Clean and Enrich Your CRM to Transform Your Business

Maintaining high-quality data is a challenge in today’s ever-changing business environment. Many companies have incomplete information about customers, and their existing information changes or goes stale at a rate of 2-4% each month. Melissa’s Clean Suite for Dynamics CRM makes your customer data clean and reliable, turning stale data into a valuable asset for sales and marketing success.

- **Verify, correct and append contacts** before they enter the CRM
- **Improve lead scoring**, sales follow up, and marketing initiatives with up-to-date contact information
- **Protect the quality of your customer data** with data cleansing in real-time at point of entry or in batch

**Melissa Add-Ons:**

**Personator®** – a unique, all-in-one 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 customer records
- **Enrichment**: adds detailed demographic information like date of birth, deceased info, marital status, household income, as well as rooftop geographic data (latitude-longitude coordinates) associated with an address

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Personator returns a wealth of information associated with a contact leveraging a multi-source database of more than 2 billion records.
Melissa Add-Ons:

**Global Verify** – validates contact data as it is entered.
- **Address**: verifies, corrects and standardizes addresses for 240+ countries
- **Email**: pings email mailbox in real-time to ensure it is 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

**Global Express Entry** – autocompletes an address as it is entered to save 50% on keystrokes and ensure only the perfect addresses enter your system.

![Address completion example]

**Business Coder** – adds detailed firmographic data to 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.

**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.