



# **Mailing Solutions**

### **Mail Your Way**

Melissa provides multiple ways to take advantage of our mailing solutions - whether you choose Web, Desktop, or API you'll be able to prepare U.S. and Canada Post<sup>®</sup> compliant mailings for maximum postal discounts.

### Mailers Online – Web-Based Presort Software

This Software as a Service (SaaS) is perfect for the occasional mailer. Upload your file securely and pick it up when it's ready. NCOA<sup>Link®</sup> 48-month processing is included for free.

Mailers+4<sup>®</sup> Desktop – Bulk Mail Software

On-Premise software to help mailers prepare USPS<sup>®</sup> and Canada Post compliant Mailings faster, easier, and more accurately. Annual and monthly subscriptions available.

## Mailers+4® Developer Tools – Build Your Own Mailing Solution

For larger mailers that require more flexibility, the Mailers+4 Developer Toolkit includes a suite of On-Premise and Web API's that can be used in tandem to make a fully automated solution for any platform or database.







USPS® CASS/DPV Certified Address CorrectionYESYESYESLACS <sup>Uxkey</sup> /Suite <sup>Uxkey</sup> YESYESYESYESResidential Business Delivery IndicatorYESYESYESYESCanada Post SERP Certified Address CorrectionMailers+4 Add-on: Canadian AddresserNOYESYESNational Change of Address (NCOA <sup>Uxey</sup> )Mailers+4 Add-on: SmartMoverYESYESYESUSPS® NCOA <sup>Uxee</sup> 48-month Move UpdateMailers+4 Add-on: SmartMoverYESYESYESCanada Post 72-month NCOA®NONOYESYESDuplicate CheckYESYESYESYESUSPS® PAVE Gold Certified PresortYESYESYESYESUSPS® PAVE Gold Certified PresortYESYESYESYESPeriodicalsYESYESYESYESYESMailers+4 Add-on: GeoCoderYESNONONOPalletizationYESYESYESYESYESMailing Label SupportYESYESYESYESYESMailing Label SupportYESYESNOYESYESOtherMailers+4 Add-on: GeoCoderNOYESYESYESJob ScriptingYESYESNOYESYES	Capabilities	Mailers+4 Desktop	Mailers Online	Mailers+4 Developer Tools
Subscription typeSubscription -yearly or monthlyPay as you go, credit-based or Subscription option also available Subscription option also availableSubscriptionAddress Check <td< td=""><td>Туре</td><td>On-Premise desktop</td><td>Cloud-based</td><td>API .</td></td<>	Туре	On-Premise desktop	Cloud-based	API .
Subscription typeSubscription - yearly of monthingSubscription agio availableSubscription option also availableAddress CheckAddress ObjectUSPS® CASS/DPV Certified Address CorrectionYESYESAcSC*M*%/SuiteL***YESYESResidential Business Delivery IndicatorYESYESYESCanada Post SERP Certified Address CorrectionMailers+4 Add-on: Canadian AddresserNOYESNational Change of Address (NCOA***)Summet Mover Web SeYESUSPS® NCOA**** 48-month Move UpdateMailers+4 Add-on: SmartMoverYESYESCanada Post 72-month NCOA*NONOYESDugicate CheckYESYESYESUSPS® NAVE Gold Certified PresortYESYESYESUSPS® PAVE Gold Certified PresortYESYESYESUSPS® PAVE Gold Certified PresortYESYESYESPeriodicalsYESYESYESYESPeriodicalsYESYESYESYESMailers+4 Add-on: GeoCoderYESYESYESUSPS® PAVE Gold Certified PresortYESYESYESIstanting Mail*YESYESYESYESIstanting Mail*YESYESYESYESMarketing Mail*YESYESYESYESIstanting Mail*YESYESYESYESMarketing Mail*YESYESYESYESMailadtYESYESNOYESMailing Lab	Multi-platform (Windows, Mac, Linux)	Windows only	Any Web Browser	Windows
USPS* CASS/DPV Certified Address CorrectionYESYESYESLACSL****YESYESYESYESResidential Business Delivery IndicatorYESYESYESYESCanada Post SERP Certified Address CorrectionMailers+4 Add-on: Canadian AddresserNOYESNational Change of Address (NCOAL***)SmartMover Web SeYESYESUSPS* NCOAL***Mailers+4 Add-on: SmartMoverYESYESUSPS* NCOAL***Mailers+4 Add-on: SmartMoverYESYESDuplicate CheckNONOYESUSPS PAVE Gold Postal PresortYESYESYESUSPS* PAVE Gold Certified PresortYESYESYESPeriodicalsYESYESYESYESMailersYESYESYESYESUSPS* PAVE Gold Certified PresortYESYESYESPeriodicalsYESYESYESYESMailerationYESYESYESYESMailerationYESYESYESYESMailerationYESYESYESYESMailerationYESYESYESYESMailing Label SupportYESYESYESYESGeocodingMailers+4 Add-on: GeoCoderNOYESYESOtherYESYESYESYESYESMailing Label SupportYESYESNOYESYESOtherYESYESNOYESYESOtherYES <td< td=""><td>Subscription type</td><td>Subscription - yearly or monthly</td><td>Pay as you go, credit-based or Subscription option also available</td><td>Subscription</td></td<>	Subscription type	Subscription - yearly or monthly	Pay as you go, credit-based or Subscription option also available	Subscription
