

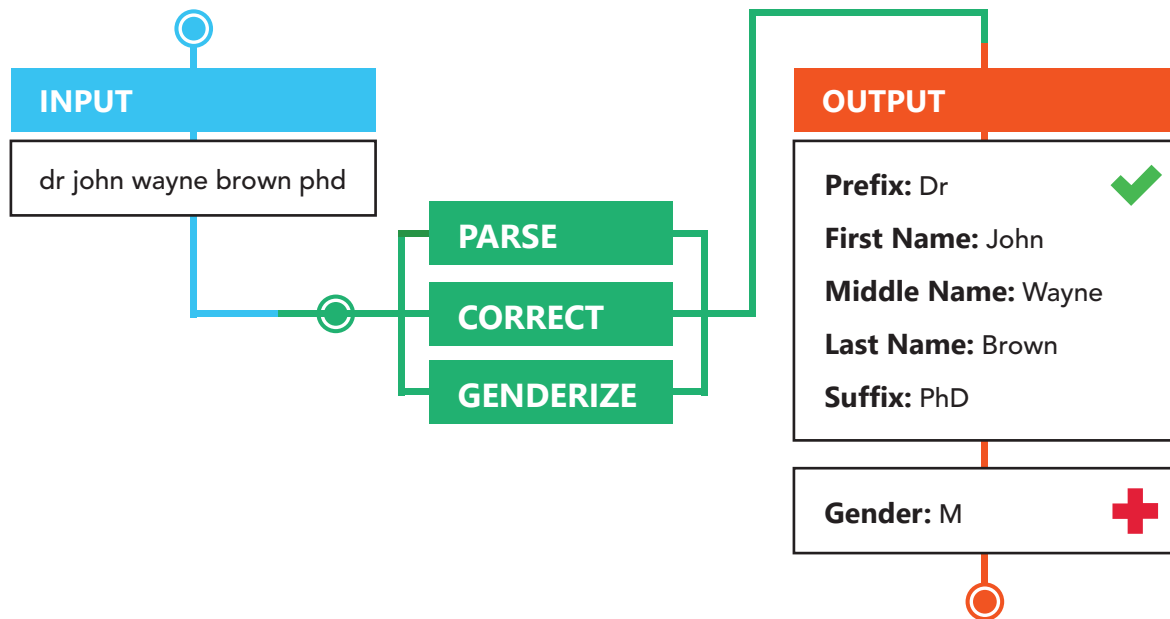


Global Name Verification

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)**

Culture-Smart Name Parsing

Global Name Verification even allows users to input a country name for increased accuracy. This new feature provides even more appropriate parsing for international names in relation to a recognized country, culture and language. For example, if the UnitedStates is specified, the name "Andres MiddleName Hernandez" would identify and parse "Hernandez" as a last name. However, if Spain is the configured culture, then "MiddleName Hernandez" would be identified as the last name because that is more relevant for Spanish culture.

Get Started Today!

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

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.

Add Casing for Company Names

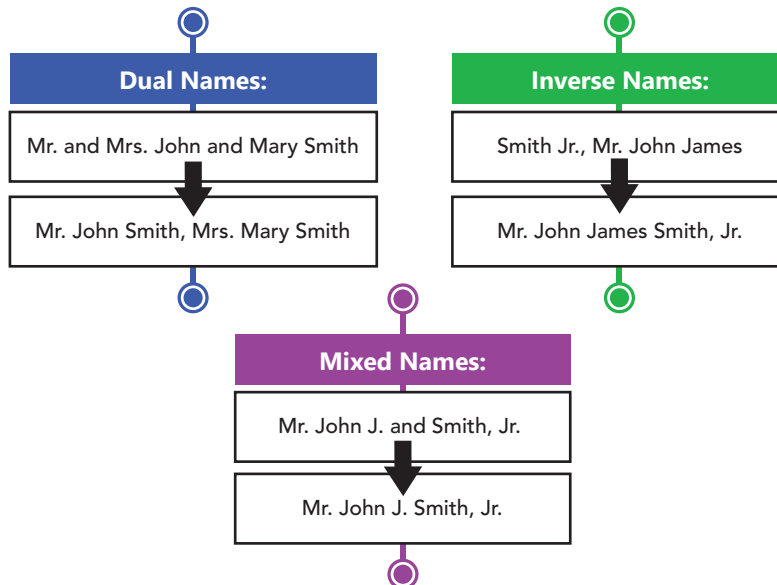
Global Name Verification recognizes company names, using a special table to determine the difference between words and acronyms in company names, returning them in upper or lower case.

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

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.

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