



# Empower your database for optimum performance and profit

Discover all the resources you need to quickly and easily achieve the highest level of quality contact data. Submit your file in any format over secure Internet sites for any list hygiene or data enhancement service... and let the experts at Melissa Data do all the work.

## Data Enhancement Services

- Area Code Update
- Business Address Append
- Business Enhancement Bundle
- Business Fax Append
- Business Phone Append
- Canadian Address Services
- CASS™ ZIP+4® Encoding with DPV®/LACSLink®
- Consumer Enhancement Bundle
- Consumer Datastore
- Deceased Suppression
- Do Not Mail/Do Not Call Append
- DSF2® (Delivery Sequence File)
- Duplicate Check & Elimination
- Email Append
- Ethnic Coding
- Geocoding (Latitude/Longitude)
- Multisource Change of Address
- Name Parse & Genderize
- NAICS (North American Industry Classification System)
- NCOALink® (24 & 48-month National Change of Address)
- Residential Address Append
- Residential Phone Append
- SIC (Standard Industrial Classification Encoding)

## Benefits of Data Enhancement Services from Melissa Data, your partner in data quality

- Ensure the integrity of contact data for lifetime value
- Increase delivery & response rates
- Intensify target marketing opportunities
- Meet USPS® requirements for discounted mailings
- Keep in touch with customers after they move
- Find what your best customers have in common

## Keep up with the movers in your list

Every year, over 40 million Americans change addresses. In approximately 84% of these cases, there exists a valid forwarding address. There is no need to suffer the inefficiencies, lost opportunities, and high cost of receiving change-of-address notifications AFTER your mail has been sent. Melissa Data offers Move Update for 24 and 48 month processing 24/7 through Internet submissions and realtime web services.

## NCOALink - National Change of Address

### 24-Month & 48-Month services

The move update standard is a means of reducing the number of mailpieces in a mailing that require forwarding or return by periodic matching of a mailer's address records with customer-filed change-of-address order maintained by the USPS. Mailers who claim presorted or automation rates for First-Class Mail® and Standard Mail® must demonstrate that they have updated their mailing list within 95 days before the mailing date.

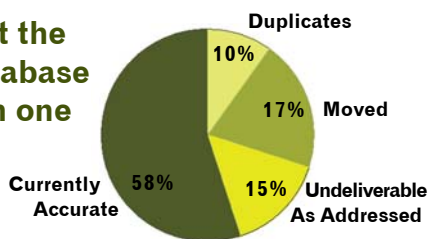
- Change of address records dating back four years
- CASS certification
- Address standardization
- Meets USPS requirements for Standard and First-Class Mail® discounts
- Return codes for near matches

## mCOA - Multisource Change of Address

Find the customers in your list that have moved but may not have filed a change of address with the Postal Service. mCOA is a collection of address changes compiled from several sources, including magazine subscriptions, catalog houses, insurance groups and financial institutions.

- Change of address records dating back five years
- Contains almost 150 million addresses
- Process concurrently with NCOALink service

This is what the average database looks like in one year's time.



## Is bad, duplicate, and outdated contact information slicing into your database?

Ask a data specialist about combining a variety of services to yield the most accurate, efficient contact database possible. You'll immediately save up to 65% in postage and printing, increase deliverables, eliminate downtime, reduce data entry time, and boost response rates.



## Postal Data Processing

### *Reduce the waste of undeliverables*

*Clean up your database of bad and undeliverable addresses and eliminate the waste of returned or lost mail. The Postal Data Processing services are designed to verify, correct and standardize your address data, append postal codes, and enable faster postal processing and delivery.*

### **CASS Certified™ ZIP + 4® Address Check**

Meet USPS® requirements for CASS™ processed automation-rate mailings by appending ZIP + 4, carrier route, and delivery point codes to the records in your list. Addresses are matched to the monthly updated USPS National Address File and standardized. A CASS Form 3553 is provided for automated mailing discounts.

### **DPV® (Delivery Point Validation)**

DPV verifies that an address has an actual point of delivery. If your address falls within the CASS range of numbers for the street, you will get a ZIP + 4 code, but the address may not actually exist. If you're missing apartment or suite numbers, or the directionals are wrong or missing, you may not be getting the best possible ZIP + 4 code, delaying or eliminating delivery. DPV also identifies CMRA addresses (Commercial Mail Receiving Agency) ie: The UPS Store.

### **DSF<sup>2</sup>® (Delivery Sequence File)**

Safeguard the accuracy of your mailing list by verifying the addresses against the most accurate data available. The DSF<sup>2</sup> file contains a record for every address delivery point in the United States. Addresses are identified by postal carriers and placed in the order in which the carriers walk their route.

