

Melissa's Data Quality in Semarchy xDM

Clean Data Powers Better MDM

Master Data Management is integral to your business, but what about data quality? Ensuring you have quality data is foundational to intelligent data. High-quality data improves everything from the customer experience to greater business intelligence and analytics. Utilize Melissa to verify, standardize and enhance your critical data as part of the data blending and data governance that makes xDM so innovative – saving you time, money and labor.

From Address to Identity:

- Verify global addresses, email addresses, phone numbers & names
- Cross-match customer data to ensure each element is correct & belongs together
- Check & update change of address information for U.S. & Canada
- Enrich with rooftop geocodes (lat./long. coordinates), demographic & firmographic data

Benefits of Choosing Melissa

Melissa's expertise lies in global address intelligence and deep domain data quality experience. Our address engine's parsing and advanced matching algorithms have been fine-tuned over 35+ years of development and uses proprietary and global postal authority data to deliver the best address verification on the market. Our approach provides the best accuracy at the lowest cost. We're not talking interpolated data or a range of data – Melissa talks delivery point data.



Personator Consumer (U.S. & Canada Check)

- **Perform a Quick Cross-Match Verification:** by cross-matching contact elements to ensure they belong to the same person or entity.
- **Move-Update Addresses:** with 10+ years of historical data from millions of regularly updated records.
- **Enrichments for Greater Insight or Service:**

Demographics: Date of Birth, Occupation, Presence of Children, Marital Status, Homeowner/Renter, Household Income (Range), & More.

Firmographics: Company Information, Job Title, SIC/NAICS Codes, Employee Size, Stock Ticker Abbreviation, Sales Estimate & More.

Missing Data: append missing address elements, names, phones & emails.

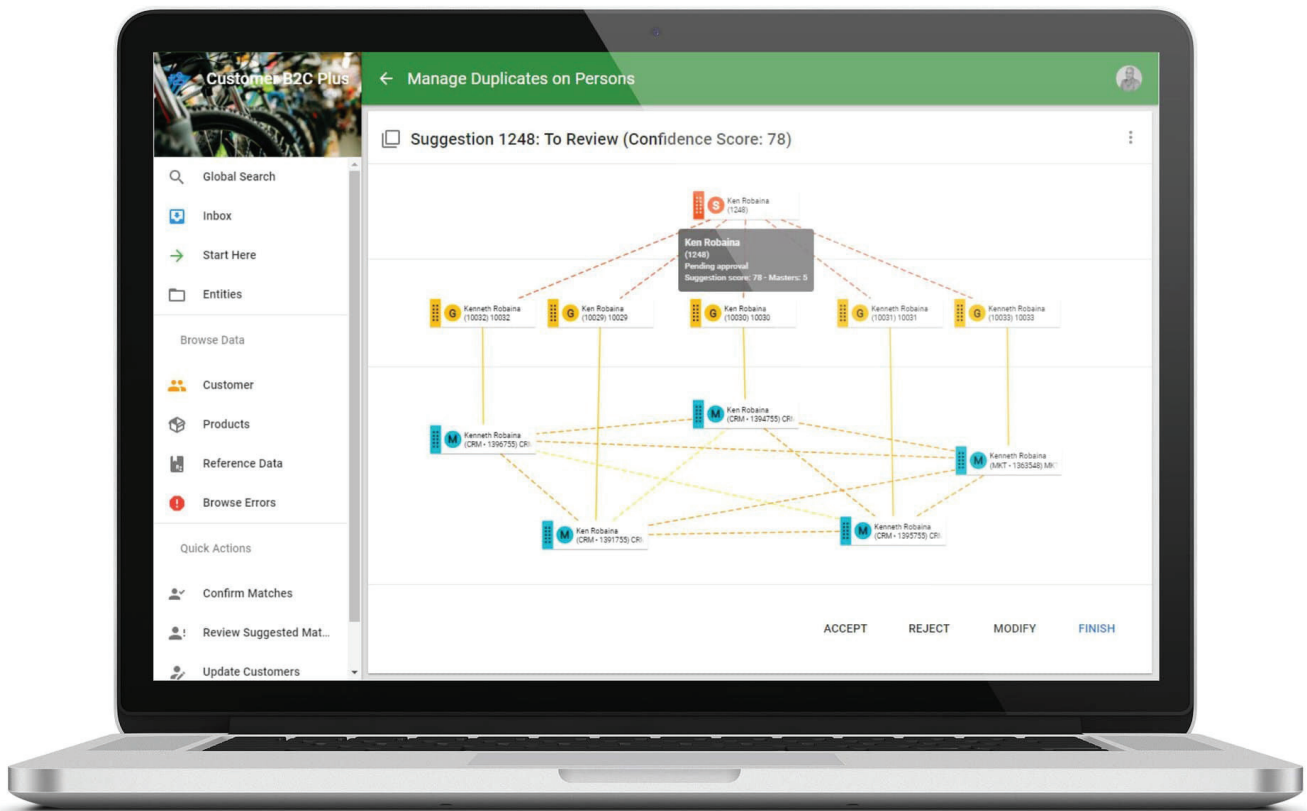


Global Address Verification

- **Global Postal Partnerships:** USPS®, Canada Post®, Royal Mail® & more.
- **Verify Contact Data for 240+ Countries & Territories:** ensures only valid addresses are captured & used in your system.
- **Standardize Addresses to Meet In-Country Formats:** improves deliverability & reduces UAA mail.
- **Geocode Location:** gain a precise rooftop latitude/longitude coordinate for each address - ideal for mapping, route planning and spatial analysis.

Get Started Today!

>> Request a Free Trial: www.melissa.com/semarchy



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.

Melissa

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