

DATA QUALITY & ENRICHMENT

2021 CATALOG



Developer
Tools



CRM/SaaS
Data Cleaning



Mailing
Software



Consumer &
Business Data

melissa

How to Contact Us



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LET'S CONNECT:

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Global Intelligence

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Product News & Updates

www.melissa.com/mc-blog-news

Data Driven Marketing

www.melissa.com/mc-blog-mktg

Melissa Wiki:

www.melissa.com/mc-wiki

Newsletters:

Check out all our newsletters here:

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Clean Connections

DQ Roundup

Marketing Roundup

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VISIT OUR WEBSITE TO SUBSCRIBE AND
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Why Melissa?

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

For over 35 years, Melissa has offered leading contact data quality, enrichment and identity verification solutions. We've helped more than 10,000 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.



The Leader in Address Verification

- USPS® CASS™/DPV® & Canada Post® SERP™ Certified
- USPS NCOA^{Link}® & Canada Post NCOA® Provider
- Street Level Address Verification: 172 Countries
- Detailed Results Codes for Audit Trails, Better Management & Analytics



Superior Support & Security

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



Wide & Deep Global Coverage

- Address Verification for 240+ Countries
- Geocoding for 240+ Countries
- Transliteration for 9 languages
- Royal Mail/Eircode



Independent & Built to Last

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



Melissa – The Address Experts

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



1. 35+ Years of Address Innovation

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



2. Multisourced Reference Data

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



3. Advanced Address Corrections

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



4. Unique Melissa Address Key (MAK) Technology

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



5. Compliance Certifications

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

New Address Experts Series

Melissa shares expert insight into the world of data quality and address intelligence in our new **Address Experts** series. We explore topics from "How to Verify an Address" to "What is Geocoding?" with expert tips on how to improve your business.

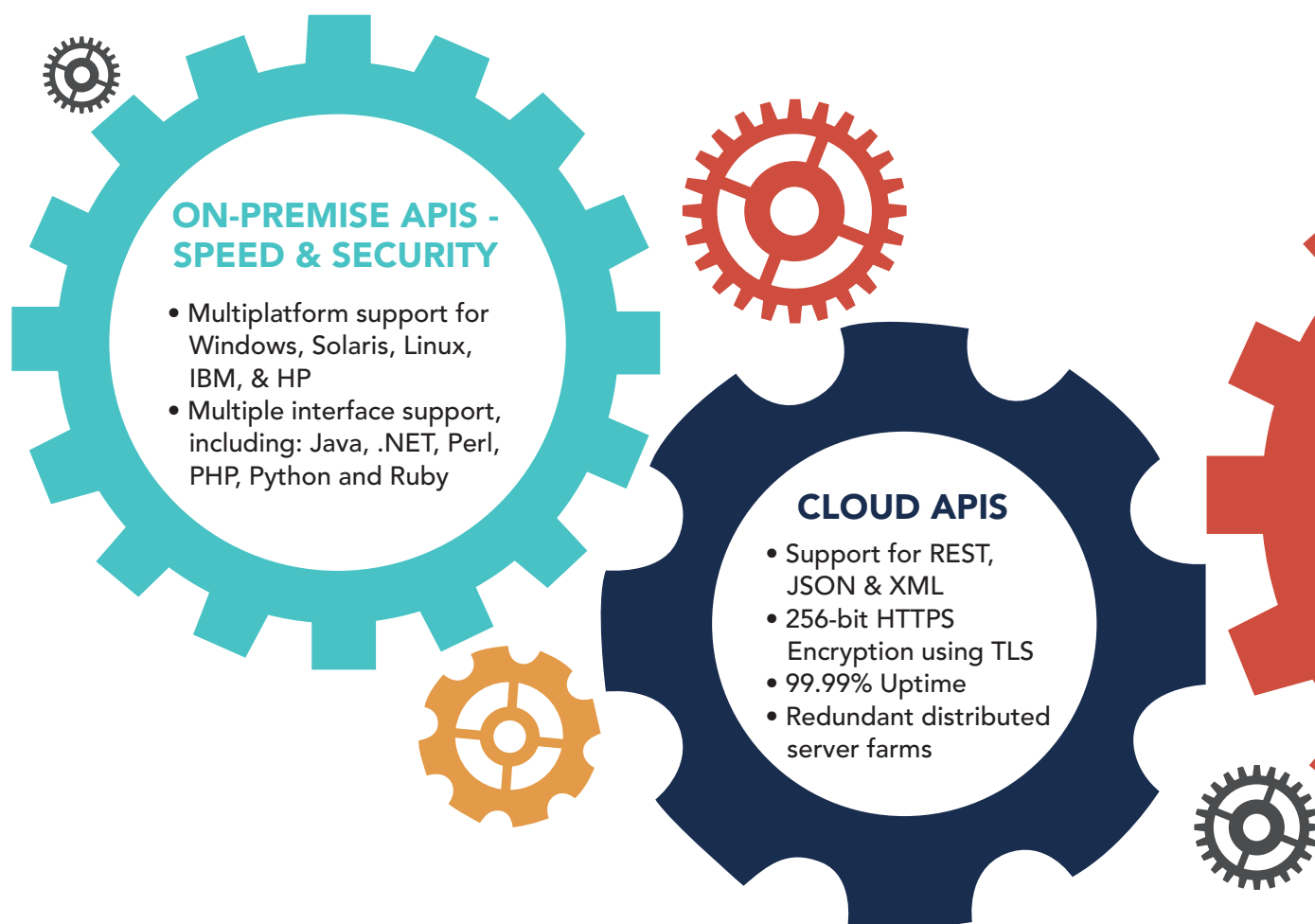
CHECK IT OUT TODAY
www.melissa.com/mc-experts

Flexible Deployment Options

Choose Your Deployment Method for Security, Privacy & Speed

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

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



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







FLEXIBLE CREDIT OPTIONS

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

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

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

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

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

DATA QUALITY COMPONENTS FOR DI, MDM & CRM PLATFORMS

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

SOFTWARE AS A SERVICE

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

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

Global Address Verification

Verify, Correct & Standardize U.S., Canadian & International Addresses

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

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

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



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

Source: Marketing Week

KEY FEATURES

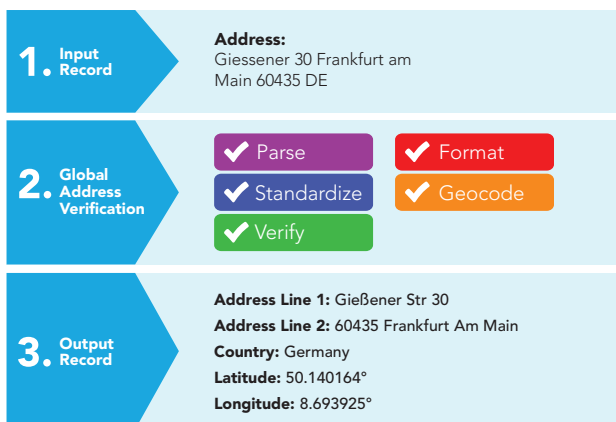
- USPS® CASS™ Certified and Canada Post® SERP™ Certified
- Correct, standardize international addresses to local country formats
- Transliterate many popular native character sets into Latin
- Returns precise lat/long coordinates at the rooftop level
- Autocomplete addresses as entered to save time and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

ADDRESS TRANSLITERATION

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

Our transliteration engine supports over 40 different languages and writing systems including:

- 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

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 95% of bad emails to increase deliverability and avoid high bounce rates that lead to blacklisting and hurt your valuable sender reputation.