- Validates & standardizes addresses
- Adds postal codes & walk-sequence numbers
- Qualifies saturation mailings for lowest postal rates
- Identifies addresses that are seasonal or vacant
- Distinguishes between business & residential delivery

### **LACS<sup>Link</sup>® (Locatable Address Correction System)**

The LACS<sup>Link</sup> process identifies and updates addresses that have been converted from primarily rural route and box number to standard city-style addresses. The database also includes addresses that have gone through some type of restructuring, such as existing city-style addresses where streets are renamed or addresses are renumbered. LACS<sup>Link</sup> processing does not verify a name to an address.

## Data Management Processing

### *Save money, reduce data entry time, and increase response rates*

*Increase the value and effectiveness of your database by updating, standardizing, and enhancing contact information. Work with clean, quality data for maximum performance, efficiency, and profit.*

### **Area Code Update**

Increase telemarketing efficiency with updated and corrected telephone area code and prefix combinations of the U.S. and Canadian phone numbers in your list. You can also get your telephone numbers standardized for consistency throughout your database.

- Updates area codes that have split
- Corrects area codes that are wrong
- Fills in a missing area code

### **Duplicate Elimination**

Eliminate costly duplicate records from a single list or across multiple lists and reduce the steady erosion of your organization's credibility among customers and suppliers. Identify the difficult and hard-to-find duplicate records that contain nicknames, initials, and transposed names. Choose your search criteria from:

- Name and address
- Name and phone
- Address only
- Phone only
- Last name only
- Your key field

### **Geocoding Latitude/Longitude**

Add latitude and longitude coordinates plus Census tract and block numbers to the ZIP + 4 level of the records in your list. Use coordinates with mapping applications to pinpoint dealer locations and customer clusters. Link block and tract numbers to 2000 Census data. The addresses in your list are verified using CASS Certified software for ZIP + 4 accuracy.

### **Name Parse and Genderize**

Discover the gender makeup of your list and use any component of a full name to merge into a form document, apply a proper salutation, or analyze your list. Names are split into five components and a code is appended to the first name:

M=Male, F=Female, N=Neutral or U=Unrecognized.



## Consumer Data Processing

### Market smarter with enhanced consumer data

Enhance the value of your database for accuracy and profitability. Add missing phone numbers and addresses to consumer contact data, flag records to eliminate from mailings or phone calls, and discover the ethnicity of the people in your list for target marketing efficiency.

### Consumer Enhancement Bundle

Take advantage of current information that covers 90% of the households in the United States to learn more about the consumers in your list. The database reflects information compiled from over two billion records to yield data on 160 million individuals and 110 million households nationwide. The Consumer Enhancement Bundle appends the following information:

- Head of household age
- Number of persons in household
- Number of adults
- Owner or renter status
- Estimated household income
- Single or multifamily dwelling
- Input name age
- Number of children
- Length of residence
- Marital status
- Bank cards held

### Consumer Data Superstore

Choose from over 1200 detailed data enhancement codes to learn more about the consumers in your list. Increase marketing effectiveness by reaching your ideal consumer with a personalized offer. Select your data enhancement codes from five main categories with dozens of selects:

- Household (17 selects)
- High-Tech (8 selects)
- Telecommunications (7 selects)
- Lifestyle (18 selects)
- Area Level (7 selects)

### Deceased Suppression

Flag the records in your list of individuals who are deceased based on Social Security Administration records.

### Residential Address Append

Add delivery addresses to your consumer records based on the provided residential name and phone number.

### Residential Phone Append

Add phone numbers to your consumer records based on the provided residential name and address.

### Residential Phone Verify

Verify your list of residential phone numbers for accuracy. Numbers are not overwritten, corrected, or updated.

### Do Not Mail - Do Not Call

Avoid penalties and stay in compliance with State and National Opt-Out Preference services. Identify and suppress the records from your database of individuals who have registered with either the National Direct Marketing Association (DMA), the FTC, or a State agency because they prefer not to have advertising mail sent to their homes or receive sales and marketing solicitations over the phone.

