



# Personator Consumer

## Powerful All-In-One Verification & Enrichment Solution

Personator Consumer is a unique, all-in-one Cloud verification and enrichment solution. It easily integrates into applications, shopping carts and forms to verify and enrich customer contact data. Melissa's knowledgebase leverages billions of database records to ensure you capture accurate name, address, email and phone data for rapid onboarding, timely fulfillment and fraud prevention.

## Personator Consumer Service Options



### Real-Time ID Confirmation

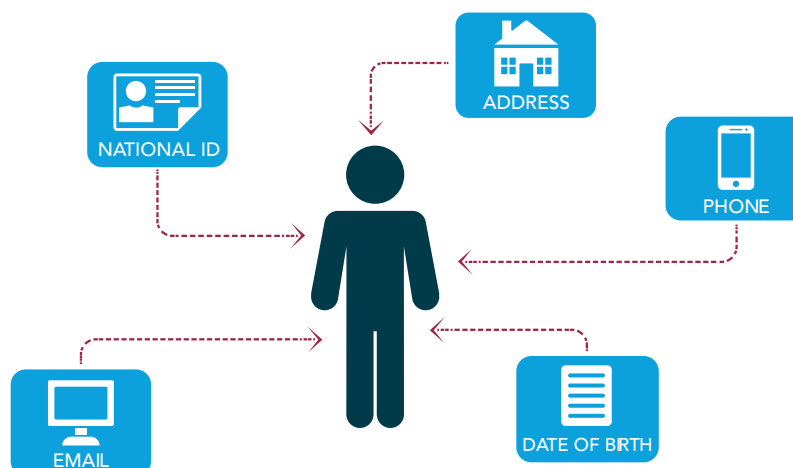
Verify customer identities fast by matching a name to an address as they are entered during customer on-boarding and during checkout.



### Check & Update Customer Data

Validate and complete customer and business contact records with name, phone, postal and email addresses, including:

- ✓ Standardize full names, set salutations, genderize and parse records
- ✓ Correct and update email addresses, domains and formatting
- ✓ Update and properly format mobile and landline phone numbers
- ✓ Certify that U.S. and Canadian address records are accurate and deliverable
- ✓ Aggressively correct and append house numbers, cities, states, and ZIP Codes to U.S. addresses with Advanced Address Correction (AAC)
- ✓ Update the addresses of U.S. customers and prospects with 10+ years of history from millions of regularly updated records
- ✓ Geocode addresses with precise rooftop locations for mapping logistics, visual analytics and location analysis in fraud prevention



## Get more info about Personator Consumer at:

>> [www.Melissa.com/us-identity-verification](http://www.Melissa.com/us-identity-verification)



### Append Valuable Demographic Data

Personator updates addresses and adds missing information to both business and consumer records. Personator also adds demographics and firmographics data to your customer records for a superior snapshot of who your customers are.



### Demographic Data Added for Improved Analytics & Targeted Marketing:

Date of Birth - Deceased Information - Occupation - Presence of Children - Number of Adults - Marital Status - Home Owner/Renter - Household Income (Range) - Length of Residence and More



### 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 arenas 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.

#### Melissa

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