TWO VERSIONS OF GLOBAL EMAIL

Premium

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

Express

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

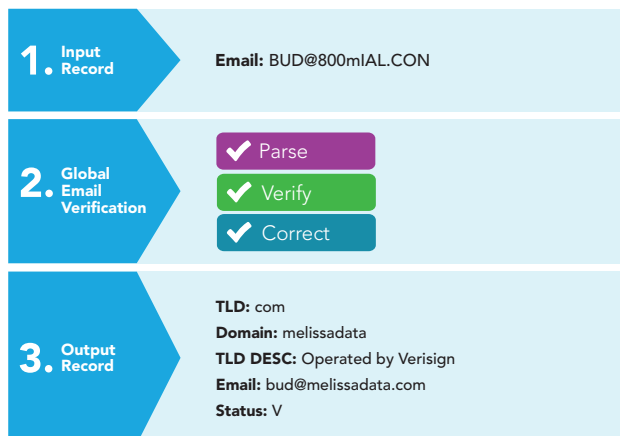


ONE THIRD OF CUSTOMERS HAVE GIVEN OUT A FAKE EMAIL ADDRESS

Source: Marketing Week

KEY FEATURES

- Pings each email to ensure it is active and can receive mail
- 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 predict the probability of mail being successfully received by the recipient



EMAIL CHANGE OF ADDRESS SERVICE (ECOAS)

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

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

Global Phone Verification

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

With only a phone number and/or a country entered, our Global Phone Verification can determine whether the phone number is valid for the region, plus identify the country of origin from the international access code.

The solution can verify phone numbers for 240+ countries, and verifies phone number types such as landline, VoIP or mobile, as well as carrier. We even establish the most common language in use for the area.

Premium Phone Verification

The Premium Phone Verification feature determines whether a mobile number is live and connected. This is an ideal service to keep your mobile database clean and updated, and helps reduce wasting money on SMS 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 25 countries, including the U.S., Canada, Germany, the U.K., Mexico, Spain, India, Japan, Korea and more.



CallerID Data

Another cool feature the solution offers is CallerID. 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.

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, VoIP or mobile; offers carrier details; and then determines country of origin.

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

Global Name Verification

Use Intelligent Recognition to Identify 650,000+ Ethnically-Diverse First & Last Names

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

Name identification helps you maintain a cleansed, standardized contact database, and can help improve targeted marketing campaigns.

Verifying names at points of entry helps with fraud prevention, as well as mistaking the same customer for a new one if entered from different customer touchpoints.

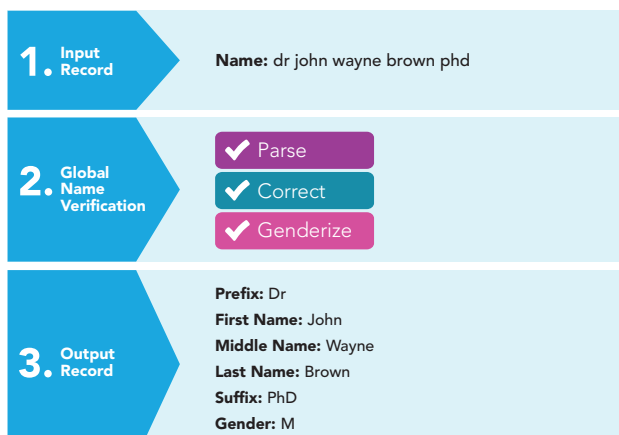
Parsing at the point of entry helps to detect vulgarities and suspicious names and prevents them from entering the database, minimizing data and bloat.



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

KEY FEATURES

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



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

Matching/Deduplication

Easy Dedupe Solution to Quickly Clean Your Database

Use MatchUp to quickly find and link customer data, consolidate data across multiple sources and remove unwanted business and customer records – quickly and easily improving master data management, data warehousing and business intelligence, as well as marketing and mailing efficiency.

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

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

HOW MATCHUP WORKS

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

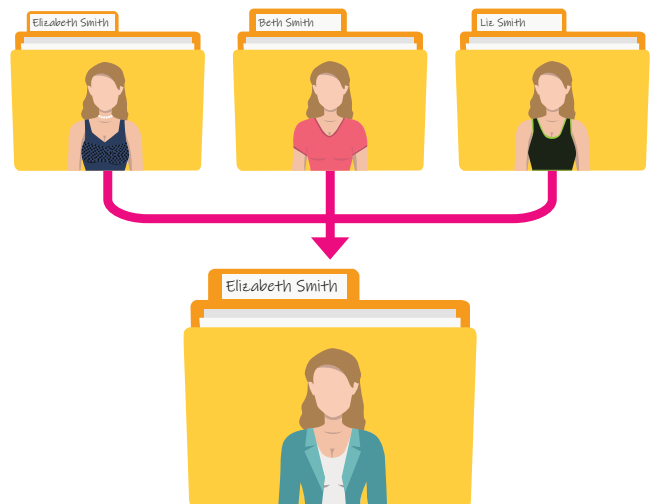


DUPLICATION RATES IN BUSINESSES COMMONLY RANGE FROM 10%-30% AND CAN COST AN AVERAGE OF \$96 PER DUPLICATE

Source: Hub Designs Magazine

KEY FEATURES

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



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

MATCHING TECHNIQUES

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

Golden Record/Survivorship

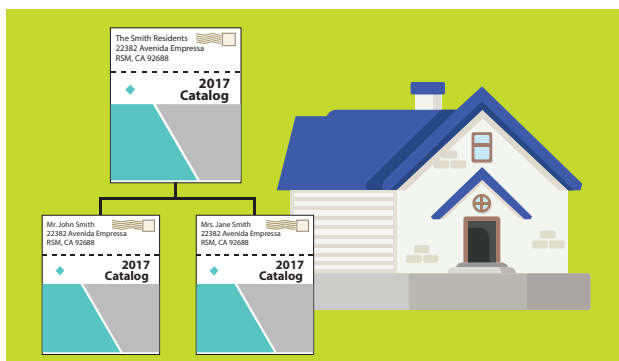
MatchUp's "Golden Record" option intelligently selects the most accurate and complete version of every customer record from all the sources available. Survivorship rules allow you to consolidate records from multiple sources into the golden record with preferred criteria chosen to 'survive' the merge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

Available for SSIS only

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 12 countries, including Canada, Germany, U.K. and Australia and upcoming quarterly additions. MatchUp's advanced deduping can see through diacritic equivalents to Latin characters and interpret keywords that are the same but spelled differently (i.e. Germany and DEU).

