ALL-IN-ONE

DATA CLEANSING APP

CLEAN SUITE for CRM

800.MELISSA (635.4772)

www.Melissa.com

melissa™

Clean N Fresh Customer Data

The dirty truth about CRM data: 43% is outdated or invalid. Contact data degradation turns your company's most valuable asset into a liability, leading to an inaccurate view of your customers, ineffective sales and marketing efforts, and waste.

Melissa's Clean Suite for CRM – the #1 Dirty Data Fighter – scrubs the dirty data in your Salesforce® platform or Microsoft Dynamics® CRM, leaving you with clean and fresh customer data for increased deliverability, reduced costs and deeper insights.

- **Autocomplete, verify & correct** contacts before they enter the CRM

- **Add valuable demographic & firmographic data** for effective lead scoring, targeting & segmentation

- **Keep contacts clean & up-to-date** for improved sales follow up & marketing initiatives

- **Match, merge & purge duplicate records** for an accurate customer view & to eliminate duplicate mailings

- **Easily search business lists & sales leads** to generate new opportunities for growth

NEW FORMULA

CLEAN

SUITE for **CRM**

Full Spectrum Protection

USPS® CASS Certified™

Full Spectrum Protection for Data that Sparkles

Melissa's Clean Suite provides Full Spectrum Protection that verifies, cleans, updates, dedupes and enriches your CRM data. Every department – sales, marketing, customer service and fulfillment – will function at a higher level of efficiency when your CRM sparkles with clean, valuable data.

ENRICH

Add missing name, phone, email & company info, plus rooftop geocodes (lat/longs) & consumer demographic data for effective targeted marketing & sales. Also add business firmographic data to improve lead scoring.

VERIFY & CLEANSE

Verify, correct & standardize U.S., Canada & international address, name, email & phone to ensure deliverability. Plus, autocomplete addresses as you type, reducing data-entry keystrokes by 50%.

DEDUPE

Find hard-to-detect duplicates caused by misspellings, typos & different formatting, then merge & purge records for list hygiene & a single customer view (SCV).

UPDATE

Update the addresses of U.S. & Canadian customers that have moved to reduce waste & costs associated with returned mail.

FULL SPECTRUM PROTECTION

Enrich

Verify & Cleanse

Dedupe

Update

All-in-One Data Cleansing

Our Clean Suite for CRM is an all-in-one tool that easily cleans, dedupes and enriches your people data for increased response, speedy deliveries, and improved customer retention.

The following screenshots were taken within Salesforce CRM for illustrative purposes only.

Global Express Entry

Start typing an address and Express Entry will suggest a verified address, city, state/province and ZIP Code™/postal code to reduce keystrokes by 50%.

Global Contact Checking

Clean, correct and standardize name, address, email and phone for 240+ countries. Includes geocoding for 40+ countries. Features Caller ID that authenticates ownership of mobile numbers and verifies the number is live and callable.

Global Express Entry returns a number of verified and deliverable addresses after only 4 keystrokes. Once you see the correct address, simply click it, and the address will auto-populate into the contact form.

After a contact is run through Global Contact Verification, a summary message shows the validity of each contact data element and parses the address.

Clean Suite for CRM

Personator®

Verify address, name, phone and email – all in one service. Match name to address for quick customer identity verification. And, add missing email, phone and address info, and demographics like date of birth, deceased info, marital status, household income and more.

SmartMover℠ NCOA

Update the addresses of U.S. and Canadian customers who have moved to reduce undeliverable mail, stay in contact with customers and meet USPS® Move Update requirements for certain postal discounts.

Clean Suite's Personator validates name, address and email, and then reports that the phone data could not be validated.

Here, Clean Suite's Personator is returning census details and address data like Gender, Salutation, Address Type, Carrier Route and Delivery Point Code.

MatchUp

Remove duplicate leads, accounts and contacts, and maintain a single, accurate view of your customer.

Property

Access detailed property and mortgage info on more than 110 million U.S. properties including parcel details, owner contact info, assessed value, deed information and more.

Based on fuzzy matching, Clean Suite's MatchUp functionality dedupes contact records, in batch, based on Matchcode. Here, address is chosen. At the bottom of the dashboard, you can check the status of your projects.

Here is a small sampling of the hundreds of fields that are returned when you run a contact's address through the Property function.

BusinessCoder

Validate business addresses and add firmographic info for 25 million U.S. businesses including contact name, job title, phone number, email address and sales volume – great for lead scoring and prospecting.

LeadGen for Business Lists

Integrate business list and sales leads directly into your applications to open up opportunities for a new revenue stream. Dynamic search capabilities, and access to records for 15 million U.S. businesses, means you can quickly focus on the right people and organizations to generate immediate growth.

BusinessCoder component can return various business fields based on an address or company name.

Start by selecting geographic criteria, then choose the business type and adjust filtering parameters. A list count and summary will appear. Simply purchase the list and import directly into Salesforce.

Integrating Clean Suite Into Your CRM

Melissa's Clean Suite easily integrates into multiple CRM platforms to provide you high quality data you can use across the enterprise.

Salesforce® CRM Platform ⚡ LIGHTNING READY

Integrating Clean Suite into **Salesforce** means:

• Support for all Standard Salesforce Objects
 (Contacts,Leads, Accounts) & Custom Objects

• Easily build individualized interfaces & verify data
 within custom templates

• Real-time & batch processing options

Microsoft Dynamics® CRM

When used with **Microsoft Dynamics CRM** you get:

• Seamless integration with all standard forms (Account,
 Competitor, Contact, Invoice, Lead, Order & Quote)

• Support for the following versions of Dynamics CRM:
 2013, 215, 2016, Online & 365

• Real-time & batch processing options

Is Clean Suite the Best CRM Data Cleansing Tool Available? We Think It Is.

But, don't take our word for it. Here's what some of our customers have to say. To see full customer reviews, check out G2Crowd.

" Scrubbing for Phone Numbers "

'The system was incredibly simple to use and affordable.
I had my list scrubbed in less than 2 minutes.'

Pat C

" Fantastic Software for a Tidy Database "

'We use it with the Salesforce platform. Its easy to use and is a wise investment for anyone looking to verify address information for mailings and client records. A few clicks and you have a clean database and mailing list. This would have otherwise taken hours to accomplish.'

Angela M

" Voter List Scrubbing "

'It is easy to set up the list you want to scrub. Install the plugin, and you are ready to go. You can send the data, wait for the results, and have it in less than 5 minutes. The changed information is in new columns, and is color coded to make it easy to identify what and why it was changed. A new tab is added giving you information about what you purchased.'

George B

DELTA
see what Delta can do

How Delta Faucet Improves Call Center Processes with Global Address Autocompletion

33 Boulevard De L'ou
33 Boulevard De L'ouest, Dijon, Côte-D'or, 21000
33 Boulevard De L'ouest, Colomiers, Haute-Garonne
33 Boulevard De L'ouest, Villeparisis, Seine-Et-Marne

Mistypes & Incorrect Info Was Causing Headaches

The company discovered that the call center without GEE had a major problem – mistypes and acquiring the wrong information was making the customer's original problem even worse.

When a customer phoned in with an issue, the center not only had to identify the customer, but also had to manually enter the customer's information, including name, accurate street address, apartment number, accurate ZIP Code, and things like phone numbers and email addresses. The rep was sometimes entering the information two or three times – a frustrating and costly experience for both parties.

Shorter Call Times, Simplified Checkout, Happy Customers

On the contrary, the center using Melissa's address autocompletion tool filled in data fields quickly and flawlessly, even after just a few keystrokes by reps. Incorrect mail addresses, location errors like inaccurate ZIP Code and even typos and invalid email addresses were eliminated. Customers were identified quickly and shipments arrived when and where they should.

Needless to say, the outlying call center that hadn't adopted GEE quickly switched to full implementation. The result was shorter time-per-call, simplified shopping cart checkout, reduced shipment returns and higher customer satisfaction.

Delta Faucet, a global plumbing and fixture organization, unknowingly participated in a real-life A/B testing situation that proved the impact of Melissa's address authentication tool, Global Express Entry (GEE). The test – only one of the company's two customer service call centers was using GEE. However, the differentiators between the two call centers did not become apparent until Delta Faucet implemented the Salesforce CRM.

Why Partner with Melissa

Melissa has been providing contact data quality and enrichment solutions, including identity verification, for more than 30 years. In that time, we have helped thousands of organizations across multiple industries and across the world proactively manage the quality of their data to operate more efficiently, decrease costs and increase sales, deliver outstanding customer service, and minimize risk. Our tools ensure a clear, holistic customer view that is accurate and reliable.

Certified and Compliant

• USPS® CASS™ and Canada Post® SERP® Certified

• USPS NCOA^Link® Full Service Provider Licensee

• SOC 2 Type II

• HIPAA/HITECH

• US/EU Privacy Shield

Key Features

• Plugin Available for Leading CRM Platforms

• Proof of Concept (POC) and Free Trials

• Unlimited Technical and International Support

• Service Level Agreements (SLAs); Failover and Uptime Guarantees

Pay As You Go with Melissa Credits

Melissa's Clean Suite for CRM cleans and dedupes your records for as little as a penny per record. Purchase credits as you need them – no contracts, no obligation! Plus, we automatically refill your account with **1,000 free credits per month.**

Tier 1	Tier 2	Tier 3	Tier 4	Tier 5
1,000 Credits	10,000 Credits	20,000 Credits	40,000 Credits	100,000 Credits
FREE	$30	$60	$114	$270

(Tier 4: 5% OFF, Tier 5: 10% OFF)

Prices may change at any time.

For more info, go to: www.melissa.com/sparkle

Volume-Based Pricing
Ask us about discounted volume-based pricing. We also offer seat-based licensing for companies with multiple users.

US

22382 Avenida Empresa
Rancho Santa Margarita, CA 92688-2112

800.MELISSA (635.4772)

www.Melissa.com

UK
+442077180070

INDIA
+918048540142

GERMANY
+493079788829

AUSTRALIA
+610280916000

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