



Clean Suite for Salesforce®

Clean and Enrich Your CRM to Transform Your Business

Maintaining high-quality data is a challenge in today's ever-changing business environment. Many companies have incomplete information about customers, and their existing information changes or goes stale at a rate of 2-4% each month. Melissa's Clean Suite for Salesforce® makes your customer data clean and reliable, turning stale data into a valuable asset for sales and marketing success.

- **Verify, correct and append contacts** before they enter the CRM
- **Improve lead scoring**, sales follow up, and marketing initiatives with up-to-date contact information
- **Protect the quality of your customer data** with data cleansing in real-time at point of entry or in batch

Melissa Add-Ons:



Personator® – a unique, all-in-one service that verifies, updates and completes U.S. and Canada contact data in real-time.

- **Identity:** matches a name to an address for quick, simple customer identity verification
- **Verification:** validates, corrects and standardizes contact name, address, phone, and email
- **Update:** move updates the addresses of U.S. and Canadian customers that have moved – 10+ years of move history
- **Data Append:** adds missing consumer and business name, phone, and email to fill in the gaps in your customer records
- **Enrichment:** adds detailed demographic information like date of birth, deceased info, marital status, household income, as well as rooftop geographic data (latitude-longitude coordinates) associated with an address

Related	Details	News
Name	Eileen Kolkey	Phone (858) 481-5922
Account Name		Email kkcoolmom@earthlink.net
Contact Owner	Kevin Ubay-Ubay	
Mailing Address	12626 Crest Knolls Court San Diego, CA 92130 United States of America	Other Address
AddressLine2		
DateOfBirth	194705	Gender Female
DateOfDeath		Ethnicity Western European
PoliticalParty	Independent	Education College
HouseholdIncome	\$150,001+	HouseholdSize 1
RentOrOwn		PresenceOfChildren No Children Present

Personator returns a wealth of information associated with a contact leveraging a multi-source database of more than 2 billion records.

Get Started Today!

>> Request a Free Trial: www.melissa.com/cleansuite

Melissa Add-Ons:



Global Verify – validates contact data as it is entered.

- **Address:** verifies, corrects and standardizes addresses for 240+ countries
- **Email:** pings email mailbox in real-time to ensure it is real
- **Phone:** verifies phone number and authenticates ownership for mobile phones
- **Name:** parses, corrects, and genderizes names from all over the world, plus flags suspicious/vulgar names



Global Express Entry – autocompletes an address as it is entered to save 50% on keystrokes and ensure only the perfect addresses enter your system.

Address 1: Street 1	111 Andrew
Address 1: Street 2	111 Andrew Road, St, Neots, Cambridgeshire, PE19 2PP,...
Address 1: City	111 Andrew Road, Leicester, Leicestershire, LE7 7BD, Unit...
Address 1: State/Province	111 Andrew Road, Penarth, South Glamorgan, CF64 2NU,...
Address 1: ZIP/Postal Code	111 Andrew Paton Way, Hamilton, Lanarkshire, ML3 0GA,...
Address 1: Country/Region	111 Andrew Lane, Stockport, Cheshire, SK6 8JD, United K...
Address 2: Street 1	111 Andrew Lane, Stockport, Cheshire, SK6 8JD, United Kingdom
Address 2: Street 2	111 Andrew Crescent, Waterlooville, Leicestershire, LE7 7BD, Unit...
Address 2: City	111 Andrews Street, Leicester, Leicestershire, LE3 5PA, U...
Address 2: State/Province	
Address 2: ZIP/Postal Code	
Address 2: Country/Region	7 results Express Entry - UK



Business Coder – adds detailed firmographic data to business records including company, job title, contact information (name, address, phone, email), employee size, sales estimate, NAICS/SIC code, and more. Covers 25 million U.S. businesses.

About Melissa

Our 35 years of address expertise started with ZIP+4 and turned into so much more. Melissa is a single-source vendor of global address management, data quality and identity verification solutions that help organizations harness accurate data for a more compelling customer view. Our industry-leading solutions have processed over 1 trillion address, name, phone and email records, making it clear why thousands of businesses worldwide trust Melissa with their data quality needs.

Melissa

22382 Avenida Empresa RSM, CA 92688-2112 | 1-800-MELISSA | www.melissa.com

Find us on: