



SaaS-BASED
DATA QUALITY



800.MELISSA (635.4772)

www.Melissa.com

melissaTM

43%

of customer records are out of date or invalid

Source: Adweek

Clean Data Made Easy

Data is the lifeblood of your business. It drives every aspect of customer communication, decision-making, analytics, and strategy. But data can go stale, as customers retire, die, divorce, marry, or move. This ongoing CRM degradation leads to an inaccurate view of your customers, inefficient operations, suboptimal sales and marketing efforts, and waste.

Melissa offers a solution – Listware®, our all-in-one data cleansing tool that easily cleans, dedupes, and enriches your customer data to increase deliverability, improve response rates, and better optimize your marketing and sales efforts.

3 Versions of Listware

1. Excel Plugins
2. Online
3. Open Source Desktop Software



Listware Capabilities



Check, Verify and Move (Address, Name, Email and Phone)

- **Global Verify:** Clean, correct and standardize contact data for 240+ countries.
- **US & Canada Verify:** Validate data, match name-to-address for identity verification + add missing consumer or business name, email, phone and address info.
- **SmartMover:** Update the addresses of U.S. and Canada customers who have moved to eliminate undeliverable mail.



Data Entry

- **Express Entry:** Autocomplete an address for fast, accurate data entry and form submissions.



Matching

- **MatchUp:** Easily remove duplicate leads, accounts and contacts and maintain a single accurate view of customers.



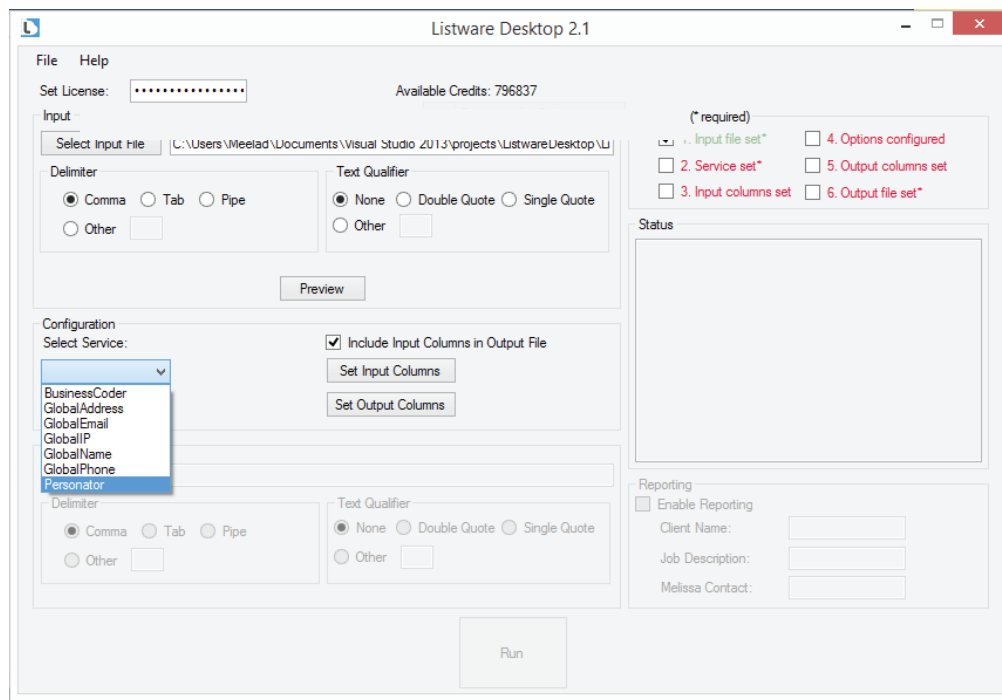
Enrichment

- **BusinessCoder:** Add detailed firmographic info for 25 million U.S. businesses.
- **Property:** Add property, ownership and mortgage information for 140+ million U.S. properties.