1. Query

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

2. Match

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

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 Code®, and even typos and invalid email addresses.

Global Express Entry suggests a complete, verified postal and/or email address as a user types, saving up to 50% in data entry time and simplifying checkout.

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

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

Source: Statista Report

KEY FEATURES

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

Free Form Input

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

22382 aven | x

22382 Avenue 12, Madera, CA 93637-9350

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

City:
State:
ZIP Code:

Clear

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

Email: eddom9

eddom949@gmail.com

Clear

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

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

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.

1. Input

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

2. Output

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

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

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

MELISSA STREET ROUTE

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

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^{Link}® Processing

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



USPS NCOA^{Link} Processing

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

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



Canada NCOA Processing

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

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

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

Property/Mortgage Data

Add Property Information for Insights

Our custom property data solutions give you fresh, accurate real estate and property data on more than 140 million U.S. properties including parcel and building information, calculated value, deed information, history and more.

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

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

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

**OUR PROPERTY INFORMATION
CONTAINS 400 FIELDS OF DETAILED
PROPERTY DATA**

HOW DOES IT WORK?

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

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



PROPERTY OWNERS

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

MORTGAGE & DEED

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

**PROPERTY CHARACTERISTICS**

- | | |
|------------------------|---------------------------------------------|
| • Property Address | • 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

Identity Verification for KYC & AML Compliance

Keep Customers Happy & Your Business Safe

The best defense against fraud is ironclad identity resolution. But the challenge – how do you manage risk, compliance and fraud, all while delivering a fast, seamless experience that customers expect? Our Identity Verification for Know Your Customer (KYC) and AML Compliance powered by Personator World can help.

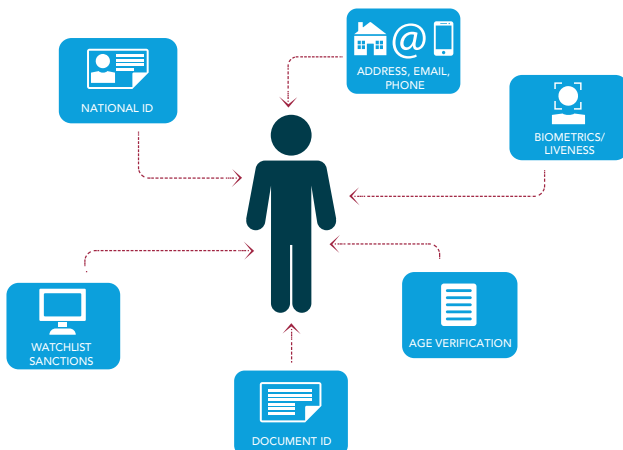
The solution is a real-time, Cloud-based identity resolution and verification engine that leverages global reference datasets for accurate, reliable, complete customer identity verification – so you truly know your customer for the ultimate peace of mind.

ACHIEVE FASTER CLIENT ONBOARDING & ENSURE COMPLIANCE

Decide instantly whether to accept new customers, capture verified and standardized customer data with every transaction and detect application fraud in any customer channel.

Personator can easily be tailored to specific risk management requirements for rapid, secure onboarding and it automatically adheres to stringent KYC, AML, PEP and BSA requirements by capturing verified data with every transaction.

Collect only clean, confirmed and standardized customer data so you can rely on better data to reduce risk, ensure compliance and keep customers happy.



KEY FEATURES

- Flexible Web Service
- Instant Name-to-Address Verification
- National ID and Age Validation
- Add Missing Contact Data
- Watchlist and Sanction Screening
- Real-Time Check
 - Deliverable Addresses
 - Active Phone Numbers
 - Live Email Addresses

PERSONATOR IDENTITY VERIFICATION CAPABILITIES:

National ID & Social Security Number Check

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

Age Verification Check

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

OFAC, EU, UN, PEP & Watch List Check

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

ID & Document Verification

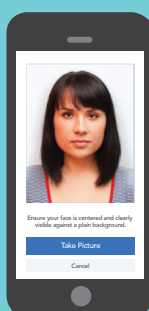
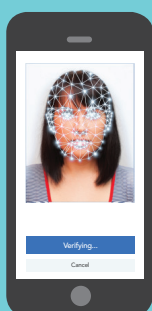
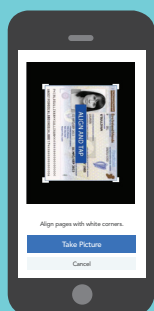
Digital KYC App for Quick Onboarding & Compliance

ID and Document Verification powered by Personator offers a streamlined, easy-to-use approach to rapid onboarding and robust security. Obtain complete user verification by quickly capturing and verifying customer ID documents, and securely storing consumer due diligence reports with full audit trails. Reduce fraud exposure, better engage customers and ensure peace of mind – in a matter of seconds.

KEY FEATURES

- Super Easy 3-Step Process
- Advanced Technologies
 - Optical Character Recognition (OCR)
 - Machine Readable Zone (MRZ)
 - Biometrics Verification
 - Liveness Check
- Remote Onboarding
- Multi-System Workflow: Android, iOS, PC

HERE'S HOW IT WORKS



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.

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

Consumer Identity Resolution & Enrichment

Connect Data to Build a Clear, Omnichannel View of Your Customers

Fill in the gaps in your customer and business contact records with Identity Resolution and Enrichment 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.