Construction Control     Construction Control     Construction Control     Construction Control     Construction Control     Construction Control     Construction Construction Control     Construction Construction Control     Construction Construction Construction Control     Construction Construction Control     Construction Construction Control     Construction Construling Construction Construction Construling Construc	Address Check			Address Object
Residential Business Delivery IndicatorYESYESYESCanada Post SERP Certified Address CorrectionMailers+4 Add-on: Canadian AddresserNOYESNational Change of Address (NCOA <sup>Link</sup> )SmartMover Web SeSmartMover Web SeUSPS® NCOAL <sup>ink®</sup> 48-month Move UpdateMailers+4 Add-on: SmartMoverYESYESCanada Post 72-month NCOA®NONOYESDuplicate CheckNONOYESYESMerge/Purge - DedupeYESYESYESYESUSPS® PAVE Gold Certified PresortYESYESYESYESUSPS® PAVE Gold Certified PresortYESYESYESYESFirst-Class Mail®YESYESYESYESPeriodicalsYESYESYESYESPeriodicalsYESYESYESYESMailedatYESYESYESYESMailedatYESYESYESYESUSPS Required Reports & Container TagsYESYESYESMailing Label SupportYESYESYESNOGeoCodeGeoCoderNOYESYESOtherJob ScriptingYESNOYES	USPS® CASS/DPV Certified Address Correction	YES	YES	YES
Canada Post SERP Certified Address CorrectionMailers+4 Add-on: Canadian AddresserNOYESNational Change of Address (NCOALink)SmartMover Web SetUSPS's NCOALink's 48-month Move UpdateMailers+4 Add-on: SmartMoverYESYESCanada Post 72-month NCOA°NONOYESDuplicate CheckNONOYESMerge/Purge - DedupeYESYESYESUSPS's PAVE-Gold Certified PresortYESYESYESUSPS's PAVE Gold Certified PresortYESYESYESUSPS's PAVE Gold Certified PresortYESYESYESPeriodicalsYESYESYESYESMarketing Mail®YESYESYESYESPeriodicalsYESYESYESYESMail.datYESYESYESYESUSPS Required Reports & Container TagsYESYESYESMailing Label SupportYESYESYESNOGeocodingMailers+4 Add-on: GeoCoderNOYESOtherYESNOYESYES	LACS <sup>Link®</sup> /Suite <sup>Link®</sup>	YES	YES	YES
National Change of Address (NCOALink)SmartMover Web SetUSPS® NCOALink@ 48-month Move UpdateMailers+4 Add-on: SmartMoverYESYESCanada Post 72-month NCOA®NONOYESDuplicate CheckYESYESMatchUpMerge/Purge - DedupeYESYESYESUSPS® PAVE-Gold Postal PresortYESYESYESUSPS® PAVE-Gold Certified PresortYESYESYESISPS PAVE-Gold Certified PresortYESYESYESPeriodicalsYESYESYESYESPeriodicalsYESYESYESYESMail.datYESYESYESYESUSPS Required Reports & Container TagsYESYESYESMailing Label SupportYESYESYESYESGeocodingMailers+4 Add-on: GeoCoderNOYESOtherYESNOYESYESJob ScriptingYESNOYES	Residential Business Delivery Indicator	YES	YES	YES
USPS® NCOAluse@ 48-month Move UpdateMailers+4 Add-on: SmartMoverYESYESCanada Post 72-month NCOA®NONOYESDuplicate CheckYESYESYESMerge/Purge - DedupeYESYESYESUSPS PAVE Gold Postal PresortYESYESYESUSPS® PAVE Gold Certified PresortYESYESYESMarketing Mail®YESYESYESYESPeriodicalsYESYESYESYESPalletizationYESYESYESYESMail.datYESYESYESYESMailing Label SupportYESYESYESYESGeocodingMailers+4 Add-on: GeoCoderNOYESYESOtherYESYESYESYESYESJob ScriptingYESYESYESYESYES	Canada Post SERP Certified Address Correction	Mailers+4 Add-on: Canadian Addresser	NO	YES
