

melissa

TIDY UP

using the
MELISSA METHOD

An Easy 4-Step Process
to Clean Your Data and
Spark Revenue



Does your data = Spark Revenue? =

Like your closets and drawers, your company's CRM and customer databases suffer from disarray – cluttered with outdated and unusable junk! Each year, 25-30% of your customer data becomes stale, inaccurate, incomplete or duplicate data. This causes wasted efforts and missed opportunities, poor response, lost customers, decreased brand value and undetected fraud. The only way to make your data spark revenue, is to tidy up!



The Melissa Method:

An Easy 4-Step Process to Clean Your Data and Spark Revenue

Over 35 years, we've seen it all – the good, the bad and the ugly! Dirty data comes in many forms: outdated addresses; a letter or punctuation mark omitted from an email address; phone numbers missing an area code; duplicate records; inaccurate demographic or property data, etc.

The best way to combat the effects of dirty data is to institute a regular data hygiene process where you can clean, update, enrich and dedupe your contact data across all customer touchpoints. That's why we've developed the Melissa Method, an easy 4-step process to tidy up your consumer and business data and spark revenue.



STEP 1:

SCRUB & SANITIZE BAD DATA

Your data degrades over time as individuals move, get married, change jobs, retire, get divorced or die. This stale data affects your bottom line. Do you know by how much? Consider the “1-10-100 Rule” which posits that it takes \$1 to verify the accuracy of a record at point-of-entry, \$10 to clean it in batch form, and \$100 per record if nothing is done (which includes the ultimate costs associated with undeliverable shipments, low customer retention and inefficient CRM initiatives). Simply put – it will cost you more in the long run to not verify and cleanse your data.

Get Addresses Squeaky Clean

Address data is no exception. Inaccurate addresses lurk in your system – caused by data entry errors, including typos and misspellings, or forgetting to include the correct ZIP Code™ or suite number, as well as incorrect address formatting and data decay. By verifying and standardizing your contact’s address information, you can protect your organization against fraud, waste and excess mailing costs.

Implementing address autocompletion and verification tools into your call centers, web forms, CRM platforms, etc. make the verification process easy. These tools auto-suggest a verified and standardized U.S. or international address, correcting imperfections as you or your customers type.

There are also address verification tools that will correct and append addresses within your database, using batch processing – for both business and consumer address data.



Touch Up Emails

Invalid email addresses can land your email in spam folders, get your domain blacklisted by email providers, bounce back your emails, or worse, harm your sender reputation.

60%

of customers intentionally provide incorrect information when submitting personal details online.

– Source: *Marketing Week*

Real-time email mailbox verification utilizes SMTP (Simple Mail Transfer Protocol) commands to tell you whether an email address actually exists without sending the email first. It will also fix typos, syntax and grammar errors to improve the reliability of your contact information and increase delivery and open rates.

We also suggest trying out an email change-of-address service to replace old email addresses with new ones, as most people change their email one or two times every two years. Email append services add opted-in emails to your address records, pulled from a regularly updated database to help you determine your customer's preferred or best email.

Dust Off Dirty Phone Data

Area code splits and overlays – as well as valid-looking phone numbers that aren't callable – can be troublesome and lead to inefficiencies in telemarketing. Use a global phone verification solution to verify phone numbers, update area codes and identify numbers as business, residential, landline, VOIP or cell phone.

A premium service will determine whether a mobile number is live and connected. This is an ideal service to keep your mobile database clean and updated, making sure you don't waste money on SMS texts that will never reach your customer due to wrong or invalid numbers.

Caller ID taps into real-time carrier data to return the name of the person or business associated with the number at activation. The feature helps you provide more personalized and relevant messages to customers for greater marketing effectiveness.

And don't forget – it's also smart to scrub your phone data against the Do-Not-Call registry for compliance.



STEP 2:

DECLUTTER THE DUPLICATES

Pay extra attention to clutter – namely, duplicate records. Duplicates cost you money. About 10% of names and addresses in an average database are duplicates. That means that if your list contains 100,000 records, with production and postage costs averaging 83 cents per piece, your total mailing costs would be \$83,000. So if 10% of your list is made up of duplicates, you are wasting \$8,300 every time you mail – a huge blow to your bottom line.

Householding is an important form of record consolidation, especially for mailers. This process identifies and consolidates records related to members of the same household, eliminating multiple mailings to cut down on wasted print, production and postage costs. It also brings together multiple business accounts into “corporate families” to build insight and better evaluate the total sales relationship.

Consolidating duplicate records into one master or “golden” record – a process known as survivorship – will help give you a single, accurate view and deeper understanding of your customers. With advanced matching algorithms, you can choose criteria most important to you – quality, completeness, timeliness, etc.





STEP 3:

GET ORGANIZED FOR COMPLIANCE

Marketing compliance is a big issue – from global regulation to state requirements, ensuring your company adheres to compliance standards could make or break your organization. Consumers are not taking topics like data privacy and opt-in marketing lightly. Getting your data organized for compliance can help you build trust with your customers, safeguard you from massive fines and legal trouble, and potentially set you apart from the competition.