Identity Resolution 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

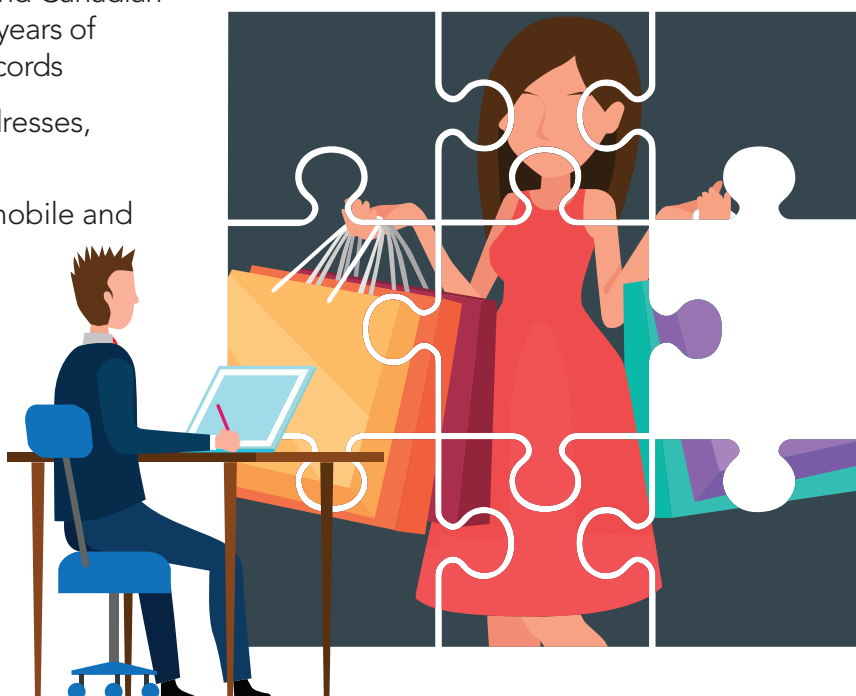
Verify, correct and standardize U.S., Canadian and international contact data – addresses, names, phone numbers and email addresses.

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



Real-Time Name to Address Check

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



PERSONATOR CONSUMER ENRICHMENT CAPABILITIES:



Data Appends

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



Geocoding

Convert U.S., Canadian and international 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



Firmographic Data

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

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

1. Input Record

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

2. Output Record

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

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



Healthcare Data Quality Capabilities

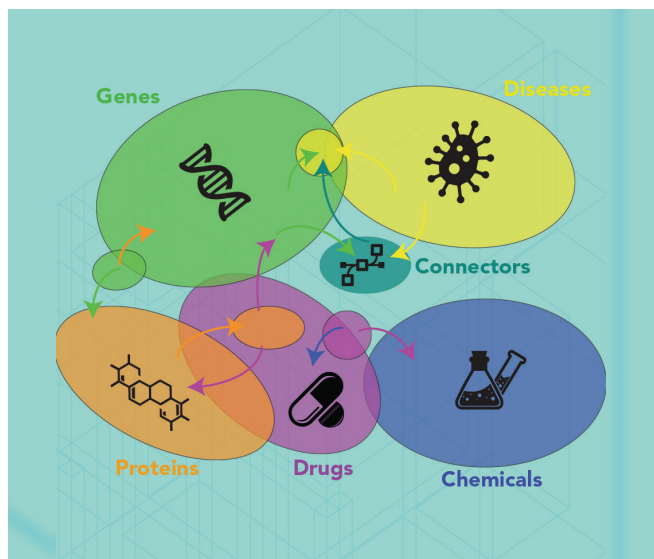
Clean Healthcare & Life Sciences Data Unlock Drug Discovery & Collaboration, Research & Personalized Medicine

Real-world clinical and healthcare research data is unusually valuable yet also unusually complex and diverse. Clinical and life science research data can use diverse terminologies, and even the most disciplined clinical practices will generate dirty data. Melissa provides the tools for data quality improvement to help optimize that valuable, yet dirty data.

Melissa's smart, sharp data quality profiling, verification, deduping and enrichment tools apply machine reasoning and advanced semantic strategies to uncover connections within complex, changing data. Harness tools via API or server-based workflows to unlock the true value hidden in complex, changing clinical data.

KEY GOALS

- Improve patient care & support precision medicine research
- Realize new intellectual property from previously unused clinical data
- Enable long-term, secure interoperability & extensibility of data
- Grow new revenue by making the most of your historical research data
- Gain agile compliance to meet the requirements of different compliance standards



ASK ABOUT OUR DRUGINATOR & RELATED PRODUCTS: www.melissa.com/mc-healthcare

Drug Data Autocompletion & Enrichment

Enhance Front Office Capabilities to Reduce Back Office Rework

Autocomplete and validate drug data during entry to save time, mitigate data entry errors and avoid confusion. Validation improves pharmacometrics and healthcare informatics by verifying pharmaceutical names, variants and spellings against a pharmacopeia. Utilize data quality and machine reasoning to check and verify drug names as well as find alternate names and variations through inferred linkage.

Enrich your drug data with additional information about a drug or list of drugs, such as dose, route, disease indication and more. Plus, enhance your data repository regularly with new drug information, issued warnings, recent discoveries, DDI (Drug-Drug Interaction), and ADE (Adverse Drug Effects).

ASK ABOUT OUR DRUGINATOR & RELATED PRODUCTS: www.melissa.com/mc-healthcare

KEY CAPABILITIES

- Enforce data governance standards at the point of entry by removing drug data ambiguities
- Establish a pharmacopeia repository with metadata of drugs & their uses
- Organize, segment & consolidate general drug usage or bioequivalence at prescription
- Grow new revenue by making the most of your historical research data
- Utilize patented semantic technology to harmonize link databases, ensure interoperability, resolve drug name & compound ambiguities, & standardize & reformat drug information regardless of format or language





EHR/EMR Data Harmonization

Transform Isolated Medical Data Into Actionable Information

Electronic Medical Record systems (EMRs) capture lots of data, but often deliver little useful information. Dirty healthcare data, locked in EMR silos, has limited value. Melissa's data quality and data harmonization solutions unlock that value by cleaning up and linking dirty, disconnected datasets.

Our solutions utilize master reference data sources, reference ontologies and machine reasoning to identify and establish common terminology, units and formatting. The result? Research and application-quality datasets from previously under-valued data.

KEY CAPABILITIES

- Unlock the value of your EHR/EMR by normalizing terms, units & formats
- Grow interoperability to improve research, collaboration & patient care
- Link disconnected silos to provide a complete view of patient information
- Manage data quality, normalization & delivery flows from major health information interchanges & EMRs, leveraging formats such as HL7 & FHIR

ASK ABOUT OUR SENTIENT SERVER SOFTWARE:
www.melissa.com/mc-healthcare

The image displays two side-by-side screenshots of a medical appointment scheduling software interface. Both interfaces show a 'Doctor Appointment' form for a patient named Robert Stanley, scheduled for December 21, 2020, at 10:30 am with Dr. Eric J. Smith MD. The left interface shows the description 'Fever', while the right interface shows 'Pyrexia'. A large red 'X' is overlaid on the left interface, indicating a comparison or difference between the two forms.

Two different EMRs in the same institution will yield disconnected & messy data that needs to be normalized in order to be useful.

