

Data Quality Tools



Developer APIs to Validate, Correct and Enrich Contact Data.



MELISSA DATA®

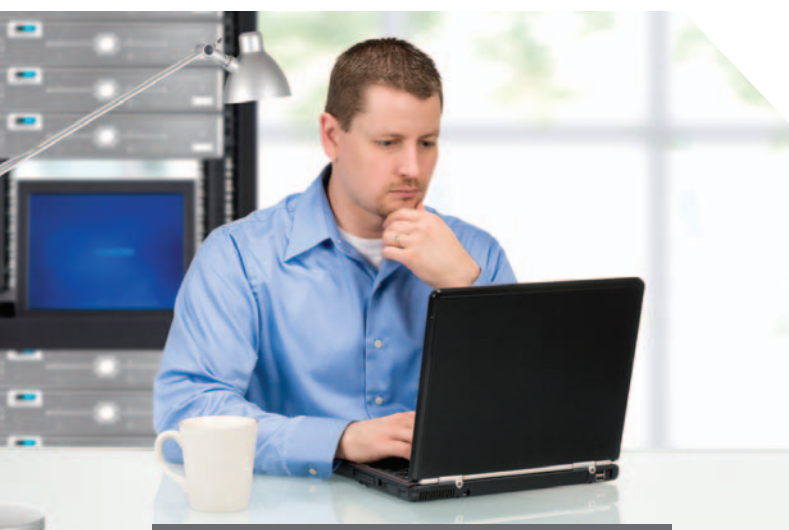
Contact Data Quality Tools... Fast, Flexible, Powerful

The data quality developer tools from Melissa Data enable you to add rapid lookup, verification, correction, and enrichment routines to your custom applications for the efficient capture and maintenance of essential contact data for effective communications and precise business operations. These multiplatform APIs are easy to integrate and provide all the functionality and flexibility to:

- Effectively communicate with customers & prospects
- Qualify for maximum postal discounts
- Trim mailing, shipping, & production waste
- Expedite delivery of goods & services
- Gain a single, accurate view of your customers
- Meet USPS®, HIPAA, & other government compliance requirements

32/64 BIT

Multiplatform



“

We did our research and found Melissa Data to have the most robust, easy to use, and **programmer-friendly** solution available.”

- Lyndon Edmonson,
Chief Financial Officer
CXT Software

Rapid Application Development Tools

These multiplatform 32/64-bit APIs provide native support for the following operating systems and interfaces so you can quickly build data quality into your applications:

Operating Systems:

Linux
Solaris
HP-UX
AIX
Windows

Interfaces:

Java
.NET
Perl
PHP
Python
Ruby

Access sample source code at www.melissadata.com/sourcecode to get started, and free technical support is available at 1-800-MELISSA (800-635-4772) opt 4.

Contact Data Quality



Address Object

Verify and correct U.S. and Canadian addresses

Clean up addresses and remove bad or incomplete elements before they invade your database and create a negative impact on your data-driven initiatives. Address Object is CASS Certified™ to meet all USPS specifications for ZIP + 4® accuracy, discounted postal rates, increased mailing and shipping efficiency, and drive ROI.

Address Object Employs 4 Interfaces:

Address Check – verifies addresses

Parse – splits out addresses into their component elements

StreetData – searches for address ranges

ZipData – provides geographic data for the ZIP Code

- Adds ZIP + 4, carrier route & delivery point codes
- Adds missing business & residential suite numbers
- Provides closest possible alternatives to an invalid address
- Returns the same information for every ZIP that matches input city/state

Address Input	22382 Emp Rancho Santa Margarita, CA
Range Low	22300
Range High	22398
Range Odd/Even	E
Street Name	Empresa
Street Suffix	AVDA
Zip	92688

StreetData Interface matches a street name against a ZIP Code™ and returns the known, valid address ranges.