Canada Post 72-month NCOA®NONOYESDuplicate CheckMatchUpMerge/Purge - DedupeYESYESYESUSPS PAVE-Gold Postal PresortYESYESYESUSPS® PAVE Gold Certified PresortYESYESYESIUSPS® PAVE Gold Certified PresortYESYESYESPresort Object AIYESYESYESIUSPS® PAVE Gold Certified PresortYESYESYESPresort Class Mail®YESYESYESMarketing Mail®YESYESYESPeriodicalsYESYESYESPalletizationYESYESYESMail.datYESYESYESUSPS Required Reports & Container TagsYESYESYESMailing Label SupportYESYESYESGeocodingMailers+4 Add-on: GeoCoderNOYESOtherYESNOYESJob ScriptingYESNOYES	National Change of Address (NCOA <sup>Link</sup> )			SmartMover Web Service
Initial of the constraint of the	USPS® NCOA <sup>Link®</sup> 48-month Move Update	Mailers+4 Add-on: SmartMover	YES	YES
Merge/Purge - DedupeYESYESUSPS PAVE-Gold Postal PresortPresort Object AIUSPS° PAVE Gold Certified PresortYESYESFirst-Class Mail®YESYESMarketing Mail®YESYESPeriodicalsYESNOPalletizationYESYESMail.datYESYESUSPS Required Reports & Container TagsYESYESMailing Label SupportYESYESGeocodingMailers+4 Add-on: GeoCoderNOOtherYESNOJob ScriptingYESNO	Canada Post 72-month NCOA®	NO	NO	YES
USPS PAVE-Gold Postal PresortPresort Object AIUSPS® PAVE Gold Certified PresortYESYESYESFirst-Class Mail®YESYESYESMarketing Mail®YESYESYESPeriodicalsYESNONOPalletizationYESYESYESMail.datYESYESYESUSPS Required Reports & Container TagsYESYESYESMailing Label SupportYESYESNOGeocodingMailers+4 Add-on: GeoCoderNOYESOtherYESNOYESJob ScriptingYESNOYES	Duplicate Check			MatchUp
USPS® PAVE Gold Certified PresortYESYESFirst-Class Mail®YESYESYESMarketing Mail®YESYESYESPeriodicalsYESNONOPalletizationYESYESYESMail.datYESYESYESUSPS Required Reports & Container TagsYESYESYESMailing Label SupportYESYESNONOGeoCodeYESYESNOYESOtherYESYESNOYESJob ScriptingYESNOYESYES	Merge/Purge - Dedupe	YES	YES	YES
First-Class Mail®YESYESMarketing Mail®YESYESPeriodicalsYESNONOPalletizationYESYESYESMail.datYESYESYESUSPS Required Reports & Container TagsYESYESYESMailing Label SupportYESYESYESGeoCodeYESYESYESOtherYESYESYESJob ScriptingYESNOYES	USPS PAVE-Gold Postal Presort			Presort Object API
Marketing Mail®NENEMarketing Mail®YESYESYESPeriodicalsYESNONOPalletizationYESYESYESMail.datYESYESYESUSPS Required Reports & Container TagsYESYESYESMailing Label SupportYESYESNOGeoCodeContainer TagsYESYESGeoCodeYESYESYESGeoCoderNOYESOtherYESNOYESJob ScriptingYESNOYES	USPS <sup>®</sup> PAVE Gold Certified Presort	YES	YES	YES
PeriodicalsNONOPalletizationYESYESYESMail.datYESYESYESUSPS Required Reports & Container TagsYESYESYESMailing Label SupportYESYESYESGeoCodeContainer TagsYESYESGeoCodeYESYESYESGeoCodeNOYESOtherYESNOYESJob ScriptingYESNOYES	First-Class Mail®	YES	YES	YES
PalletizationNCNCPalletizationYESYESYESMail.datYESYESYESUSPS Required Reports & Container TagsYESYESYESMailing Label SupportYESYESNOGeoCodeYESYESYESGeocodingMailers+4 Add-on: GeoCoderNOYESOtherYESYESYESJob ScriptingYESNOYES	Marketing Mail®	YES	YES	YES
Mail.datYESYESMail.datYESYESUSPS Required Reports & Container TagsYESYESMailing Label SupportYESYESGeoCodeYESYESGeocodingMailers+4 Add-on: GeoCoderNOOtherYESYESJob ScriptingYESNOYESYESYES	Periodicals	YES	NO	NO
USPS Required Reports & Container Tags YES YES   Mailing Label Support YES YES   GeoCode YES GeoCoder Object   Geocoding Mailers+4 Add-on: GeoCoder NO   Other YES NO   Job Scripting YES NO	Palletization	YES	YES	YES
Mailing Label Support YES YES NO   GeoCode GeoCoderObject   Geocoding Mailers+4 Add-on: GeoCoder NO YES   Other YES NO YES   Job Scripting YES NO YES	Mail.dat	YES	YES	YES
GeoCode GeoCoder Object   Geocoding Mailers+4 Add-on: GeoCoder NO YES   Other Job Scripting YES NO YES	USPS Required Reports & Container Tags	YES	YES	YES
Geocoding Mailers+4 Add-on: GeoCoder NO YES   Other Job Scripting YES NO YES	Mailing Label Support	YES	YES	NO
Other   Job Scripting YES NO YES	GeoCode			GeoCoder Object
Job Scripting YES NO YES	Geocoding	Mailers+4 Add-on: GeoCoder	NO	YES
	Other			
USPS Updates Monthly Download Automatic Monthly Download	Job Scripting	YES	NO	YES
Monthly Download Material and Monthly Download	USPS Updates	Monthly Download	Automatic	Monthly Download