Health Data Enrichment

Gold Standard Reference Data Adds Value to Your Existing Information

Melissa's Knowledge Hub data products provide comprehensive integrated reference data (information for enrichment), terminology ("lexicons") and data models ("ontologies") for drugs, genes, proteins and diseases. This makes it possible to efficiently normalize your data to preferred terminologies, map your data to useful research ontologies, and connect your data to additional information from groups and standards such as FDA, NDC, UMLS and others.

ASK ABOUT OUR SENTIENT SERVER SOFTWARE:
www.melissa.com/mc-healthcare



KEY CAPABILITIES

- Learn about your company's existing & potential new drugs, competitors' drugs, concomitantly prescribed drugs, contraindicated drugs
- Inform your own genetic research by enriching your data with associated pathway information, pharmacogenomics, polymorphism, mutation, expression, and results of competitors' genetic research
- Grow insight into your proteomic research with information including glycosylation, methylation, expressions, synthesis, purification, and competitors' protein-related research
- Access the information you need for your company's disease and treatment research, including information about auto-immune disorders, coronary and ischemic disease, oncology, diabetes, neuro-disorders and other published diseases
- Learn about relationships between drugs, genes, proteins and diseases

Melissa Address Table (MAT)

Fill in the Gaps in Your Master Address File

If your master address file isn't complete, it's time to meet MAT – the Melissa Address Table. 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 the U.K., France, Germany, Spain and more.

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

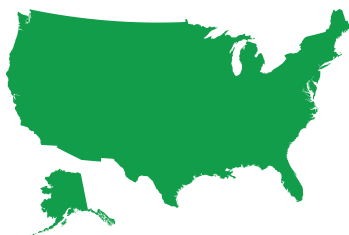
Similar to a barcode or ISBN, each address in the MAT is assigned a unique 10-digit Melissa Address Key (MAK®). Each unique key identifies a discrete physical address and aligns a multitude of additional information for insight.



MAT 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.

MAT SUPPORTS THE FOLLOWING ADDRESSES:



USA

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



CANADA

- 15 Million Canadian Addresses



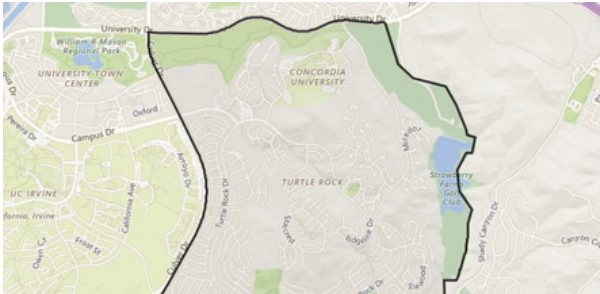
WESTERN EUROPE

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

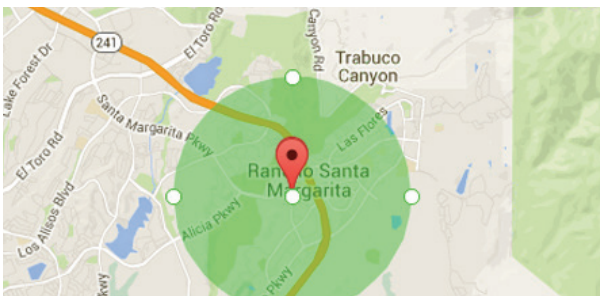
SEARCH YOUR WAY

MAT 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 MAT?

MAT 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.

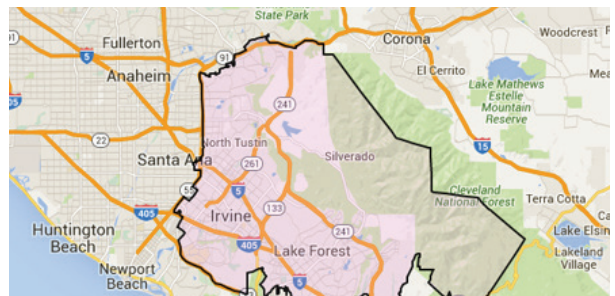
REQUEST A PRODUCT DEMO OR PROOF OF CONCEPT (POC): www.melissa.com/mc-mat

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

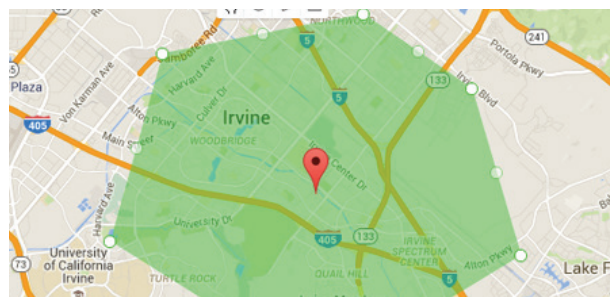
Source: Melissa Internal

KEY FEATURES

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



All the Addresses in a Congressional District



All the Addresses in any Shape-Based Search

Data Marketplace

Reach More Targeted Prospects to Grow Your Business

Find and target the right prospects for your business. Our Data Marketplace offers an array of targeted data sets – like Consumer, Property, Business and Shapefiles – designed to get your brand in front of the eyes of your best prospects. We offer access to more than 200 million Consumer records, 15 million Business records and 120 million Property databases – so finding the right new customer is a snap!

CONSUMER DATA

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

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

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

BUSINESS DATA

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

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

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



PROPERTY OWNER DATA

Target on-site and absentee property owners based on specific property characteristics, geography and more.

Our Property Owner Data contains over 100 million records, covering more than 2,600 counties, 95% of the U.S. population and over 98% of all mortgage transactions.



We offer information on:

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

SATURATION/OCCUPANT DATA

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

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

ZIP CODE/POSTAL CODE DATA

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

ZIP*Data

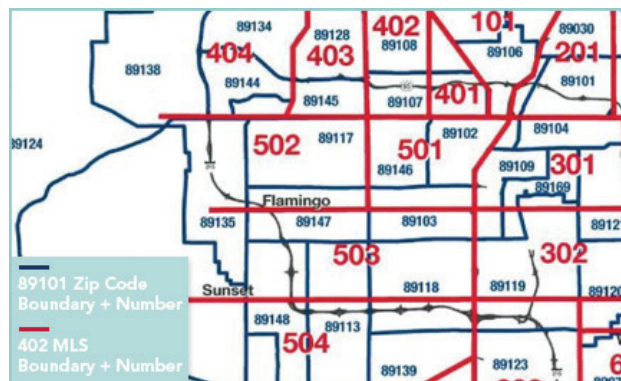
Verify 5-digit ZIP Codes and add the following: Lat-Long Coordinates, 46 Census Bureau data variables and American Community Survey (ACS) data.