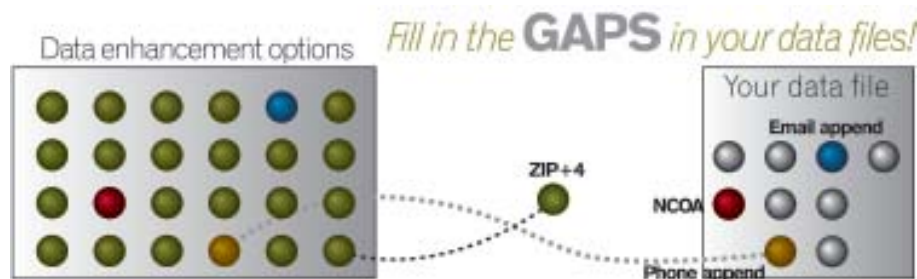
### Ethnic Coding

Identify and evaluate the ethnic makeup of the consumers in your list. Select from two options for appending a 2-digit code identifying ethnicity based on:

- Surname as one of 56 ethnic groups excluding Hispanic
- Surnames that are only Hispanic

### Consumer eMail Append

Take advantage of low-cost, fast, global Internet marketing by adding consumer e-mail addresses to your database of contacts. The opt-in e-mail addresses are linked to the provided name and postal address and based on detailed information from a large network of vendors.





## Business Data Processing

*Create an efficient, productive database by adding addresses, phone numbers, and industrial codes to your records. Turn a list of partial contact information into a profitable asset and increase your business-to-business sales and marketing opportunities.*



### Business Enhancement Bundle

Get detailed information on over 12 million business and professional establishments maintained by an annual telephone survey of each business to provide the most current and accurate information. The database is also reviewed and updated on a monthly basis using NCOA<sup>Link</sup> updates from the U.S.P.S. The Business Enhancement Bundle appends over 50 fields of data to the records in your list, including:

- SIC (Standard Industrial Classification) code
- Phone number
- Contact name, age, gender
- Contact title
- Employee size
- Sales volume
- Age of business
- Female owned
- Growing business flag
- Out of business flag

### Business Address Append

Add business names and addresses to your records based on the provided business phone number.

### Business Phone Append

Add business phone numbers to your records based on the provided business name and address.

### Business Phone Verify

Verify the business phone numbers in your records. Numbers are not overwritten, corrected, or updated.

### Fax Phone Append

Enhance your records with the business fax numbers based on the provided business name and address.

### SIC Coding

Find your best B-2-B prospects and customers with the 6-digit Standard Industrial Codes added to your database.

Trademark & Licensing Information: The following trademarks are owned by the United States Postal Service®: CASS, CASS Certified, DPV, DSF<sup>2</sup>, First-Class Mail, LACS<sup>Link</sup>, NCOA<sup>Link</sup>, U.S. Postal Service, United States Postal Service, USPS, ZIP, ZIP Code, and ZIP + 4. Melissa Data is a nonexclusive Interface Developer and Full Service Provider licensee for NCOA<sup>Link</sup> as well as a nonexclusive DPV/LACS<sup>Link</sup> licensee of the United States Postal Service. DSF<sup>2</sup> is provided by a nonexclusive licensee of the USPS. The prices for NCOA<sup>Link</sup> and DPV services are not established, controlled, or approved by the United States Postal Service.

## NAICS (North American Industry Classification System)

Developed in cooperation with Canada and Mexico, the North American Industry Classification System (NAICS) represents one of the most profound changes for statistical programs focusing on emerging economic activities. NAICS groups establishments into industries based on the activity in which they are primarily engaged. This six-digit code is a major revision over the SIC system that not only provides for newer industries, but also reorganizes the categories on a production/process-oriented basis. This industry-wide classification system is designed to be the index for statistical reporting of economic activities of the U.S., Canada, and Mexico.

### Business eMail Append

Expand marketing opportunities with the opt-in email addresses of the businesses in your database that have agreed to receive email messages from you. Opt-in email addresses are based on detailed information from a network of vendors and appended to our records only if permission is granted. The opt-in email addresses are linked to the provided name and postal address.

### Business eMail Append Specific To Contact

Enhance your existing database and increase response rates with deliverable email addresses specific to your contacts. These opt-in email addresses are linked to the provided business name, contact name, and postal address based on detailed information from a large network of vendors.

## Canadian Address Processing Canadian Change of Address (CCOA)

Keep in touch with your Canadian customers and update your database with the change-of-address information filed with Canada Post. CCOA data is comprised of name, old address and new address, and effective date of the change. When a match occurs with a record in your list of a person or business that has moved in the last three years, the record is updated with the current address.

### Canadian Address Verification & Correction

Validate and standardize Canadian address information to meet Canada Post requirements for optimum accuracy and mailing specifications. Addresses are matched to the master database of all deliverable addresses in Canada. Your corrected file is returned with a 2-character field indicating the AV&C (Address Verification & Correction) result code, along with a processing summary of the overall accuracy of your file.