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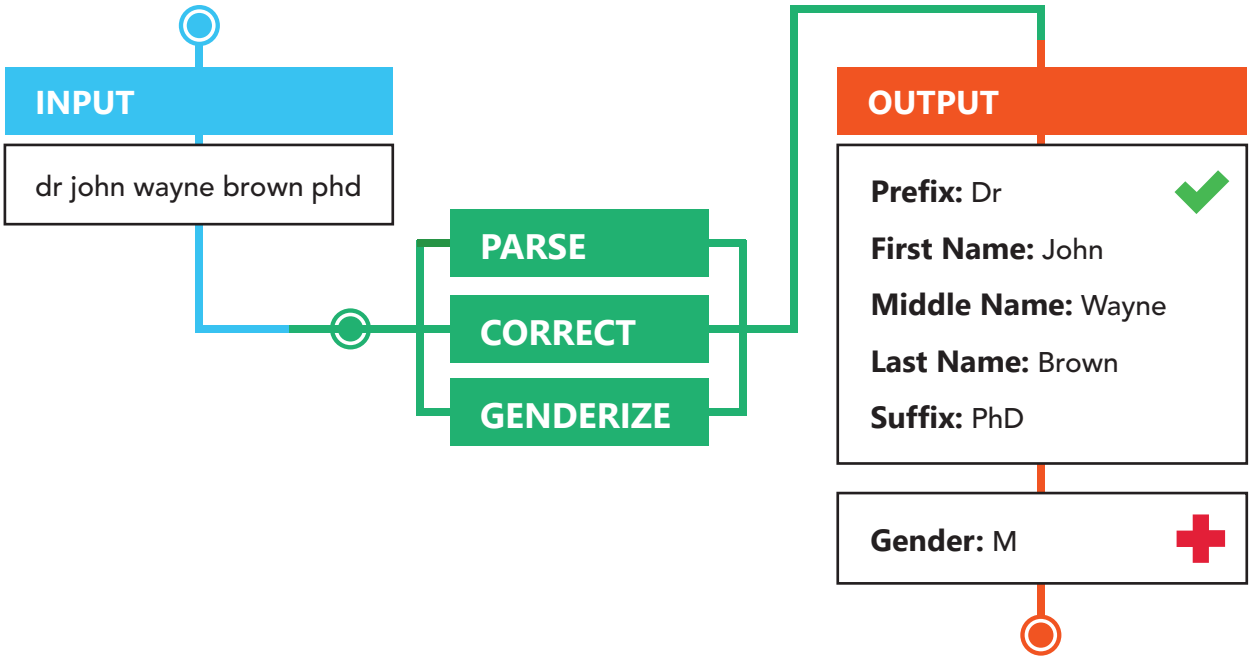
Global Name Verification

Parse Names and Determine Gender

Identify the gender makeup of your database and create personalized messages with Global Name Verification. It parses names into five components and recognizes 530,000 last names and 132,000 first names so you can correct misspelled names like "Jonh" to "John" or apply a gender code to each name in your database.

- Personalize communications to increase opens and conversions
- Flag fake or vulgar names to reduce waste and fraudulent entries
- Identify the gender of your audience for improved target marketing



Full, Dual, Inverse, & Mixed First Name Parsing

Global Name Verification takes full names, such as "Mr John James Smith, Jr." and breaks them up into five components. In addition to Full Name parsing, the solution can also parse:

- **Dual Names:** Mr. and Mrs. John and Mary Smith
- **Inverse Names:** Smith Jr., Mr. John James
- **Mixed First and Mixed Last:** Mr. John L. and Smith, Jr. (when a field is not consistently populated with one format)
- **Apply a Gender Code to each name F, M, N (neutral)**

Catch Vulgar Words that Lead to Waste and Fraud

Global Name Verification will also flag names containing possible vulgar words, nuisance names and associated company words that help you screen out possible hoaxes or pranks.

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Get Started Today!

>> Get a FREE quote: **www.melissa.com/name-verification**

Add Casing for Company Names

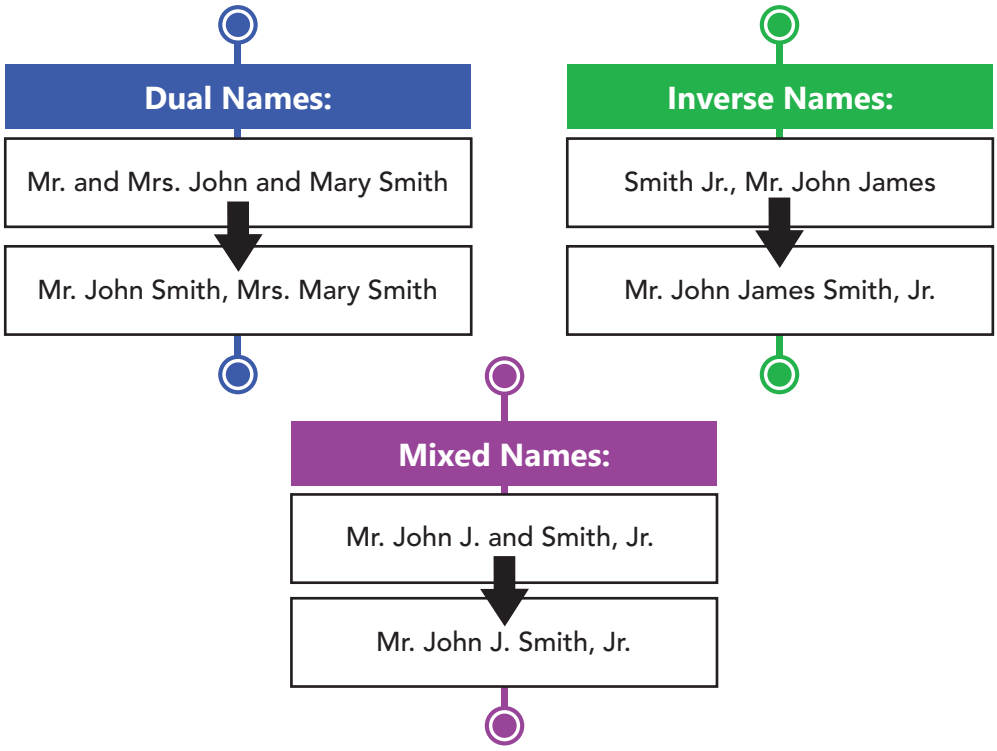
Global Name Verification recognizes company names, using a special table to determine the difference between words and acronyms in company names, returning them in upper or lower case.

Create Custom Salutations

Once you've parsed your names, identified gender and removed non-name or bogus records, Global Name Verification can create the desired custom salutation based on the salutation format you want to use, for instance Formal, Informal, Default Slug, etc.

System Requirements

Available Plugins: Salesforce®, Excel®, SQL Server®, Pentaho®, Scribe, Semarchy®



About Melissa

Since 1985, Melissa has specialized in global intelligence solutions to help organizations unlock accurate data for a more compelling customer view. More than 10,000 clients worldwide in arenas such as retail, education, healthcare, insurance, finance, and government, rely on Melissa data quality and ID verification software, including data matching, validation, and enhancement services to gain critical insight and drive meaningful customer relationships.

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