Name Object

A database of over 190,000 multi-ethnic first and last names

- Parses & genderizes full, dual, inverse, & mixed first/last names
- Appends gender code to first names
- Creates personalized & slug salutations
- Detects company, suspicious, & vulgar words

DATA SUBMITTED TO SERVER	
Name	Mr John Wayne Brown, Jr
Company	Melissa Data Corp
Address	22382 Empresa 92688
Phone	7145895200
Email	john@800miAL.con
Address Data Returned	
Company	Melissa Data Corp
Address	22382 Avenida Empresa
City	Rancho Santa Margarita
State	CA
ZIP	92688
+4	2112
Carrier Rt	C056
Delivery Pt	821
CountyName	Orange
Time Zone	Pacific
Name Data Returned	
First Name	John
Middle Name	Wayne
Last Name	Brown
Prefix	Mr
Suffix	Jr
Gender	Male
Phone Data Returned on 949-589-5200	
Area Code	949
Prefix	589
Suffix	5200
Extension	827
City	Trabuco Canyon
Latitude	33.635101
Longitude	-117.599602
Results	Verified Business
Line	Landline
Email Data Returned	
TLD	com
Domain	melissadata
TLD Desc	Operated by Verisign
Email	JohnB@melissadata.com
Status	V



Phone Object

Instant phone number verification

- Parses & validates U.S. & Canadian phone numbers
- Identifies & validates toll-free numbers (800, 866, 877, 888)
- Appends geographic data linked to phone number location
- Identifies numbers as business, residential, SOHO, cell, land line, or VOIP



Email Object

Parses, validates, and standardizes email addresses

- Checks for general format syntax errors, domain name changes, & improper email address format for common domains
- Checks for & corrects top level domain
- Verifies if domain name exists through the MaileXchange lookup for real-time feedback

***These 4 components can be purchased separately or together as part of the Data Quality Suite.**

Contact Data Enrichment



GeoCoder Object

Precise, multisourced geopoints for profiling and profit

GeoCoder provides exact latitude and longitude coordinates, plus other critical address information at the rooftop level, and represents the industry's most accurate method for pinpointing an address. Multisourced address data is incorporated from many private and government sources and covers 95 percent of all U.S. addresses plus Canadian addresses. GeoCoder returns geopoints data that enable an address to be positioned on the map without computational error. The result is an unprecedented ability to direct users to property parcels – and even buildings within the parcel.

The GeoCoder Object appends latitude and longitude coordinates to the 11-digit (ZIP + 4 + 2) level of U.S. addresses, plus the Census Tract and Block numbers, CBSA, FIPS, and Place Name and Place Code so you can:

- Accurately pinpoint customer locations in U.S. & Canada
- Enable dealer/locator/distance lookup routines
- Efficiently schedule shipping & logistics
- Profile & target customers by common demographic & geographic traits

Address Input	22382 Empresa 92688
Latitude	33.638915
Longitude	-117.603858
Census Tract	032026
Census Block	1
CBSA Title	Los Angeles-Lng Bch-Snta Ana
CBSA Level	Metropolitan Statistical Area
CBSA Div Code	42044
CBSA Title	Santa Ana-Anaheim-Irvine
CBSA Div Level	Metropolitan Statistical Area
County FIPS	06059
County Name	Orange
Place Code	0659857
Place Name	Rancho Santa Margarita



IP Locator Object

Identify Internet visitor locations seamlessly

The IP Locator Object provides geographic information on visitors to your website to help you localize and personalize Web content for global visitors, filter access, and target regional ad campaigns for greater response.

- Identifies IP address city, region & country
- Identifies ISP & domain name
- Provides latitude/longitude

IP Address Input	216.231.3.166
Latitude	33.4774
Longitude	-117.705
ZIP	92624
Region	CALIFORNIA
Name	COX COMMUNICATIONS INC
Domain	COX.NET
City Name	DANA POINT
Country	UNITED STATES
Abbreviation	US



Contact Data Management



MatchUp Object

Extraordinary merge-purge deduping

The MatchUp Object finds matches in any combination of over 35 different components, plus any proprietary data components you specify. Each combination of components is referred to as a matchcode, and you can specify up to 16 matchcodes at one time, enabling millions of different combinations to find, merge, and/or eliminate duplicate records across multiple files, up to 50 million records an hour.