Listware Desktop

Listware Desktop is an easy-to-use, open source application that enables users to quickly clean and enrich batch data using a number of our web services. Unique elements of Listware Desktop include:

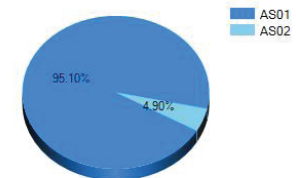
- Fully customizable application to satisfy unique business needs
- Starting point for rapid application development with minimal coding
- Color-coded reports of valid or corrected data, identifying what changes were made



Once the application launches, enter your license key and upload an input file. After the file has loaded, Listware Desktop will allow you to choose a service from the dropdown menu.

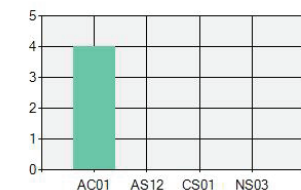
Valid Address Levels

| Category | ResultCode | Count |
|---------------------------------|------------|-------|
| Address Fully Verified | AS01 | 136 |
| Street Only Match | AS02 | 7 |
| Postal Code Error/General Error | AE01 | 0 |
| Multiple Match | AE05 | 0 |



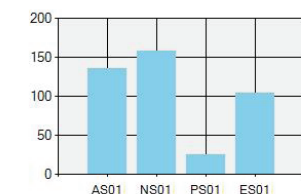
Summary Uplift

| Category | ResultCode | Count |
|-------------------------------|------------|-------|
| Postal Code Change | AC01 | 4 |
| Record Move | AS12 | 0 |
| Move with New Address | CS01 | 0 |
| First Name Spelling Corrected | NS03 | 0 |



Personator Check Quality

| Category | ResultCode | Count |
|------------------------|------------|-------|
| Address Fully Verified | AS01 | 136 |
| Parsing Successful | NS01 | 158 |
| Full Match | PS01 | 25 |
| Valid Email | ES01 | 105 |



Listware Desktop generates an easy-to-read report in seconds. You'll know exactly how many addresses were fully verified, move-updated and corrected, and how many email addresses were validated and parsed.

Listware For Excel

Our application for Excel offers easy list cleaning with enterprise-like power and functionality. It also includes reporting for easy analysis. This application is ideal for business users like salespeople, marketers, real estate and insurance agents. Simply open your spreadsheet, click on the Listware button, and start cleaning your records.

