

# WHY MELISSA?

Melissa is trusted by 10,000 clients worldwide to provide smart, sharp solutions that clean, verify, update, match and enrich their People Data.

## WHY NOW?

Because corrupt, inaccurate or otherwise stale address and customer data won't help you improve the customer experience, make better decisions and grow your business.

### The Leader in Address Verification

- USPS® CASS™/DPV® & Canada Post® SERP® Certified
- USPS NCOA Link® & Canada Post NCOA Provider
- Address Verification for 240+ Countries
- Detailed Results Codes for Audit Trails, Better Management & Analytics



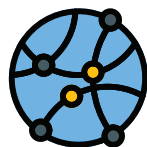
### Superior Support & Security

- 99.99% Uptime
- Unlimited Technical Support
- Escalated Response Times & SLAs
- SOC 2, HIPAA/HITECH & GDPR Compliant
- U.S., UK, Germany, India & Singapore Offices



### Wide & Deep Global Coverage

- Geocoding for 240+ Countries
- Transliteration for 9 languages
- Royal Mail/Eircode/Deutsche Post Partner
- International Identity, Email, Phone & Name



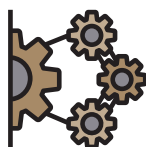
### Best-in-Class Correction & Fuzzy Matching

- Robust Free Form & Fielded Address Parsing
- Patented Fuzzy Matching Algorithms
- Name Parsing & Generalized Cleansing
- Fewer False Positives than Competitors



### Flexible Deployment & Easy Integration

- On-Premise & Cloud APIs
- Single API for All Countries
- Components for SQL Server™, Talend®, Pentaho™, Salesforce® & Microsoft Dynamics CRM®
- Free Trials & Development Sandbox for Rapid Application Development



### Independent & Built to Last

- 35 Years of Data Quality Experience
- Not a Subsidiary of Any Competitor
- Single-source Vendor for Address Management, Data Hygiene & Mail Solutions
- Numerous Information Technology Awards:



# WE'RE THE ADDRESS EXPERTS.

Whether it be customer experience, operations, fulfillment or fraud detection, the address is the foundation for data-driven success. The vendor you select must supply a sophisticated product that is fast and scalable, with next-generation rule sets for the most accurate results. Through decades of enhancements, our address solutions yield proprietary features and capabilities the competition cannot meet.



## 1. Proprietary Address Engine

We don't simply license the USPS postal engine as many vendors do. Our proprietary engine has been developed over 35 years. We are constantly fine-tuning our rule sets, advanced parsing and fuzzy matching to offer unparalleled results. We have the flexibility to update our engine regularly for addresses that don't code to meet customers' needs, instead of being dependent on the USPS to make those changes.



## 2. Multi-sourced Reference Data

Our address engine is linked to multiple USPS and non-USPS datasets. We can verify over 5 million addresses the USPS doesn't recognize, but may be serviced by UPS and Fedex. Those 5+ million records represent 1 in 30 valid U.S. addresses. Our RBDI technology provides a business/residence flag, and AddressPlus technology taps proprietary datasets to append not only missing suite numbers, but also missing apartment numbers – a major cause of undeliverable mail.



## 3. Advanced Address Corrections

An address that can't be corrected is worthless; a lost opportunity cost. Even the USPS has struggled with correcting some types of malformed addresses, but our advanced address correction techniques and years of deep domain expertise help rescue addresses with incorrect street name and range data, or intelligently suggests likely matches.



## 4. Melissa Address Key (MAK) technology

We assign a unique 10-digit integer to every U.S., Canadian and international address. Utilizing a MAK number makes correcting, updating and deduping a snap, improves processing speed tremendously and ensures the anonymity of personally identifiable information (PII). Although, address data can change, the MAK never does, so you will always have access to the most accurate and timely data.



## 5. Compliance Certifications

We take data security seriously. In fact, it's part of our culture and we treat it as an ongoing process. That's why we invested in getting SOC 2 certified, maintaining HIPAA/HITECH compliance and adhering to U.S./EU Privacy Shield regulations. We're doing our best to keep our software and data secure, and we'll keep improving the integrity of our processes in the years to come.

Experience Matters. See for Yourself with a Demo & Free Consultation.