Privacy Compliance

The consequences of ignoring mandates like General Data Protection Regulation (GDPR) or California Consumer Privacy Act (CCPA) can cost your organization hefty fines, time tied up in court, and your valuable reputation. Take for example Google – the company was charged with a \$57-million-dollar fine for not complying with GDPR.

In privacy compliance laws, the consumer has the right to request the deletion of their personal data. This is where advanced deduplication comes into play. Unlike traditional MDM, you will need to err on the side of false positives.

For example, "Sam" and "San" with the same birthday, could mean you have one customer with two records – one that is spelled incorrectly. To err on the side of a false positive would mean consolidating those records for a Single Customer View (SCV) – or remove all possible duplicate records if the customer is exercising their right to erasure.

Finding a data partner that specializes in creating and maintaining a SCV, is your best bet at finding the middle ground between keeping the records you need and making sure you don't have excess data lying around. Finding every related record within every database is a problem that every organization should be addressing now – both internally and with outside help.

Additionally, brands need to assess and monitor their data vendors and partners to ensure they are handling and processing their data consistent with privacy regulations.

Mail Compliance

Direct mail is expensive, but effective. Therefore, it's in your best interest to make sure your message is timely, traceable, compliant, and reaches the right recipient.

CASS™/DPV® verify to standardize and correct addresses to meet USPS® CASS-certification requirements. This process ensures the address is deliverable before you send your mail piece, and helps you qualify for letter and flat-sized presort and automation rates.

Bad data
costs companies an estimated
\$3.1 Trillion
each year in the U.S. alone.

– Source: Harvard Business Review/IBM



Mail Compliance (continued)

The USPS also implemented a move-update requirement which states that mailers must have an up-to-date address for each recipient. To comply, you must mail to your recipient within 95 days of receiving their address, or run your list through National Change-of-Address (NCOA^{Link®}) processing. NCOA swaps old addresses with the most current ones, reducing waste and costs associated with undeliverable-as-addressed (UAA) mail.

Multisource change of address (mCOA) is also available to identify the 40% of people who don't file a change-of-address with the USPS. MCOA records include magazine subscriptions, catalog houses, insurance companies, credit bureaus, mail order firms and more.

Optional tracking is available with Intelligent Mail Barcodes and Informed Delivery – where a recipient is notified of arriving mail. This confirms the mailpiece was received. It's also a great new opportunity for marketers to generate more impressions per mail piece by reaching consumers both digitally and physically. Multiple impressions drive consumer response and improve ROI.

Additionally, you will want to suppress your database against the Direct Marketing Association (DMA)'s Do-Not-Mail list, and deceased and inmate lists to avoid potential fines, cut down on costs, and protect your brand reputation.

Once your addresses are ready for mailing, it's time to think about preparing your direct mail for maximum postage discounts. Mailing software is available to presort your First-Class Mail®, USPS Marketing Mail®, Nonprofit mailings and more. Presorting your mail makes the USPS' job easier when delivering mail. As a result, the USPS will pass those savings down to you in reduced postage costs.



STEP 4:

REVITALIZE & ENRICH YOUR DATA

Marketers can go a step beyond data cleansing and enrich the value of their data by adding critical contact data – such as email addresses, phone numbers and social media handles – consumer demographics, business firmographics and geographic info. By enhancing your data, you will gain insight crucial to customer profiling, personalized and targeted marketing, and maximizing efforts.

Adding 1,000+ vital demographic and lifestyle data elements to consumer records – such as marital status, household income and occupation – helps you gain deeper insight into customers to better understand who they are, where they live, and their likes and dislikes, in order to have a successful targeted campaign. It also allows you to create a customer avatar – a profile of your best customers – so you can find and target ones just like them.

Adding 30+ business firmographic data elements to your records – including sales volume range, employee size and SIC/NAICS – helps with segmentation, optimization and analytics in B2B lead scoring for more effective and productive marketing and sales initiatives.

Converting your addresses into lat/long coordinates helps with mapping/visualizing customer or sales territory clusters, powering store locators, gathering business intelligence and targeted marketing campaigns.



IN CONCLUSION

Are you ready to start tidying up? By implementing our simple steps to a decluttered database – you will maximize the impact of your campaigns. The results? Higher deliverability and response, more meaningful customer relationships, insightful targeted marketing, and increased revenue!

**See how you can declutter your database –
get a free Data Quality Analysis now!**

i.melissa.com/tidy





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About Melissa

Since 1985, Melissa has specialized in global intelligence solutions to help organizations unlock accurate data for a more compelling customer view. Our breadth of data and flexible API technology integrates with numerous third-party platforms, so it works for you and makes sense for your business. More than 10,000 clients worldwide in key industries like insurance, finance, healthcare, retail, education, and government, rely on Melissa for full spectrum data quality and identity verification software, including data profiling, cleansing, matching, and enhancement services, to gain critical insight and drive meaningful customer relationships.

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