| M | N | O | P | Q | R | S | T | U | V | W | X | Y |
|--|----------------------------|-------------|------------------------|----------|------------|---------------|---------------|-------------|--------------|------------|-----------------------|-------|
| md_Company | md_Address1 | md_Address2 | md_City | md_State | md_ZipCode | md_Country | md_AddressKey | md_Latitude | md_Longitude | md_Phone | md_Email | md_De |
| md_Company | 28241 Crown Valley Pkwy | | Laguna Niguel | CA | 92677-4441 | United States | 92677444199 | 33.553981 | -117.686766 | 5492816249 | asporn@cortislilm.com | |
| Cortislilm International | 28241 Crown Valley Pkwy | | Laguna Niguel | CA | 92677-4441 | United States | 92677444199 | 33.553981 | -117.686766 | 5492816249 | asporn@cortislilm.com | |
| Jpmorgan Chase & CO. | 270 Park Ave | | New York | NY | 10017-2014 | United States | 10017201499 | 40.755770 | -73.975470 | | | |
| Jpmorgan Chase & CO. | 270 Park Ave | | New York | NY | 10017-2014 | United States | 10017201499 | 40.755770 | -73.975470 | | | |
| Lobbyit.Com | 1425 K St NW Ste 350 | | Washington | DC | 20005-3514 | United States | 20005351475 | 38.902910 | -77.033060 | 2025872736 | | |
| Lobbyit.Com | 1425 K St NW Ste 350 | | Washington | DC | 20005-3514 | United States | 20005351475 | 38.902910 | -77.033060 | 2025872736 | | |
| Melissa Data | 150 Grossman Dr Ste 206 | | Braintree | MA | 02184-4947 | US | 02184494756 | 42.210633 | -70.999580 | 7818481870 | | |
| Melissa Data | 150 Grossman Drive | | Braintree | MA | 02184-4947 | US | 02184494756 | 42.210633 | -70.999580 | 7818481870 | | |
| Melissa Data | 150 Grossman Dr Ste 206 | | Braintree | MA | 02184-4952 | US | 02184495299 | 42.210633 | -70.999580 | 7818173770 | | |
| Onsource Online | 150 Grossman Dr | | Braintree | MA | 02184-4952 | US | 02184495299 | 42.210633 | -70.999580 | 7818173770 | | |
| Onsource Online | 150 Grossman Drive Ste 206 | | Braintree | MA | 02184-4952 | US | 02184495299 | 42.210633 | -70.999580 | 7818173770 | | |
| Melissa Data Corp. | 22382 Avenida Empresa | | Rancho Santa Margarita | CA | 92688-2112 | US | 92688211282 | 33.637567 | -117.606856 | 6072727400 | | |
| Melissa Data Corp. | 22382 Avenida Empresa | | Rancho Santa Margarita | CA | 92688-2112 | US | 92688211282 | 33.637567 | -117.606856 | 6072727400 | | |
| The JFK Center | 2700 F St NW | | Washington | DC | 20566-0002 | US | 20566000299 | 38.895985 | -77.055073 | 2024674600 | | |
| The JFK Center | 2700 F St NW | | Washington | DC | 20566-0002 | US | 20566000299 | 38.895985 | -77.055073 | 2024674600 | | |
| The JFK Center for the Performing Arts | 2700 F St NW | | Washington | DC | 20566-0002 | United States | 20566000299 | 38.895985 | -77.055073 | 2024674600 | | |
| The JFK Center for the Performing Arts | 2700 F St NW | | Washington | DC | 20566-0002 | United States | 20566000299 | 38.895985 | -77.055073 | 2024674600 | | |
| Xerox Corp. | 45 Glover Ave Ste 700 | | Norwalk | CT | 06850-1238 | United States | 06850123875 | 41.144985 | -73.429849 | | | |
| Xerox Corp. | 45 Glover Ave Ste 700 | | Norwalk | CT | 06850-1238 | United States | 06850123875 | 41.144985 | -73.429849 | | | |
| The Coca-Cola Co. | PO Box 1734 | | Atlanta | GA | 30301-1734 | US | 30301173434 | 33.755274 | -84.390756 | 4046883297 | | |
| The Coca-Cola Co. | PO Box 1734 | | Atlanta | GA | 30301-1734 | US | 30301173434 | 33.755274 | -84.390756 | 4046883297 | | |
| The Coca-Cola Co. | PO Box 1734 | | Atlanta | GA | 30301-1734 | US | 30301173434 | 33.755274 | -84.390756 | 4046883297 | | |
| The Coca-Cola Co. | PO Box 17 | | Atlanta | GA | 30301-0017 | US | 30301001717 | 33.755274 | -84.390756 | 4046883297 | | |

Listware for Excel verifies company addresses and appends latitude/longitude coordinates – so you know you have the most accurate address and can pinpoint a businesses' exact location.

| | Name | Company | Address | Phone | E-mail |
|-----------|------|---------|---------|-------|--------|
| Good | | 22 | 19 | 17 | 2 |
| Bad | | | 10 | 0 | 0 |
| Empty | | 7 | 1 | 12 | 27 |
| Corrected | | | 14 | 0 | 0 |
| Verified | 1 | 14 | 19 | 9 | 0 |
| Moved | | | 0 | | |
| Appended | 1 | 3 | 2 | 3 | 0 |

[00:00:11] Processing Complete (29 rows processed)


Listware for Excel notifies you of how many addresses it validated as bad; how many it corrected, verified; how many phone numbers and email addresses are bad; and how many were appended to your records to complete your contact information.

