

ALL-IN-ONE
DATA CLEANSING APP



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The dirty truth about CRM data: 43% is outdated or invalid.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



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.

Enrich

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%.

Verify & Cleanse

UPDATE

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

Update

DEDUPE

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

Dedupe

**FULL
SPECTRUM
PROTECTION**

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%.

Contact Edit

Contact Information

First Name: [None] John
Last Name: Smith
Account Name: [None]
Title: [None]
Department: [None]
Birthdate: [1/8/2018]
Reports To: [None]
Lead Source: [None]

Address Information

Mailing Street: 2238
Mailing City: 2238 3rd St, Jber, AK, 99505-1518
Mailing State/Province: 2238 Ascot Ln, Birmingham, AL, 35216-6124
Mailing Zip/Postal Code: 2238 1st Pl NW, Birmingham, AL, 35215-3422
Mailing Country: 2238 3rd Ave S, Birmingham, AL, 35210-1613
2238 Aspen Run, Birmingham, AL, 35209-3028
2238 Belmont Ln, Birmingham, AL, 35207-1240
2238 Almon Way SW, Decatur, AL, 35609-1105
2238 Bear Creek Rd, Brent, AL, 35054-3227
2238 6th Street Ext, Alexander City, AL, 35010-2446
2238 Bridgewater Dr, Fairbanks, AK, 99709-4105

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.



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 Verification

Result

Last Modified Date: 2018-06-28 15:11:51
Results: AC09.AC17.AV24.GS05.ES01.ES21.P001.P816.P821.N501.N505.N506
[View Result Descriptions](#)

Address Verification Results

Address Line 1	111 Roycroft Lane
Administrative Area	South Yorkshire
Country ISO 3166-1 Alpha-2	GB
Country ISO 3166-1 Alpha-3	GBR
Country ISO 3166-1 Numeric	826
Country Name	United Kingdom
Country Subdivision Code	GB-WIK
Dependent Locality	Finchamstead
Formatted Address	111 Roycroft Lane Finchamstead WOLINGHAM G40 4HH UNITED KINGDOM
Locality	Acc
Premises Number	111
Sub National Area	England
Thoroughfare	Roycroft Lane
Thoroughfare Name	Roycroft
Thoroughfare Trailing Type	Lane

Geocoding Results

Latitude	55.460738
Longitude	-4.528941

Google Maps

Name Verify Results

Gender	M
NameFirst	Samuel
NameLast	Chung

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



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.

Birthdate: [blank] Email: llatz@myrealbox.com

Reports To: [View Org Chart](#) Assistant: [blank]

Lead Source: [blank] Asst. Phone: [blank]

Mailing Address: 13489 Ridley Rd
San Diego, CA 92129-2853
United States of America

Other Address: [blank]

Languages: [blank] Level: [blank]

Created By: [blank] Last Modified By: [blank]

Description: [blank]

[Edit](#) [Delete](#) [Clone](#) [Request Update](#) [Personator](#) [Property Lookup](#) [Global Address Modification](#)

Personator

Result

Last Modified Date	2015-03-03 11:51:12
Results	AS01,DA10,E901,G905,NS01,NS05,PS02,PS08,VR01,VR04,VS40
View Result Descriptions	

Basic

Address Line 1	13489 Ridley Road
City	San Diego
Email Address	llatz@myrealbox.com
Phone Number	8585385734
Postal Code	92129-2853
State	CA

Error:
Phone not validated!

Success

- Name validated!
- Address validated!
- Email validated!

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



SmartMoverSM 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.

Personator

Result

Last Modified Date	2015-03-26 15:19:32
Results	AS01,E901,E921,G905,NS01,NS05,PS01,PS08,PS10,VR01,VR04,VR05
View Result Descriptions	

Basic

Address Line 1	3842 Via Paratempo
City	Rancho Santa Fe
Email Address	kkcodmon@earthlink.net
Full Name	Eileen Kokley
Phone Number	8584815922
Postal Code	92091-4272
State	CA

Name Details

Gender	F
Name First	Eileen
Name Last	Kokley
Salutation	Ms. Kokley

Address Details

Address Type Code	S
Carrier Route	R001
City Abbreviation	Rcho Santa Fe
Country Code	US
Country Name	United States of America
Delivery Indicator	R
Delivery Point Check Digit	8
Delivery Point Code	42
State Name	California

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.

MatchUp
Create a new MatchUp job

1) Select Object Type
Contact

2) Select Matchcode
Address

Start job

Batch Jobs

JobID	Created Date	Percent Complete	Job Status	Retrieve Results Status
61318f415954462698a890c22195296	8/28/2018 3:08 PM	100	Job is complete	Retrieving
cbd8a44fc4db47cda06511e35e77981d	7/12/2018 11:39 AM	100	Job is complete	Finished
268c377ef3884102afb67217fba4b5ee	6/13/2018 8:17 AM	100	Job is complete	Finished

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.



