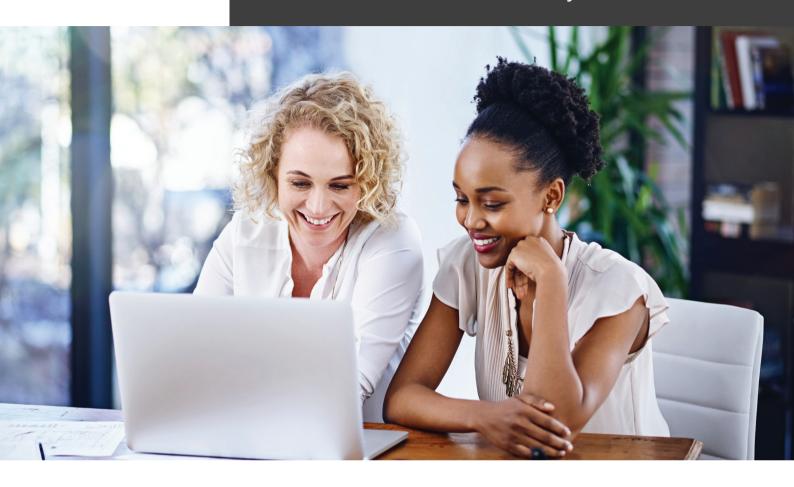# melissa

Clairvoyix Cleans Critical Marketing Data with Melissa's Data Quality Suite

Clairvoyix is a Nevada-based consumer data management and direct marketing firm that performs data hygiene and enhancement services as part of its Knowledge Factory solution. They service the hospitality industry, ranging from internationally known chains to independent hotels, so their data verification tools must always be accurate, reliable and hassle-free.

After testing several address cleansing solutions in the past and remaining dissatisfied, it was time to find a cost-effective yet powerful solution. Mike Schmitt, Clairvoyix CEO, said of the previous solutions, "They were all transaction-based models that essentially penalized us for being successful."

AN ALL-IN-ONE SOLUTION THAT SAVES THOUSANDS IN COST

After scouring the industry, Clairvoyix zeroed in on Melissa for an affordable address verification solution. They found Melissa's Data Quality Suite, a complete collection of contact data verification tools. It ultimately proved to be as powerful and as accurate as any of the solutions previously deployed.

The company integrated the suite into their marketing automation application. Verifying, correcting and standardizing clients' customer data (address, phone, name and email) became a breeze – and, affordable! Schmitt noted that in its first year of using Melissa's tools, his company saved more than $100,000 in consumer data hygiene costs.

"[Melissa] has the highest value-to-price ratio in the industry," Schmitt said. "It was the determining factor in selecting Melissa. With their customer data hygiene tools and data enhancement services – it allowed us to compete with the largest players in the industry. More importantly, it allows Clairvoyix customers of any size to take advantage of world-class marketing automation technology."

RELIABLE RECORDS – IN RECORD TIME

Clairvoyix serves La Quinta Inns & Suites, one of the largest operators of limited-service hotels in the U.S. Along with maintaining an entire history of guest records, Clairvoyix also captures a file of each guest checkout record every night. These records are then verified, updated and standardized through the night in a "lights out" fully-automated environment that is part of their Software as a Service (SaaS) marketing automation solution.

"We rely on Melissa to ensure that our clients' mission-critical marketing data is processed accurately and efficiently," said Schmitt. "Our automated process for consumer data hygiene and consumer data appends runs all night, with data arriving from all over the country. The stability and performance of Melissa allows us to sleep very well at night knowing that in the morning, our client's marketing databases will be updated with the most accurate consumer data in the business."

EMAIL VERIFICATION LOWERS COSTS AND INCREASES OUTREACH

Email verification was the cherry on top for Clairvoyix, as email had become the preferred method for companies to communicate with their customers.

"Email address validation from Melissa has helped to improve the efficiency and accuracy of our data hygiene," Shane Evers, senior development engineer at Clairvoyix said. Evers praises the abilities and benefits of email verification:

- Domain names are automatically updated
- Syntax is verified and fixed
- Ensures mail servers are valid and can accept mail
- Increases the amount of imported email addresses
- Lowers maintenance cost

Clairvoyix used Melissa's Email Append service to power up their clients' databases by adding deliverable email addresses to incomplete customer records – a critical component that drastically extends marketing outreach. In June, Clairvoyix added nearly a million email records to La Quinta's existing mailing addresses (soon after which, La Quinta reported record growth during their third quarter).

> " *The beauty of this program is that it's basically cleaning and refreshing your database while you sleep* "
>
> **– MIKE SCHMITT, CEO, CLAIRVOYIX**

About Clairvoyix:

Clairvoyix is a leading provider of hospitality-specific marketing automation solutions and digital agency services. A true internet-accessed application (software as a service), its solution is preferred by both internationally recognized branded chains as well as independent hotels. The Clairvoyix Hospitality Solution includes support for highly targeted email, social media, and mobile campaigns, with ROI based on actual spend. Clairvoyix's commitment to quality, speed and affordability has made it the choice for leading hotels and resorts for more than 13 years.

About Melissa:

Since 1985, Melissa has specialized in global intelligence solutions to help organizations unlock accurate data for a more compelling customer view. Our breadth of data and flexible API technology integrates with numerous third-party platforms, so it works for you and makes sense for your business. More than 10,000 clients worldwide in key industries like insurance, finance, healthcare, retail, education and government, rely on Melissa for full spectrum data quality and identity verification software, including data profiling, cleansing, matching and enhancement services, to gain critical insight and drive meaningful customer relationships.

For more information or free product trials, visit www.Melissa.com or call 1-800-MELISSA (635-4772).