



Business Coder

Enrich B2B Contacts with Valuable Firmographics

Build smarter strategies and generate better leads with access to 25 million multisourced US and 4 million UK business records. Melissa's BusinessCoder allows you to transform ordinary data into actionable data with the addition of company-specific details in an easy-to-use Cloud service.

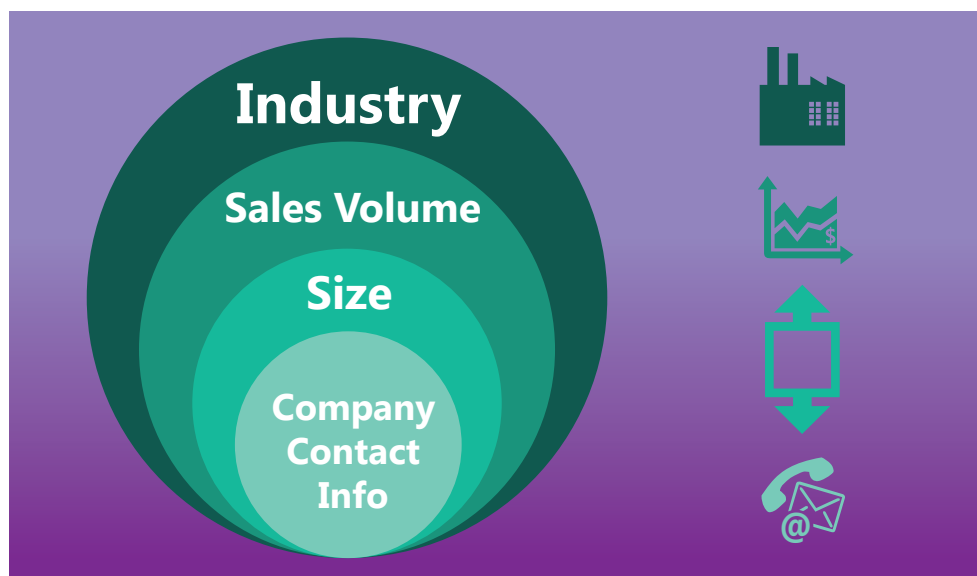
This service helps you resolve business entities for standardization and record consolidation, plus it provides a wealth of fundamental characteristics about a business that can be utilized for decision making, lead scoring and optimized B2B marketing and sales efforts.

- **Add valuable business characteristics** including SIC/NAICS, sales volume, number of employees and more for improved analytics and segmentation
- **Standardize business names and acronyms** (TWC – Time Warner Cable) to prevent duplicate accounts
- **Update outdated contact information** to improve customer retention and prevent lost opportunities

Business Standardization

The way company names are entered into a system can vary widely, making it a prime pain point for deduplication efforts. For instance, a CRM may have the following company names: "Toyota Motors USA Corporation", "Toyota Motors U.S.A.", "Toyota Motor Corp.", and "TMC". BusinessCoder can normalize all of these business names to one entity: "Toyota Motors Corporation". Resolving multiple similar business names to one golden standard provides data standardization that is key for successful deduplication and record matching efforts, and it helps reduce the creation of duplicative accounts as data is entered by sales and marketing teams.

BusinessCoder will also resolve misspelled or incomplete business names – simply pass in the address, phone or stock ticker and BusinessCoder will return a standardized business name, contact information and firmographic details.



Get Started Today!

>> Get a FREE quote: www.melissa.com/BC

BusinessCoder US

Accessing a wealth of firmographic data for 25 million US businesses is easy. All you need to do is provide an address, StockTicker, website, phone number, or Melissa Address Key (MAK), and BusinessCoder will return the following:

- Company Name
- Contact
- Job Title
- Phone Number
- Email
- Address
- Suite
- City
- State
- Postal Code Plus4
- Delivery Type Indicator
- Melissa Address Key
- Melissa Address Key Base
- MelissaEnterpriseKey
- EIN Number
- Location Type (headquarters, branches, single location, subsidiary headquarters)
- Employee Numbers estimate
- Sales Volume estimate
- StockTicker abbreviation
- Web Address
- Up to 3 SIC/NAICS codes and descriptions
- Latitude (geo coordinate)
- Longitude (geo coordinate)
- County Name
- FIPS of County (Federal Information Processing Standard)
- Census Tract of the address
- Census Block of the address
- Place Code (Census Bureau)
- Place Name (Census Bureau)

BusinessCoder UK

With access to 4 million UK business records, BusinessCoder can quickly identify the validity of a business, and also standardize and correct addresses. Simply enter phone number or MAK, and BusinessCoder will provide you with the following:

- Address Lines 1-4
- Address Type
- Administrative Area
- Building
- Company Name
- Country Code
- Country Name
- County Name
- Dependent Locality
- Dependent Thoroughfare
- Double Dependent Locality
- Formatted Address
- Latitude / Longitude
- Locality
- Melissa Address Key
- Melissa Address Key Base
- Post Box
- Postal Code
- Premises Type
- Sub Administrative Area
- Sub National Area
- Sub Premises
- Thoroughfare

Technical Information

- SOAP/JSON/RESTful API
- Integrations for Microsoft® SSIS, Dynamics CRM®, Excel®, Pentaho® PDI, Talend®, and Salesforce®
- Sample code for C#, VB Script, Java, and PHP at: www.Melissa.com/biz-code.

Melissa

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