Listware Online

The most unique feature of Listware Online is that there is no software needed. Simply upload your file from anywhere – desktop, laptop, iPad, or even mobile! All for just a penny a record! A perfect, no-fuss way to data cleansing.

1. Upload Your File

Listware Online
 Cloud-based Data Cleansing & Enrichment Tool


 Credit Balance: 8,260
[Buy Credits](#)
[Upload a New File](#)
[Help](#)

Step 1. Upload Your File

File Details
 Your file was uploaded.
 File Name: 20k.xlsx - File Size: 1.66 MB.
 Header: Yes - Record Count: 20,001, excluding header.
[Click Here to Upload a Different File](#)

Step 2. Select Your Data Quality Service

☐ US & CANADA Contact Data Quality
 ☐ NCOA^{Link**}
☐ Canadian NCOA*
 ☐ Global Address


☐ Global Email
 ☐ Business Coder
 ☐ Property
 ☐ Global Phone

*Service Requirements

Listware Online supports any comma, semicolon, tab or pipe delimited file. After uploading your file, you can select the data cleansing functions you want to perform.

2. View the Results

Listware Online Dashboard
 Refresh this Dashboard


 Credit Balance: 8,260
[Buy Credits](#)
[Upload a New File](#)
[Help](#)

| Job Name | File Name | File Size | Records | Source | Date Upload | Status | Credits | |
|---------------------|---|-----------|---------|--------|-----------------------|--------|---------|-----------------------------------|
| Talend Webinar | Talend Product Demo Webinar - Sept 26 2017.xlsx | 21.13 KB | 93 | Email | 2/12/2018 11:45:39 AM | Ready | 279 | Report Purchase X |
| Listware Online Job | MSDN White Paper Nov 29 2017.xlsx | 19.59 KB | 30 | UsaCan | 2/12/2018 11:44:12 AM | Ready | 86 | Report Purchase X |

Once your file has been processed, you can review the actions that have been performed, and how many credits it will cost.

3. Purchase Your File

Summary Report

Job Name: Listware Online Job - Start Date: 2/12/2018 11:44:52 AM - End Date: 2/12/2018 11:45:07 AM - Processed Time: 00:00:15 seconds
 MSDN White Paper Nov 29 2017.xlsx - Column Delimiter: SEMICOLON - Record Count: 30
 Records Checked: 30
 Bad Format Records: 0

| Credit Cost Details (How does credit system work?) | | | | | | Credit Cost Details (How does credit system work?) | |
|--|---------|---------|-------|-------|----------|---|-------------------|
| Name | Company | Address | Phone | Email | GeoPoint | 30 Addresses Checked at 1 credit each | 30 |
| Good | 2 | 0 | 26 | 30 | 28 | 26 Addresses Verified at 2 credits each | 60 |
| Bad/Empty | 28 | 0 | 4 | 0 | 2 | 4 Undetermined Addresses Verified at 2 credits each | 8 |
| | | | | | | 3 Movers Updated at 0 credits each | 0 |
| | | | | | | 0 Name/Company Appended at 4 credits each | 0 |
| | | | | | | 0 Address Appended at 5 credits each | 0 |
| | | | | | | 0 GeoPoint Appended at 2 credits each | 0 |
| | | | | | | 0 GeoCode Appended at 0 credits each | 0 |
| | | | | | | 0 Phone Appended at 4 credits each | 0 |
| | | | | | | 0 Email Appended at 5 credits each | 0 |
| | | | | | | 1 Date of Birth Appended at 1 credit each | 1 |
| | | | | | | 1 Date of Death Appended at 1 credit each | 1 |
| | | | | | | 0 Household's Income Appended at 1 credit each | 0 |
| | | | | | | 2 Gender Appended at 1 credit each | 2 |
| | | | | | | 0 Length of Residency Appended at 1 credit each | 0 |
| | | | | | | 0 Owner/Renter Appended at 1 credit each | 0 |
| | | | | | | 0 Presence of Children Appended at 1 credit each | 0 |
| | | | | | | 0 Occupation Appended at 1 credit each | 0 |
| | | | | | | 0 Marital Status Appended at 1 credit each | 0 |
| | | | | | | 0 Children Age Range Appended at 1 credit each | 0 |
| | | | | | | Total Credits Used: | 86(\$0.26) |