# **Get Started Today!**

>> Get a FREE quote: www.melissa.com/mailers

### **Melissa Mailing Solutions Capabilities**



**CASS<sup>™</sup> & SERP Certified<sup>™</sup> Address Verification Engine** – Correct, standardize & check your addresses for deliverability.

Our CASS Certified address engine compares addresses in your file against the USPS® databases that includes DPV®, LACS<sup>Link®</sup>, and Suite<sup>Link®</sup> to add missing data like ZIP+4® codes, carrier routes, delivery points, and more. It also performs SERP certified processing to confirm all addresses are deliverable and standardized by Canada Post® requirements for Address Accuracy.



SmartMover<sup>®</sup> – Update records with most current address.

Use USPS NCOA<sup>Link®</sup> processing to match your addresses against the full USPS 48-month dataset containing 160 million moves. Also access Canada Post NCOA<sup>®</sup> file containing 72 months of data to ensure the most up-to-date Canadian addresses.



#### MatchUp<sup>®</sup> – Check for duplicate records.

Find duplicate or similar records and merge them without losing any important data. Household your mailings by grouping related records together to eliminate multiple mailings to the same address.



**Residential/Business Delivery Indicator (RBDI)** – Avoid costly additions to your budget. Identify addresses as residential or business for cost-effective carrier selection.



**GeoCoder**<sup>™</sup> – Link addresses with lat/long coordinates for targeted mailings. Find and append Latitude and Longitude coordinates for 99% of all U.S. locations. Census Tract, Census Block, and County FIPS code down to the ZIP+4 level for greater delivery efficiency.



**PAVE<sup>™</sup> Gold Certified Presorting & Palletization\*** – Qualify for lowest rates possible. Presort your mail to take advantage of discounts for First-Class<sup>™</sup>, USPS Marketing Mail<sup>™</sup>, Profit/Nonprofit, and Periodicals mailings. We also offer a palletization feature for high-volume mailings. \*U.S. Only



Full Service Intelligent Mail<sup>®</sup> & Mail.dat<sup>™</sup> – Make USPS-compliant mailings easier.

Intelligent Mail barcodes are generated in our software. The IM barcode sorts parcels and letters and offers the option to add in tracking. IM barcodes improve deliverability by incorporating routing ZIP Codes and tracking information in one bar. Our solutions provide all the USPS documentation needed for USPS-compliant mailings. We also provide a free unique Mail.dat User License Code (a \$400 value).

### About Melissa

Melissa Direct is the one source for all the direct marketing tools you need to improve customer communications and drive response rates. From SaaS and desktop mailing software, to list hygiene services, to targeted mailing lists and sales leads, and email marketing and data append services, Melissa Direct will help you boost sales, increase conversions, and achieve maximum ROI – whatever your budget. **Be direct. Be Melissa Direct**.

Melissa Direct 22382 Avenida Empresa RSM, CA 92688-2112 1-800-MELISSA www.melissadirect.com © 2021 Melissa. 111521