Address Verification to fix spelling errors and complete addresses with missing or invalid components.

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

"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

- Premise-level data for 120 countries worldwide, including rooftop geocoding for 60+ countries

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

Personator Consumer

U.S. & Canada Consumer Check

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.
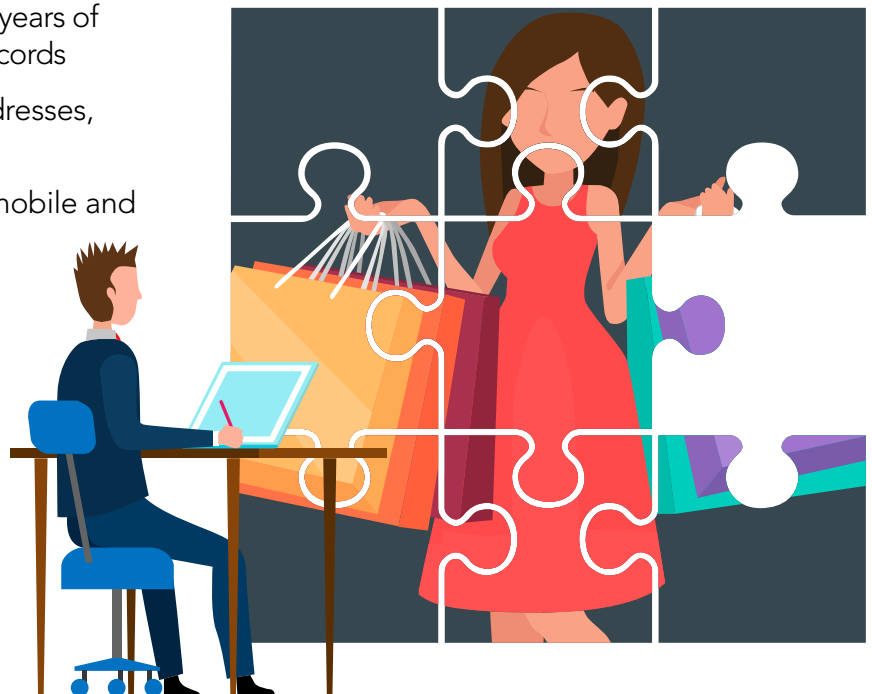
PERSONATOR CONSUMER ENRICHMENT CAPABILITIES

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.

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

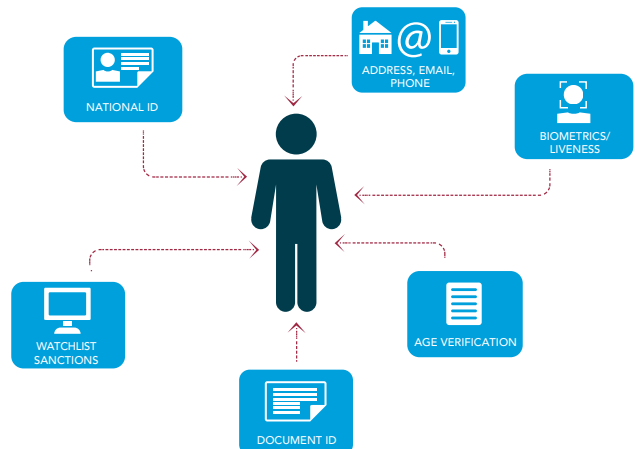| 1. Input Record	Old Address:	50 Enterprise Aliso Viejo CA 92656-1153
2. Output Record	✓ Name:	John Wayne Brown
	✓ Address:	22382 Avenida Empresa Rancho Santa Margarita CA 92688-2112
	✓ Phone Number:	949-858-3000
	✓ Appends:	Added Phone Number: 949-858-3000
		Household Income: $38,000-$42,000
		Age: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

NATIONAL ID

ADDRESS, EMAIL, PHONE

BIOMETRICS/ LIVENESS

WATCHLIST SANCTIONS

DOCUMENT ID

AGE VERIFICATION

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

Personator Identity

Global KYC & AML Check

Melissa's Global KYC & AML Check in Personator Identity 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.

EIDV CAPABILITIES:

3. Contact Data Verification

2. Proof of Address

1. eIDV, 2+2 & Mobile Doc Scan

0. Sanction, PEP & Deceased Screening

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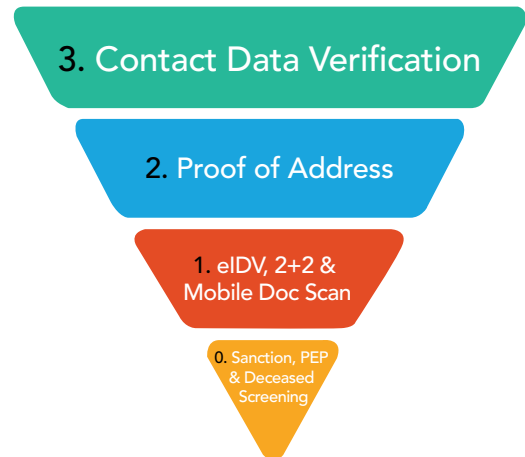
REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): www.melissa.com/mc-world

Melissa ID

REDUCE RISK, ENSURE COMPLIANCE & KEEP CUSTOMERS HAPPY

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.