[Download Sample](#)
[Purchase](#)

After reviewing the Summary Report, you can purchase your processed file. All your files will be stored in your Dashboard for quick and easy access.

Is Listware the Best CRM Data Cleansing Tool Available? We think it is.

But, don't take our word for it. Here's what some of our customers have to say.

“ *Listware is Awesome* ”

'Easy to use with Excel plugin. Relatively inexpensive, regarding what it's capable of. If you need to scrub large amounts of data, easily, quickly, and for a reasonable price...use Listware.'

Ron E.



“ *Listware, the Time Saver!* ”

'Listware provides me with the opportunity to validate all of my address data before processing orders which helps to prevent returns which saves time AND money!'

Rebekah M



“ *Fantastic Software for a Tidy Database* ”

'We use list ware as an add on for excel and also with the Salesforce platform. Its easy to use and is a wise investment for anyone looking to verify address information for mailings and client records. A few clicks and you have a clean database and mailing list. This would have otherwise taken hours to accomplish.'

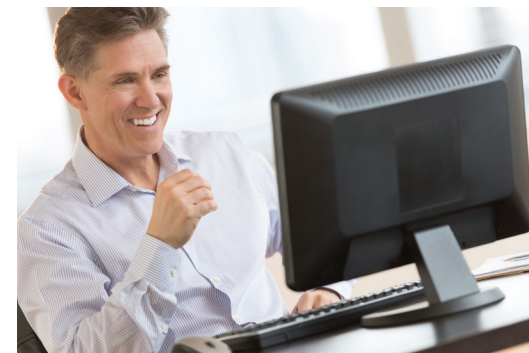
Angela M



“Voter List Scrubbing”

‘It is easy to set up the list you want to scrub. put it in excel, install the plugin, and you are ready to go. You can send the data, wait for the results, and have it in less than 5 minutes. The changed information is in new columns, and is color coded to make it easy to identify what and why it was changed. A new tab is added giving you information about what you purchased.’

George B



“Scrubbing for Phone Numbers”

‘The system was incredibly simple to use and affordable. I had my list scrubbed in less than 2 minutes.’

Pat C



“Listware is a Useful Tool”

‘We use Listware to append their telephone numbers and we also standardize their street addresses at the same time. Our development department uses the telephone numbers to thank donors for contributions.’

Angela M



Check out the full reviews and other customer reviews for Listware on G2Crowd: www.g2crowd.com

Data Cleansing for a Penny a Record

As a Listware customer, every month we automatically refill your account with 1,000 credits – FREE. If you need additional Melissa credits, you can load them 24/7 as needed.

| | | |
|--------------------------|---------------------------|--------------------------------------|
| 1,000 Credits | 10,000 Credits | 20,000 Credits |
| FREE | \$30 | \$60 |
| 40,000 Credits | 100,000 Credits | 250,000 Credits |
| \$114 5% Off | \$270 10% Off | \$600 20% Off (Best Value) |

Prices can change at any time.

For more info, go to: www.melissa.com/plugins/listware

US

22382 Avenida Empresa
Rancho Santa Margarita, CA 92688-2112

800.MELISSA (635.4772)

www.Melissa.com

UK

+442030510140

INDIA

+918065603282

GERMANY

+493079788829

AUSTRALIA

+61280917500