- Three modes to customize & implement merge-purge functions:
 1. **ReadWrite Deduping** - Ideal for batch processing
 2. **Incremental Deduping** – For continual incoming records
 3. **Hybrid Deduping** – For advanced, customized control

Smith Jr., John
Accounting Services, Inc.
12 Main St
Anytown, CA 92688

Mr. J Smithe
TAXman Consulting
Suite 5
12 North Main Street
Anytown, CA 92688

MatchUp aggressively searches for
"not-so-common" duplicates.



Fuzzy Matching Strategies:

Compares any data type of any length and detects abbreviations, acronyms, spelling errors, common keyboard mistakes, and long and short strings employing probabilistic and deterministic matching using 16 available state-of-the-art fuzzy match algorithms.



Geographic Proximity Matching Strategy:

The physical distance between two records can be used to determine their likelihood of matching.



Weighted Matching Strategy:

Lets you assign confidence numbers to components and/or matching rules & make decisions based on these numbers.



RightFielder Object

Turn jumbled, inconsistent data into organized contact information

The RightFielder Object employs two specialized parsing engines to give you all the control, power, and flexibility to standardize inconsistently entered data, run-on lines of text containing multiple data types, or data with no structure at all. RightFielder's powerful, intelligent entity recognition and identification algorithms allow extraction of contact information from freeform or unfiled textual data and assign to return properties.

- Adds uniformity to files so they merge, sort & de-dupe better
- Removes invalid characters from email addresses

Column 1	Column 2	Column 3	Column 4	Column 5
1 Joy Pars	12345 Main St	joe@aol.com	949-121-3323	91745
2 9823 Collette Ave	10098	232-132-2345	Kim Jones	kim@yahoo.com
3 bill@gmail.com	800-800-1234	2238 Viam Way	92688	Bill Warner



Name	Address	Zip Code	Phone	Email
1 Joy Pars	12345 Main St	91745	949-121-3323	joe@aol.com
2 Kim Jones	9823 Collette Ave	10098	232-132-2345	kim@yahoo.com
3 Bill Warner	2238 Viam Way	92688	800-800-1234	bill@gmail.com

Bud M Walker 123
Main St Mission
Viejo CA 92691
bud@melissadata.
com 9495895200
Melissa Data



Name 1: Bud M Walker
Company 1: Melissa Data
Address: 123 Main St
Address2:
Address3:
City: Mission Viejo
State: CA
Postal Code: 92691
Country:
Dept1:
Phone1: 9495895200
Email1: bud@melissadata.com
URL1:
SSN1:

Fielded Parsing: Refields databases where data has been inconsistently entered, reorganizing data into new columns each with a single data type.

FreeForm Parsing: Analyzes the input data, recognizes where fields begin and end, and assigns the contents to the correct output property.

Mailing & Shipping



Presort Object

Automate mailing operations for postal discounts

Build postal presorting capability into your direct-mailing operations to qualify mailings for maximum postal discounts. Use the CASS™ ZIP + 4 codes and Delivery Point Barcode IDs appended to your file in Address Object, or any other file that has been CASS verified, to presort mailpieces for First-Class™ and Standard Mail® barcoded automation rates.

- Reduce postage costs by up to 35%
- Increase postal processing efficiency & delivery
- Generate all reports required by Post Office™

“

Real-time verification allows immediate feedback to the clerk, and the opportunity to interact further with the patient, if there were address errors. We have less returned mail as a result of address cleaning.”

- David Reynolds, project leader
University of Iowa College of Dentistry



Delivery Indicator Add-on

Minimize parcel shipping costs; maximize efficiency

Identify address delivery type for smart shipping operations with the RBDI (Residential/Business Delivery Indicator) add-on to Address Object. Delivery Indicator runs seamlessly and concurrently during address check and validates the delivery type down to the 11-digit ZIP Code™.