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.
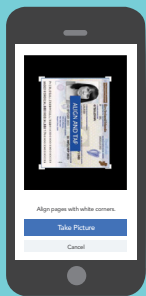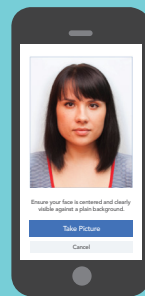

ID Check

Identify document type and populate data into relevant systems.
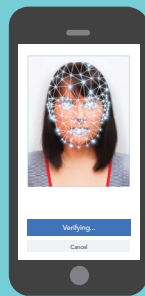
Biometrics Check

Recognize a match between a selfie and an ID image.

Liveness Check

Determine liveness vs. a static image.

Compliance Reporting

Customer due diligence reports & full audit trails generated and stored.

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.

Know Your Business

Match businesses, addresses, and business IDs worldwide to ensure legitimacy in B2B relationships. Includes the verification of a business name, country-specific ID, status, type and registration date.

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.

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

Express Entry

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

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!

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

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

Clear

<Ctrl> F6   <Ctrl> F7   Default   Default   Default   Default   Default

Results

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

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

Clean Suite CRM

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

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

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

BECOME A SYSTEM INTEGRATOR PARTNER

Our System Integrator Partner Program is designed to foster a strong, collaborative relationship between Melissa and system integrators. We aim to unlock growth and success in data quality, address, and location intelligence, helping businesses create new, persistent revenue streams by solving data quality problems.

Become A Partner

BECOME A PARTNER: www.melissa.com/mc-partner

Unison by Melissa

No Code Tool For Out-Of-The-Box Data Checks

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

UNISON by melissa

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

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.
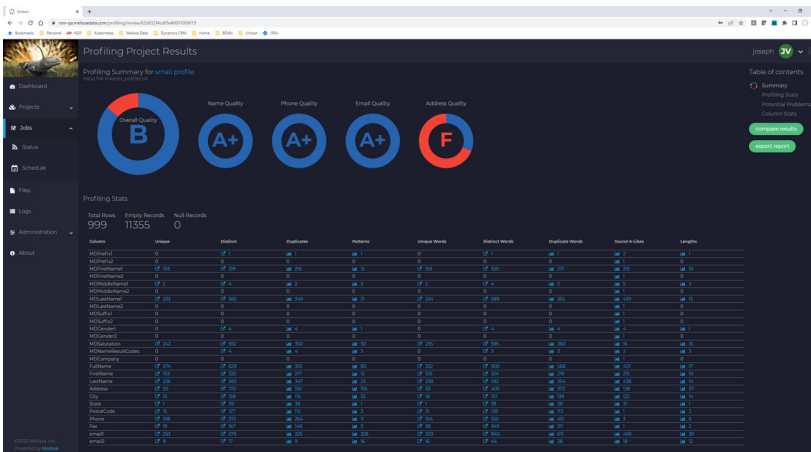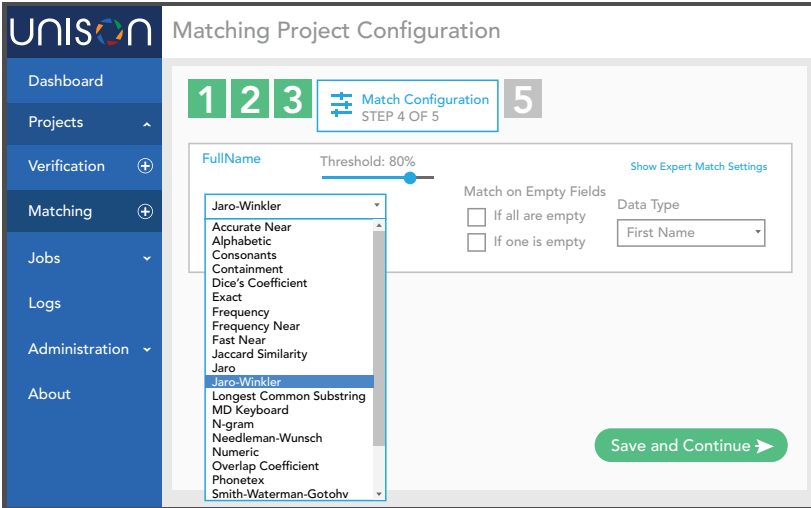
The Vault Powered by Unison

The Vault is a cloud data warehouse that allows users to safely upload their data for on-demand or scheduled processing including cleansing, verification, and standardization. Once the data is processed, the easy-to-use interface allows users to quickly preview their data and download it with minimal training required.

