



**MELISSA DATA**<sup>®</sup>

Your Partner in Data Quality

**C**ommitment to quality contact data

For nearly 30 years Melissa Data has provided companies data quality solutions for challenges faced in mailing operations. We specialize in affordable data quality tools to help you achieve the greatest level of contact accuracy for high response, low-cost direct mail and fulfillment applications. With ever-changing mailer requirements, we invest in the future of shipping and mailing services in U.S., Canada, and internationally with sophisticated solutions for address verification, change of address, geocoding and transliteration for a global world.

**CONTACT ZONE:** An easy-to-use, powerful tool for enterprise and small businesses to get databases squared away with the least amount of technical expertise for maximum postal savings. It's designed to improve marketing response rates and customer communication with comprehensive data quality solutions that cleanses addresses, dedupes records, presorts mail, and updates address information and moves (NCOA<sup>Link</sup>). In addition, it parses, validates, and standardizes global contact data, geocodes international postal addresses, and presorts U.S. mailings for maximum postage discounts. Various components available feature: generating CASS Form 3553 for postal discounts, and presort First-Class and Standard Mail. Contact Zone allows output to any source: IBM D82 +, Microsoft SQL Server, SAP, Oracle, dBase, Excel and many more.

**GLOBAL ADDRESS VERIFICATION:** A solution for worldwide address capture, clean, and complete to meet the challenge of mail to international customers. The cloud-based tool corrects address data for over 240 countries and territories, provides international geocoding for 40+ countries, standardizes addresses to a country's local format, adds missing components such as postal codes, regions, and more. Other features: transliterates native character sets and optimizes online transactions to verify correct postal addresses for international billing and delivery to increase mailing accuracy.

**SMARTMOVER MOVE-UPDATE SERVICES:** Hassle-free services include USPS NCOA<sup>Link</sup> 48-month processing, Canada Post NCOA 72-month processing, plus PCOA (proprietary) and MCOA (multisource) change-of-address processing. Available for batch, real time, fully-automated, and custom processing.

**MAILING LISTS:** Target the businesses you want. Get online counts, purchase and download mailing lists in minutes, or let a list specialist help you select the best for your business. We have APIs available that can integrate into custom applications to get counts and pull lists for internal or retail use.

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**COMPANIES**

**2014**