Global Geo*Postcode Data

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

ZIP+4 & Canada Postal Code Boundaries

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



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

Customer Data Platform

UNISON PROCESSES 50+ MILLION ADDRESSES PER HOUR

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.

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

CODE	COUNT
GS03 - Geocoded to Community Level	16
GS05 - Geocoded to Rooftop Level	146
GS06 - 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.

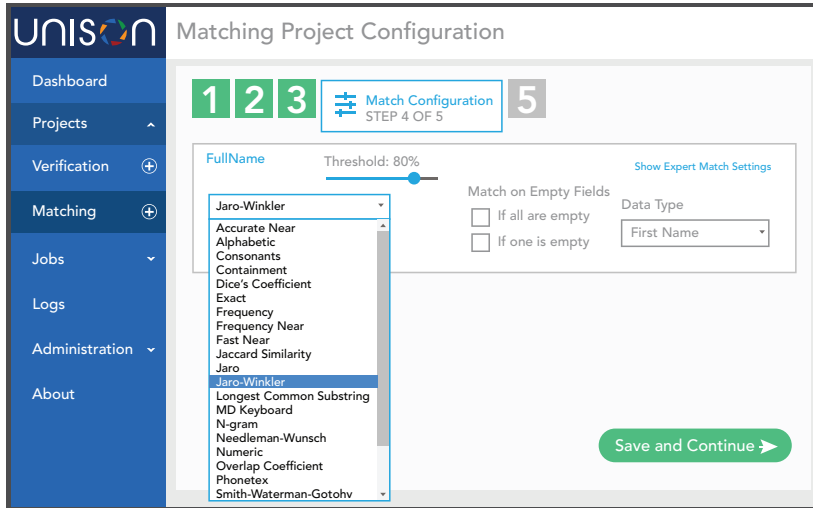
Controlled access to customer data with user authentication ensures that the most sensitive personal data like financial or medical records will be protected within your organization.

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.

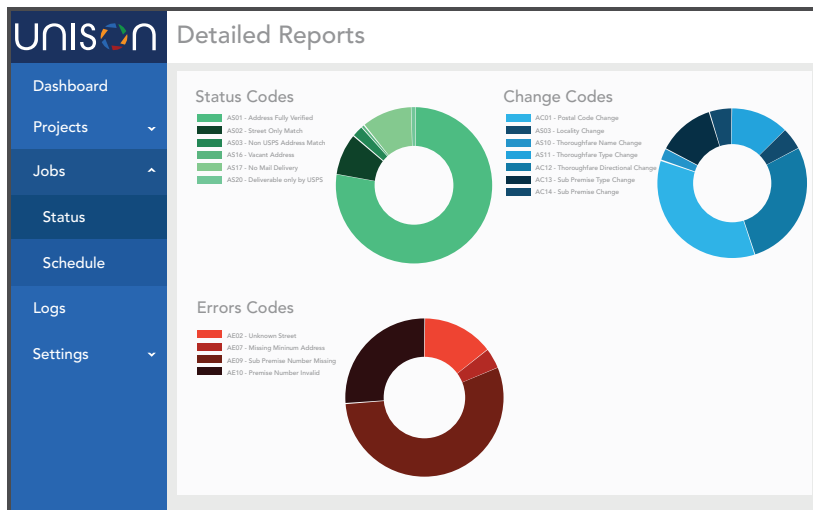
AI-POWERED MATCHING GUI

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.



BUILT-IN VISUAL REPORTING

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



PLATFORM ARCHITECTURE AND TOPOLOGY

SIMPLE VISUAL INTERFACE

Schedule jobs & create & manage access & routines.

FAST DISTRIBUTED PERFORMANCE

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

SECURE DATA PROCESSING

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

IMPLEMENTATION

Downloads & installs without programming.

COMPATIBILITY

Supports flat files, CSV, SQL & Oracle.

CUSTOMIZATION

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

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

ETL & Data Integration Solutions

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

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

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

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

EXTEND ETL PRODUCTIVITY

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

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

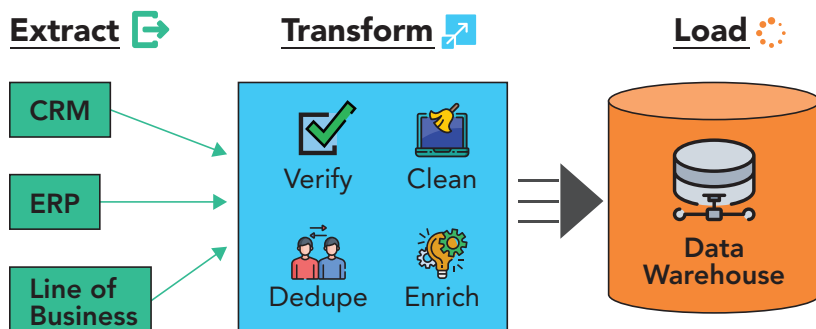
- Collect Data from Any Source
- Cleanse & Transform Data
- Apply Standards, Enforce Rules & Enrich Data
- Report, Analyze & Gain Immediate Insight
- Migrate Data to the Data Warehouse

60% OF IT TIME IS SPENT ON DATA REHABILITATION

Source: Harvard Business Review

KEY FEATURES

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



ETL Compatibilities & Capabilities

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

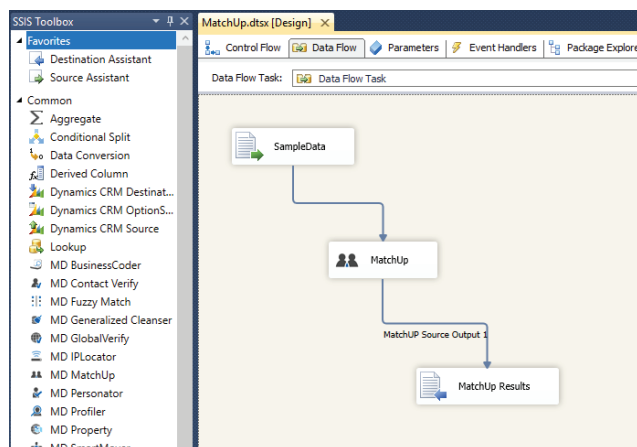
Melissa taps into 35 years of address management and contact data quality expertise to create out-of-the-box solutions that work seamlessly with your data integration platforms, such as:

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

Robust ETL & Customer Data Integration

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

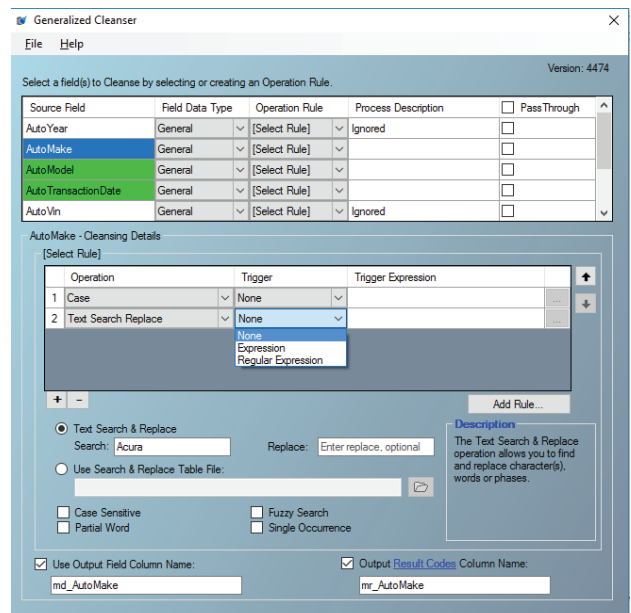
Go beyond standard ETL tools with scalable and flexible management of end to end data flows.