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.

Property

Search: No Previous Data Found | Last Updated: 2018-08-28 15:13:05 | No Previous Data Found

Result: Y300 Y304 YCDI 0305 | Current Date: 2018-08-28 15:13:05

Description: AddressKey Match Found: Detail information returned

Owner: Name: KNOUSE KIMBERLY C | Unparsed Name: KNOUSE KIMBERLY C

Owner Address: Address: 5448 Edvardan Ave | Corner Route: C023 | City: San Diego | Matchcode: S80 | State: CA | Zip: 92122-2513

Current Deed: Lender Code: 005851 | Lender Name: GMAC MTD | Mortgage Amount: 172805 | Mortgage Date: 19941225 | Mortgage Loan Type Code: CNV

Current Sale: Deed Category Code: G | Document Year: 1994 | Recording Date: 20120305 | Residential Model: Y | Sale Code: F | Sale Price: 215000 | Seller Name: GRISBY KIMBERLY C & PATRICIA A | Transaction ID: 181815945531

Prior Sale: Deed Category Code: G | Document Year: 1987 | Multi APN Count: Y Y | Recording Date: 19871224 | Sale Code: F | Sale Date: 19870503 | Sale Price: 100000

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.

Business Coder	
Result	
Results	AS01.FS01.FS02.FS04.FS06.GS05
	View Result Descriptions
Address	
AddressLine1	22382 Avenida Empresa
City	Rancho Santa Margarita
Plus4	2112
PostalCode	92688-2112
State	CA
Firmographics	
CensusBlock	1005
CensusTract	032053
CompanyName	Melissa Data
CountyFIPS	06059
CountyName	Orange
DeliveryIndicator	8
EmployeesEstimate	105
Latitude	33.637572
LocationType	4
Longitude	-117.506856
MelissaAddressKey	3008006245
NAICSCode1	511210
NAICSCode2	424120
NAICSCode3	443142
NAICSDescription1	SOFTWARE PUBLISHERS
NAICSDescription2	STATIONERY & OFFICE SUPPLIES MERCHANT WHOLESALERS
NAICSDescription3	ELECTRONIC STORES
Phone	8006354772
PlaceCode	0659587
PlaceName	Rancho Santa Margarita
SICCode1	737201
SICCode2	511209
SICCode3	573501
SICDescription1	COMPUTER SOFTWARE-MANUFACTURERS
SICDescription2	DATA PROCESSING SUPPLIES (WHLS)
SICDescription3	RECORDS TAPES & COMPACT DISCS-RETAIL
SalesEstimate	50351000

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



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.

The screenshot shows a web interface for selecting business lists. It has a top navigation bar with 'Marketing' and various tabs like 'Home', 'Chatter', 'Campaigns', 'Leads', 'Contacts', 'Opportunities', 'Reports', 'Dashboards', and 'Melissa LeadGen'. Below the navigation bar, there are four main sections: '1. Select Geography', '2. List Options', '3. List Summary', and '4. Order History'. The '1. Select Geography' section has a 'List Type' dropdown set to 'Zip' and a 'Zip Code' input field with '92688' and '93410' selected. The '2. List Options' section has a 'BUSINESS TYPE/SIC CODE' filter with a list of categories like Agriculture, Mining, Construction, etc. The '3. List Summary' section shows a 'Get Count' button and a list of selected criteria: 'Selected Geography' (Zip: 92688, 93410), 'Selected Business Type/SIC Codes' (01 - Agricultural Production/Crops, etc.), and 'Selected Additional Options' (Employee Size: 20 - 49, Annual Sales Volume: \$20,000,000 - \$40,000,000, etc.). The '4. Order History' section shows a table with columns for 'ORDER ID', 'DOWNLOAD LINK', and 'ORDER DATE'.

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



Case Study:



see what Delta can do

How Delta Faucet Improves Call Center Processes with Global Address Autocompletion

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**.

<p>Tier 1</p>  <p>1,000 Credits</p> <p>FREE</p>	<p>Tier 2</p>  <p>10,000 Credits</p> <p>\$30</p>	<p>Tier 3</p>  <p>20,000 Credits</p> <p>\$60</p>	<p>Tier 4</p>  <p>40,000 Credits</p> <p>\$114</p> <p>5% OFF</p>	<p>Tier 5</p>  <p>100,000 Credits</p> <p>\$270</p> <p>10% OFF</p>
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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

melissa