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
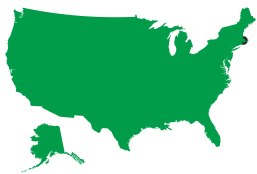
USA

- 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

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**

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	
MD_CarrierRoute	CO14

Melissa 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.

ZipInfo

Our ZipInfo product line offers files of ZIP Code-specific data to meet all of your business needs, and it's easy to integrate into your applications. Our most popular offerings include:

County-ZIP Code Database: Contains every County-ZIP Code combination to which the USPS delivers mail, even if the ZIP Code is associated with multiple counties

ZIPList5Max: Lists every active ZIP Code defined by the USPS. It includes data such as lat-long, CBSA/Division code, MSA/PMSA code, population, market area and more

ZIPList5Medical MSA: A ZIP Code and MSA database for organizations who must meet the requirements of the Health Care Financing Administration (HCFA)

REQUEST MORE INFORMATION ON OUR FULL PRODUCT LINE: zipinfo@melissa.com

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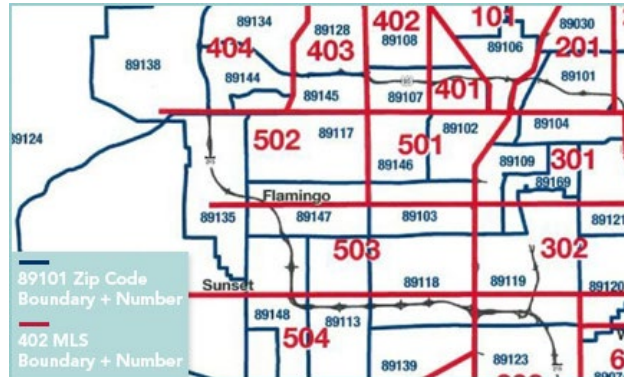
REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): www.melissa.com/mc-market

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

ELECTION DATA

Cicero

Access local and international elected official and legislative district boundary data. It is matched on an address to district level for the most accurate results. Data includes district plus elected official names, contact information and verified social media accounts.

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

NEW! ⟫

USPS NCOALink® 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).

Global Bureau Services by Global-Z

Work directly with our Global Bureau Services team to tackle any data cleansing project you have, from Customer Data Platform migrations, regulatory compliance, or a one-off email or direct marketing campaign. With over 3 decades of expertise, our experts can evaluate and correct even the most complex and challenging data problems.

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

melissa

LOOKUPS

Looking to try our services? Create a Melissa account and get 1,000 free credits to use with our Lookups! They work like a search engine to give you access to a range of data. Check out some of our most popular ones:

ADDRESS & STREET DATA

- Personator
- Global Address Check
- Global Address Search
- MAK to Address
- Property Information
- Latitude & Longitude to Address
- Geocoder
- ZIP / City / Phone

BUSINESS & PROFESSIONAL

- Business Check
- Personator Search
- SSN-Name Verify
- Census Data and Maps
- Global Phone Check
- Global Email Check
- Global IP Location
- Carrier Routes by ZIP
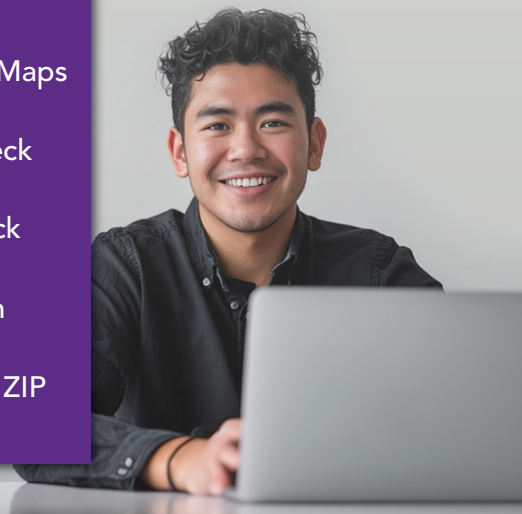
Address Verification for Government Agencies

Be confident in your mailing with GovCloud Address Suite, now FedRAMP® authorized. GovCloud Address Suite helps enhance your address data quality, reduce undeliverable mail, improve constituent services, and ensure security and privacy by verifying, correcting, and standardizing global addresses, with change-of-address services available for U.S. addresses.

FR
FedRAMP

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