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

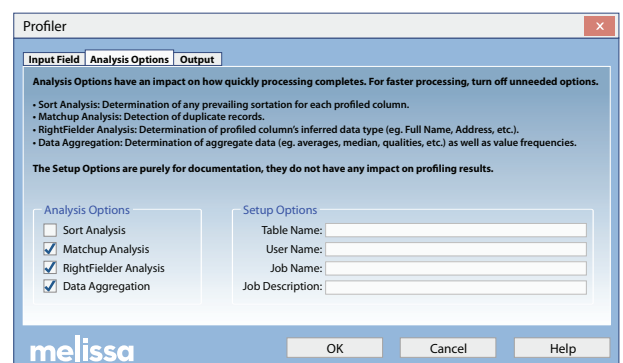
Generalized Cleansing Component

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



Transformation Components

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



CRM Plugins

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



DEDUPE

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



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. & Canadian customers who have moved
- 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
- USPS® Full NCOA^{Link®} & Canada Post® NCOATM data files
- Seamlessly integrate into Salesforce® CRM, Microsoft Dynamics CRM®, or Oracle CRM & ERP solutions



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



Cloud Services/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!

BY 2020, **73%** OF COMPANIES ESTIMATE THAT 80% OF THEIR BUSINESS APPLICATIONS WILL BE SAAS

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 upfront pricing for flexibility and transparency.

Listware Online

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

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

Data Enhancement Services

Turn Customer & Prospect Data into Your Biggest Strength

Understanding customers and prospects is the key to marketing success. Melissa's Data Enhancement Services enrich and append missing data to your consumer and business records. Gain insight, empower omnichannel marketing and grow sales by turning your data into your biggest strength.

WHY CHOOSE MELISSA?

- ✓ **Best Data:** Our data is gathered from a multitude of sources and cross-referenced for accuracy.
- ✓ **Fast Turnaround:** Process your list in hours, if not, minutes.
- ✓ **Flexible Delivery:** Upload your file for batch processing through our full-service bureau, or use our secure, automated FTP service for the speediest turnaround with no minimum charges.

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 250 million email addresses
- Industry-high append rate of 15-30%
- 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.



UPLOAD YOUR FILE NOW:

www.melissa.com/mc-des-upload

OR REQUEST A FREE QUOTE:

www.melissa.com/mc-des

Data Hygiene Services

Clean, Correct & Update Your Customer Contact Data

Our Data Hygiene Services help you avoid the unwanted costs associated with undeliverable as addressed (UAA) mail, and instead, qualify for postage discounts, improve response and boost ROI from direct mail campaigns.

WHY CHOOSE MELISSA?

- 
USPS CASS & NCOA^{Link} Full-Service Licensee Provider: Full USPS dataset to find more moves than anywhere else – at the best price. All processing is done in-house in our secure, USPS-approved facility.
- 
Canada Post NCOA Partner: One of only a handful of authorized Canada Post NCOA partners to process COA and Canadian Address Hygiene.

POPULAR SERVICES

USPS NCOA^{Link}® Service

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

Canada NCOA Service

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

Duplicate Elimination

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

Proprietary Change of Address (pCOA) Processing

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

CASS + 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 NOW:

www.melissa.com/mc-list-upload

OR REQUEST A FREE QUOTE:

www.melissa.com/mc-datahygiene

Melissa's mailing solutions help you quickly and easily process, presort and prepare U.S. and Canada Post compliant mailings for maximum postal discounts.

Easily access address quality and mail list processing services like:

- ✓ **CASS/DPV ZIP+4** coding for highest deliverability
- ✓ **USPS NCOA^{Link} & Canada Post NCOA** to reach customers that have moved
- ✓ **Duplicate elimination** to reduce waste & multiple mailing costs
- ✓ **PAVE™ GOLD Certified Postal Presorting** to qualify for First Class, Marketing Mail & Periodicals discounts
- ✓ **Label printing support** to easily create a PDF that can be used for printing on envelopes, postcards & labels
- ✓ **Print Intelligent Mail® barcodes & receive mail.dat files** to prepare Full-Service mailing and submit files electronically

MAILERS ONLINE PRESORT WIZARD

Maiers Online is Melissa's cloud-based presort software-as-a-service that enables occasional mailers to upload their files securely and download once complete through a series of well-defined steps.

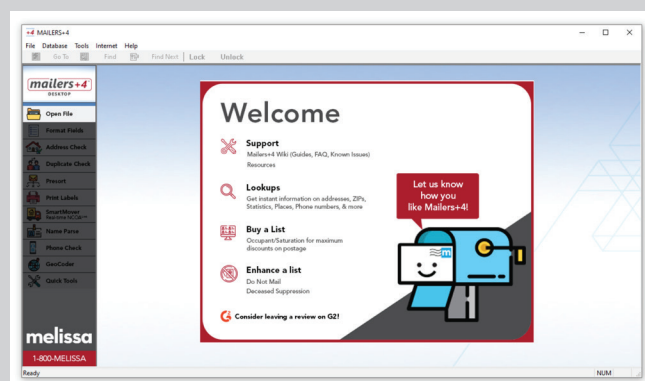
Maiers Online is available 24/7 and can be accessed from any web browser.

The screenshot shows the 'Mailers Online' web interface. At the top, there are tabs for 'Upload', 'Mapping', 'Presort', and 'Process'. The 'Presort' tab is active. Below the tabs, there's a 'Mail Type' section with a dropdown menu set to 'Marketing Mail'. To the right, there's a 'Mail Processing Type' section with a dropdown menu set to 'Letter'. Below these, there's a 'Mail Piece Type' section with a dropdown menu set to 'Letter'. Further down, there's a 'Sample Size and Weight' section with fields for 'Number of pieces in sample' (10), 'Thickness of sample in inches' (0.42), and 'Weight of sample in Oz' (15). To the right of this, there's a 'Place Dimensions' section with fields for 'Length in inches' (9), 'Height in inches' (4.5), and 'Aspect ratio' (2). At the bottom, there's a 'Mailing Date' section with a date field set to '10/09/2020'. A 'Next >>>' button is at the bottom right, and a 'Back to Mapping' button is at the bottom left.

