

Why Data Services?

Melissa's Data Services Department is adept at cleansing the entirety of data that is ready to load into a production database or data warehouse. Data cleansing services involve cleaning up the customer data, getting rid of invalid values or records, processing move updates to the records, and making sure it is fit for use in your applications.



Decades of Experience - We are data cleansing & processing experts, helping you make the most of your data.



Highly Secure - SFTP transmissions, secure data centers, background-checked staff, & full SOC 2, HIPAA, HITECH, HITRUST, Privacy Shield certifications.



Certified - Our team is knowledgeable on USPS® CASS™/DPV® NCOA^{Link®} & other standards.



Fast & Flexible - Quick turnaround time for processing (typically 1-2 days).



Reliable - Reports & audit logs can be generated to show the number of corrections, errors, moves, etc. for confidence and easier compliance

From Proof of Concept to Full Scale Data Integration & Data Warehousing

Data Services will work with you and your company to deliver a Proof of Concept to ensure your satisfaction with the end result of your data. Melissa will connect you with our Data Services specialists who have deep experience in Data Quality. You can expect the following from our team:

- Assistance with the preliminary scrub of a customer data subset
- Reports making your datasets easier to understand and analyze
- Guidance on the various tools Melissa offers to enable you to make the most of your data

Initial Cleansing of Historical Data

Typically, before an organization's development team integrates the Melissa Data Quality Tools APIs, they will opt to have their historical data cleaned by an experienced Data Services consultant. This saves time and has a huge return on investment as data is normalized, cleansed and augmented by our data professionals.

Premium Service Offerings That Extend Beyond Data Quality Tools

Many companies opt-to add attributes and processes that augment data for specific campaigns and bring additional value to the company data using Melissa's Premium offerings.



Email Appends

Connect with customers more efficiently and empower email marketing campaigns when Melissa Direct adds accurate email addresses to your consumer or business customer records.

- Matched against our constantly updated database of 250 million email addresses
- Industry-high append rate of 15-30%
- Free Email Append Test – send us your file and we'll tell you how many emails we can add – FREE!



Consumer Demographics

Add thousands of data elements to your consumer records including household income, age, gender, presence of children, marital status and more.

- Identify customer traits that you can leverage for targeted marketing
- Profile your customers for upsell and cross-sell opportunities
- Strengthen customer loyalty and retention programs by truly knowing your customers



Proprietary Change of Address

Find movers who do not file a change of address with the U.S. Postal Service®. This service checks up to 30 years of private records from banks, credit cards, magazine publishers, insurance companies and more.

- Identify customer traits that you can leverage for targeted marketing
- Profile your customers for upsell and cross-sell opportunities
- Strengthen customer loyalty and retention programs by truly knowing your customers