

Listware: The Leader in Contact Data Cleansing

When it comes to cleaning and enriching your CRM, nothing compares to Listware® for Salesforce® – the most comprehensive data cleansing app available. Only Listware checks all the boxes.

| | Melissa Listware for Salesforce | Informatica® Customer 360 for Salesforce | Experian® Experian Data Quality | Symphonic Source Cloudingo | CRMfusion DemandTools | Uniserv Data Cleansing for Salesforce |
|----------------------------|---|--|---|--------------------------------------|---------------------------------|---|
| Int'l Address Verification | ✓ | √ | √ | US Only | North America Only | √ |
| Address Autocompletion | ✓ | | √ | √ | √ | |
| Email Validation | ✓ | √ | √ | | | |
| Phone Validation | ✓ | √ | √ | | | |
| Move-Update Processing | ✓ | | | | | |
| Int'l Geocoding | ✓ (Rooftop Level) | | √ US - ZIP+4® Level) | US Only (Rooftop Level) | | |
| Contact Data Append | ✓ | | | | | |
| Demographic Append | ✓ | | √ | | | |
| Firmographic Append | ✓ | | √ | | | √ |
| Property Append | ✓ | | | | | |
| Real-Time Verification | ✓ | √ | √ | | | √ |
| Batch Processing | ✓ | | √ | √ | √ | |
| Duplicate Detection | ✓ | √ | | √ | √ | √ |
| Custom Objects | ✓ | | √ | √ | | |
| Lightning Ready | ✓ | | √ | √ | √ | |

Schedule your free Data Quality Consultation today and get 10,000 Listware Credits FREE!
www.melissa.com/lw-start

