

Listware®

Self Service Data Quality

Global Address, Name, Phone, and Email Verification

Listware is the all-in-one data cleansing tool that easily verifies and standardizes addresses for over 240 countries, validates international name, email and phone information, provides the current addresses of customers that have moved, eliminates duplicate records, and enriches your contacts with missing data to improve sales and marketing efficiency.

Listware Capabilities



Global Verify – Validates contact data as it's entered.

- **Address:** Verifies, corrects and standardizes addresses for 240+ countries.
- **Email:** Pings email mailbox in real-time to ensure it's 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.

**not available on Google Sheets or Microsoft 365*



Personator – A unique 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 records.
- **Enrichment:** Adds detailed demographic information like date of birth, deceased info, marital status, household income, as well as rooftop geographic data (latitude-longitude coordinate) associated with an address.



Global Express Entry – Autocomplete addresses to save on keystrokes.

Suggests a complete, verified postal and/or email address as a user types to ensure only the perfect addresses enter your system.



Business Coder – Add firmographic data to your 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.



SmartMover – Update records with most current address.

Use USPS® 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.

**not available on Google Sheets or Microsoft 365*

Get Started Today!

Get up to 1,000 free credits every month! Listware can be consumed as an Excel/Google Sheets/Microsoft 365/ArcGIS Pro add-in and online 24/7.

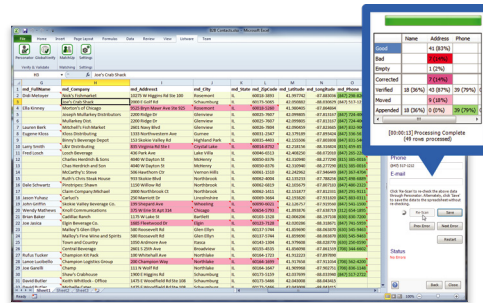
>> Start Today: www.melissa.com/lw-start



Use Listware Your Way



**Listware for
Microsoft Excel®**
Easy cleaning
for Microsoft Excel.



Result Code	Count	Percentage	Description
AD01	28	82%	AD01 - Postal Code Change
AD02	2	6%	AD02 - Sub-Postbox Number Missing
AD03	2	6%	AD03 - Premise Number Invalid
AD04	1	3%	AD04 - Premise Number Missing
AD05	27	79%	AD05 - Valid Address
AD06	2	6%	AD06 - Street Only Match
AD07	1	3%	AD07 - Non-USPS Address Match
AD08	3	9%	AD08 - Moved to New Address
AD09	2	6%	AD09 - Non-USPS Mail Delivery
AD10	8	24%	AD10 - Phone Appended
AD11	4	12%	AD11 - Email Appended
AD12	4	12%	AD12 - Valid Email
AD13	29	85%	AD13 - Geocoded to Community Level
AD14	8	24%	AD14 - Valid Phone
AD15	2	6%	AD15 - Cellular Line
AD16	2	6%	AD16 - Land Line
AD17	2	6%	AD17 - Residential Number
AD18	1	3%	AD18 - No Action
AD19	22	65%	AD19 - Home and Address Match
AD20	8	24%	AD20 - Address and Phone Match
AD21	4	12%	AD21 - Address and Email Match
AD22	2	6%	AD22 - Contact Record Not Found
AD23	1	3%	AD23 - Historical Address Match
AD24	2	7%	AD24 - Last Name Match

Listware for Microsoft 365®

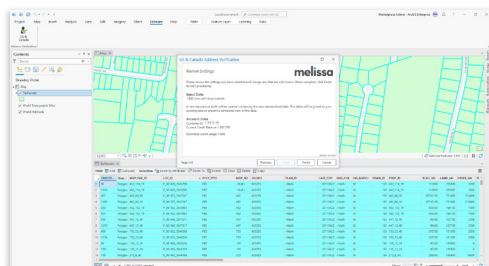
If you use Microsoft's cloud-based service, Microsoft 365, you can clean your data there too!



Listware for Google Sheets™

If Google Sheets is more your thing, simply download & start cleaning. Ideal for business users like salespeople, marketers, & insurance agents.

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Listware for ArcGIS® Pro

Clean, verify and standardize your US and Canada address data to optimize mapping efficiency with ArcGIS Pro.



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 areas 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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