

# Street Search Web Service: Programmer's Quick Start

## Overview

Take the guesswork out of confirming street names. Street Search Web service provides direct access to the National Data files for the ability to generate street suggestions for undeterminable addresses, reducing undeliverable mail pieces, wasted postage, and lost communications.



- Matches a street name or partial street name against a city name or ZIP Code
- Matches incorrect or misspelled addresses to the valid range
- Helps clean up contact information

Street Search matches a street name or just a partial street name and returns any valid addresses that match that pattern.

Used in conjunction with Address Object, Street Search can be used to match incorrect or misspelled street names, list possible ranges for a street or a highrise and generate probable suggestions for end users to select.

For example, if “123 Main” matches both “123 Main St” and “123 Main Ave” in the same ZIP Code. Address Object would return a multiple match error. Street Search can return all records that match that pattern in the same ZIP Code, allowing you to correct a partial or inaccurate address record that would otherwise result in an undeliverable mail piece.

The records that Street Search returns describe ranges of delivery address, not necessarily specific individual addresses. Therefore, Street Search cannot be used to construct address records from partial data. It can be used to verify that a submitted address falls within a valid range of known addresses (and thus is probably a deliverable address). Alternately, it can be used to suggest alternate spellings for a street name or possibly alternate ZIP codes within the same city when the Address Object service cannot verify a submitted address.

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## FIELDS INPUT AND OUTPUT FROM THE SERVICE

INPUTs	OUTPUTs
Transmission Reference	Transmission Reference
	Results
Record ID	Total Records
Customer ID	StreetRecord
OptInRangeOnly	Record ID
AddressLine	Company
City	Primary Range
State	High
Zip	Low
Country	OddEven
	Street
	PreDirection
	Suffix
	PostDirection
	Suite
	Name
	High
	Low
	OddEven

### License String

You should have been provided an encrypted and unique license string or Customer ID from Melissa Data. This is necessary for including with each request to the Street Search web service. This value should be put into the CustomerID element in each web service request.

If you do not have a license string, please contact your Melissa Data sales representative at 1-800-MELISSA (1-800-635-4772).

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## SINGLE VS BATCH

### SAMPLE REST REQUESTS (INSERT UNIQUE CUSTOMER ID)

1. <https://streetsearch.melissadata.net/v2/REST/Service.svc/doStreetSearch?id=12345678&opt=true&a=22382%20Avenida%20Empresa&city=Rancho%20Santa%20Margarita&state=CA&zip=92688>

## SAMPLE XML RESPONSE

```
<?xml version="1.0" ?>
<ResponseArray xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:xsd="http://www.w3.org/2001/XMLSchema">
  <Version xmlns="urn:mdWebServiceStreetSearch">2.0.20</Version>
  <TransmissionReference xmlns="urn:mdWebServiceStreetSearch">Testing: DQWS SOAP Sample Code
implementation using single record input.</TransmissionReference>
  <Results xmlns="urn:mdWebServiceStreetSearch">SS02</Results>
  <TotalRecords xmlns="urn:mdWebServiceStreetSearch">30</TotalRecords>
<StreetRecord xmlns="urn:mdWebServiceStreetSearch">
  <RecordID>1</RecordID>
  <Company /> <PrimaryRange>
  <High>22398</High>
  <Low>22300</Low>
  <OddEven>E</OddEven>
  </PrimaryRange>
  <Street>
  <PreDirection />
  <Name>EMPRESA</Name>
  <Suffix>AVDA</Suffix>
  <PostDirection />
  </Street>
  <Suite>
  <Name />
  <High />
  <Low />
  <OddEven />
  </Suite>
</StreetRecord>
```

## Street Search Service URLs

### [Street Search Endpoints](#)

## Choosing a Web Service

### Protocol

The Melissa Data Street Search Service supports REST, JSON, XML, and SOAP. For the undecided here are some Pros and Cons of one over the other.

#### REST

**Pros:** REST is lightweight, and relies upon HTTP to do its work. If you don't need a strict API definition, this is the way to go. REST is also format-agnostic so you can use XML or JSON as responses.

**Cons:** REST can only be used for the sending of single records and doesn't support strict contracts or more involved security. The Response is an XML or JSON document.

#### XML

**Pros:** XML allows record set structures of more than one record at a time and has very good support with most languages and browsers. Supports namespaces

#### **Cons:**

Developers need to use tools to serialize/de-serialize the XML structure.

#### JSON

**Pros:** JSON relies on simple object serialization based on JavaScript's object initialization. It is very simple to use with JavaScript and easily parsed and understood by developers.

**Cons:** No support for formal definitions. No namespace support. Not much support in Web Service clients with some platforms.

#### SOAP

**Pros:** SOAP (using a WSDL) is a heavy-weight XML standard that is centered around document passing. The advantage with this is that your requests and responses can be very well structured.

**Cons:** The downside SOAP documents are very verbose, and hard to consume without a SOAP toolkit and generally carry more overhead.

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### **Basic Order of Operations (Pseudo Code)**

1. Choose SOAP, XML, or the REST service
2. Create an instance of the request object.
3. Populate the request element CustomerID with your Product License
4. Set the options for the web service
5. Call the method and pass in the request to the service using the SOAP endpoint for SOAP request and the WEB endpoint for XML or JSON requests.
6. Examine and parse the response from the reply object back from the service.
7. Interpret the results.

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### **Interpreting Results**

Melissa Data's Street Search Service uses Result Codes to determine if a street is found. The Melissa Data Cloud Services use the following Results conventions:

1. CLOUD SERVICE ERRORS: SExx
2. CLOUD TRANSMISSION ERRORS: GExx
3. STREET SEARCH STATUS CODES: SSxx
4. NO STREET ERROR CODES: DExx

For Example: An SS01 Result Code means the street search returned one or more results within the designated range

The DE01-DE02 Result Codes will explain the no records found. Please check the documentation for any additional information on Results.

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### **Sample Code**

Fully working examples are available on the wiki pages:  
[Click here to go to Street Search Web Service Wiki Page.](#)

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### **Wiki Page**

A product support Wiki is available for your convenience. In the wiki you will find documentation about the service in more detail.

[Click here to go to Street Search Web Service Wiki Page.](#)

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### **Misc. Considerations**

#### **Firewall**

If you are behind a firewall, you may need to allow specific IP addresses access in order to communicate with the service. For a full list of IP Addresses, see [IP Address Information](#).

#### **Result Codes**

The service returns a series of results codes to tell you of the status of the Phone and any changes or errors found during the verification process.

For a full list of the result codes returned by the Street Search Web Service, see [Returned Result Codes](#).