- Reduce residential delivery surcharges
- Identify shipping patterns & improve efficiency
- Provide rate-shopping services on websites
- Identify property type when no other data is available



Reference Data

Empower your custom applications with the raw data from one of these resource datasets to create resourceful, time-saving look up, verification, and enrichment routines. Catch data entry errors, reduce keystrokes, plus pinpoint and profile customer locations and clusters.



ZIP*Data

Link to ZIP Code™ data for enhanced performance

ZIP*Data contains U.S. source geographic marketing data to validate, correct, and standardize addresses, and enrich with geographic and demographic data.

- Provide customers with closest dealer information
- Append lat/long & 46 census data variables
- USPS® ZIP Code directory includes county name, FIPS code, CBSA, time zone



FONE*Data

Update area codes; reduce data entry errors

FONE*Data provides the most up-to-date phone number information for U.S. and Canada to maintain the accuracy of your telemarketing database and link phone numbers to marketing and location data.

- Automatically correct & update area codes
- Cross reference area codes & ZIP codes
- Appends Primary Metropolitan Statistical Area (PMSA) codes



Canadian Geo*Data

Link Canadian postal codes to geographic data

Canadian Geo*Data contains over 766,000 records to provide the information you need to link Canadian postal codes to corresponding geographic data and use with mapping applications.

- Instantly verify municipality/province/postal code
- Append lat/long, time zone /DST
- Update area codes & overlays



Geo*Data

Link customer records to geographic data

Geo*Data provides latitude/longitude coordinates to use with mapping and distance applications for precision marketing strategy, dealer location lookup programs, and customer modeling applications.

- Append lat/long & census tract/block to ZIP + 4 level
- Calculate distance between any two locations
- Enables search of records nth miles from a central point



Sales Tax*Data

Calculate sales tax and use tax for every ZIP in the U. S.

Sales Tax*Data provides up to 61 fields of tax related data per ZIP Code. Sales Tax*Data is available as a yearly subscription with 12 monthly updates available for download from our website.

- Time saving – all sales & use tax rates in one place
- All ZIP codes & tax rates updated monthly
- Tab-delimited format with one .dbf header

Welcome to Melissa DATA

Founded in 1985 by Raymond F. Melissa, Melissa Data specializes in Data Quality Solutions that enable every type and size organization to achieve the highest level of contact data accuracy for database management, target marketing, CRM, and direct mail applications. For over 26 years, Melissa Data has been recognized as one of the industry's leading providers of commercial developer tools, Web services, reference data, and data services.

BATCH SERVICES BUREAU

Melissa Data offers a full venue of verification and enrichment solutions for U.S., Canadian, and Global contact data. Our Data Services specialists can take your list, in any format, and process it for any service or combination of services you require, including move update, appends, deduping, geocoding, and suppressions.

AWARDS & RECOGNITION

Health Management Technology selected the Melissa Data Contact Verification Server as one of the **"Coolest Products of 2010."**

Information Management Magazine named Melissa Data a **"Top 100 Company."**

Information Difference ranked Melissa Data **"Highest in Customer Satisfaction"** in their Data Quality Landscape Report.

MELISSA DATA ASSURANCE

We are proud to offer you risk-free product trials, low-price pledges, and full money-back guarantees. Melissa Data is so confident you will see immediate and significant benefits when you implement the Data Quality Suite of Tools that we guarantee you will see 100% return on your investment within 120 days or we'll refund your entire purchase price.

1-800-MELISSA (800-635-4772)

www.MelissaData.com



The following trademarks are owned by the United States Postal Service®: CASS, DPV, First-Class Mail, LACS^{Link}, NCOA^{Link}, Standard Mail, Suite^{Link}, United States Postal Service, USPS, ZIP, ZIP + 4, ZIP Code. Melissa Data is a nonexclusive NCOA^{Link} Interface Distributor and Full Service Provider Licensee of the USPS. *Melissa Data receives weekly NCOA^{Link} updates. Melissa Data is a nonexclusive NCOA licensee of Canada Post Corporation®. Microsoft, Windows, and Windows Server are registered trademarks of Microsoft Corporation®.