



Personator®

Personator North America for ID Verification and Contact Data Quality

Personator North America is a unique, all-in-one Cloud verification and enrichment solution that you can easily integrate into your applications, shopping cart, and forms. Personator leverages a database of billions of records to ensure you capture accurate data for timely fulfillment and fraud prevention; as well as enrich your customer data so you have a better picture of “who” your customers are.



Confirm

Personator’s base service, Confirm, will verify, standardize, and complete all your people data – name, address, phone and email – as they are entered in real-time or in batch, including:

- Match a name to an address for quick and simple ID verification during checkout or customer on-boarding.
- Verify U.S. and Canadian addresses and perform aggressive address correction that can fix incorrect address ranges based on the person or business name.
- Correct email address, lookup domain and update it, and standardize formatting.
- Verify mobile and landlines, update area codes, and properly format numbers.
- Verify and parse full names, set salutations, and genderize records.



Enrich

Add Personator Enrich to your subscription to fill in missing gaps and update your contact records by:

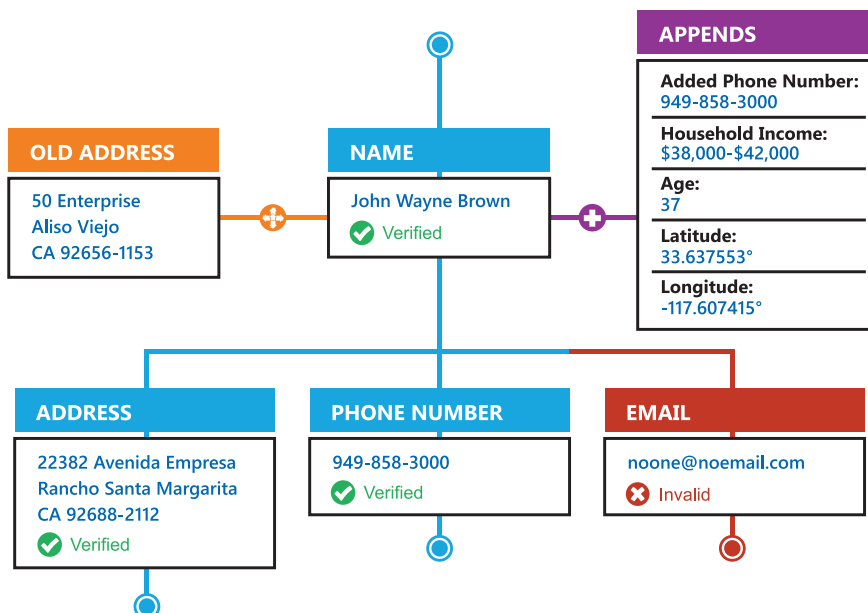
- Adding consumer and business names, phone numbers, email addresses, and postal addresses.
- Updating the addresses of U.S. and Canadian contacts that have moved over the past 20 years.



Enrich+

Personator Enrich+ helps improve target marketing and location analysis by adding even more details to your contact records, including:

- Demographic info like date of birth (DOB), deceased info, gender, marital status, household income, and more.
- Rooftop lat/long coordinates and geographic info like census tract/block numbers, FIPS codes, and more.



Personator North America verifies that each data element correlates for identity authentication and helps complete your contact records for better marketing and analysis.

Get Started Today!

>> Get a free trial of Personator North America at www.melissa.com/personatorna or Personator World at www.melissa.com/personatorw.

Personator World for ID Verification and Contact Data Quality

Personator World offers a significant opportunity to retire costly legacy Compliance and Know Your Customer (KYC) systems, reduce headcount for manual review, and avoid reputational risk with regulators. It's a flexible Web service that you can tailor to your specific sign-up process and risk management requirements, ensuring an excellent customer experience while guarding against fraud and money laundering.



Age Verification and National ID

Personator World will verify a customer's national ID, such as social security number (SSN) or driver's license, as well as date of birth.



Name-to-Address Verification

Personator World leverages a comprehensive dataset containing billions of identity elements to confirm a name and address match and are current – with a high degree of accuracy.



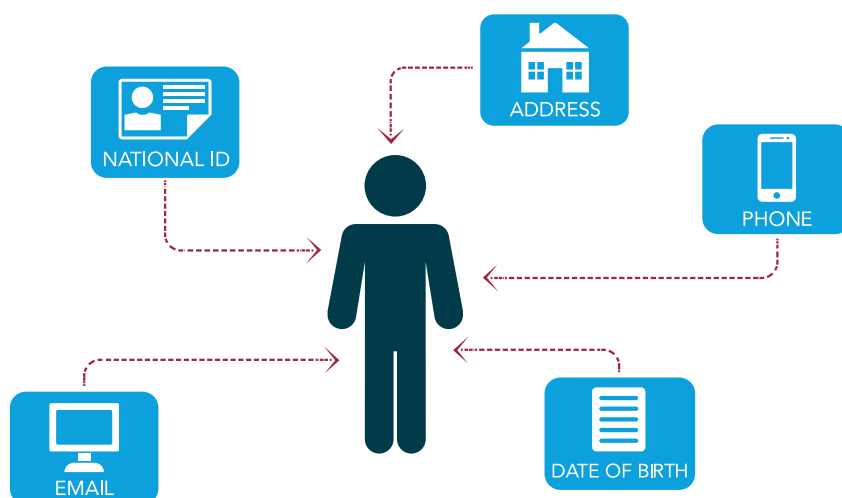
Address Correction and Formatting

Personator World will fix addresses by adding missing street suffixes, state/province/administrative area info, and standardize addresses to specific country formats.



Contact Validation

Personator World Contact Data Validation can determine if the given postal address is deliverable, the email address exists and is receiving email, the name associated with a mobile device and whether the phone number is active and callable, and that the given name is in a valid format.



Personator World's identity resolution engine connects separate data sources with a view to make possible identity matches and non-obvious relationships across multiple databases.

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