MAILERS+4 DESKTOP ALL-IN-ONE TASKBAR

Maiers+4 Desktop features an all-in-one taskbar, which provides a series of easy-to-follow steps to achieve maximum postage discounts.

Maiers+4 Desktop provides access to multiple Data Enhancement services at the click of a button!



MELISSA MAILING SOLUTIONS CAPABILITIES



CASS Certified & SERP Certified Address Verification Engine

Our CASS Certified address engine compares addresses in your file against the USPS®, DPV®, LACS^{Link}®, and Suite^{Link}® files, and adds missing data like ZIP+4® codes, carrier routes, delivery points, and more. It also performs SERP Certified processing to confirm all addresses are deliverable and standardized by Canada Post requirements, so you qualify for discounts.



Update Records with Most Current Address

Use NCOA^{Link} processing to match your addresses against the full USPS 48-month dataset containing 160 million moves. Also access Canada Post NCOA® file containing 72 months of data to ensure the most up-to-date Canadian addresses.



Eliminate Duplicate Records

Find duplicate or similar records and merge them without losing any important data. Household your mailings by grouping related records together to eliminate multiple mailings to the same address.



PAVE Gold Certified Presorting & Palletization

Presort your mail to take advantage of discounts for First-Class™, USPS Marketing Mail™, Profit/Nonprofit, and Periodicals mailings. We also offer a palletization feature for high-volume mailings.

UPLOAD YOUR FILE NOW:

www.melissa.com/mc-mail-upload

REQUEST A FREE TRIAL OF MAILERS+4:

www.melissa.com/mc-mp4



Full Service Intelligent Mail® + Mail.dat®

Intelligent Mail barcodes are generated in our software. The IM barcode sorts parcels and letters and offers the option to add in tracking. IM barcodes improve deliverability by incorporating routing ZIP Codes and tracking information in one bar. Our solutions provide all the USPS documentation needed for USPS compliant mailings. We also provide a free unique Mail.dat User License Code (a \$400 value).

OPTIONAL CAPABILITIES



Residential/Business Delivery Indicator (RBDI)

Identify addresses as residential or business for cost-effective carrier selection.



Geocode – Link Addresses with Lat/Long Coordinates

Append lat/long coordinates for 99% of all U.S. locations, census tract and block numbers, and county FIPS code down to the ZIP+4 level for greater delivery efficiency.

	Mailers+4	Mailers Online
Platform	Desktop	SaaS
Intelligent Mail	✓	✓
Palletization	✓	✓
USPS® PAVE GOLD Certified Postal Presorting	✓	✓
USPS® CASS/DPV Certified Verification Engine	✓	✓
SERP Certified Address Verification	✓	✓
USPS NCOA ^{Link} ® - 48 month	✓	✓
Merge/Purge-Dedupe	✓	✓
GeoCoding	✓	
RBDI	✓	
Label Support	✓	✓
First-Class Mail®	✓	✓
Marketing Mail™	✓	✓
Periodicals	✓	

Partner Programs

SYSTEM INTEGRATOR

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

Melissa's SI partners are industry-leaders in consulting and system integration, committed to developing, marketing and servicing innovative real-time solutions involving data quality and business intelligence.

MVP PROGRAM

The Melissa Valued Professional (MVP) Program offers members a terrific opportunity for significant increases in revenue through referrals with access to data quality solutions, continued marketing and sales support.

MVPs are a recognized, professional community of enthusiasts and advocates who are experts in their respective fields and committed to providing innovative and real-time answers to bad data challenges.

Many of our MVPs have been awarded Microsoft® MVPs and Oracle® Aces status and are adept at helping our customers develop solutions for pressing business challenges.

WHY BECOME A MELISSA MVP?

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

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

Professional Services

QUALITY CONSULTING FOR QUALITY DATA

The experience of our specialized consultants combined with our powerful, enterprise tools help thousands of organizations – every single day.

Melissa provides you with everything you need to successfully carry out your data quality projects.

Whether they are simple integration of data cleansing projects or complex data management tasks, Melissa's Professional Consulting Service is tailor-made to fit you – with end-to-end solutions that connect business, IT, deployment and more.

When you contact us, we'll work with and for you to come up with a plan and execute it on your timeline and budget.



LET'S FIND THE BEST SOLUTIONS FOR YOUR NEEDS.
VISIT: www.melissa.com/mc-pro

Lookups

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

CONTACT VERIFICATION

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

FEDERAL DATA

NonProfit Organizations
Public Schools
Death Check
Campaign Contributors

ADDRESS & ZIP DATA

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

MAPS & AERIAL VIEWS

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

STATISTICS

Income Tax Statistics
Climate Averages

OVER 70,000 USERS ACCESS MELISSA
LOOKUPS EVERY DAY. TRY IT OUT!
VISIT: www.melissa.com/mc-lookups

Developer Portal

LEARN & PLAY WITH OUR TOOLS IN OUR SANDBOX

Another way to try our services is through our Developer Portal, where 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.

**Enterprise volume licensing available.*

API Call	Pricing
Personator	6 Credits Per Check
Global Address	15 Credits Per Address Check
Global Name	1 Credit Per Check
Global Phone	4 Credits Per Record Check
Global Email	2 Credits Per Record Check
Property	8 Credits Per Record Append
BusinessCoder	15 Credits Per Record Append
IP Locator	2 Credits Per Check

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

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Melissa Joins the Gartner Magic Quadrant

Gartner named Melissa to the 2020 Magic Quadrant for Data Quality Solutions as a Niche Player for completeness of vision and ability to execute. They recognized the importance of trusted data to optimize business operations and make decisions faster and with greater confidence.

What Sets Melissa Apart:

- **35+ Years as the Address Experts:** Single Address, Bulk Validation & APIs
- **Single-Source Vendor:** Data Verification, Data Matching, Location Intelligence, Consumer, Business & Reference Data
- **Flexible, Easy-to-Use Solutions:** APIs, SaaS & Components for SQL Server, Salesforce, Dynamics CRM & Excel
- **Trusted by Over 10,000 Customers** in Financial, Healthcare, Retail, Education, Insurance & Government



Get an overview of the data quality market and recognized vendors in the 2020 Gartner Magic Quadrant for Data Quality Solutions.

Download Your Complimentary Copy!
Melissa.com/gartner-magic-quadrant

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