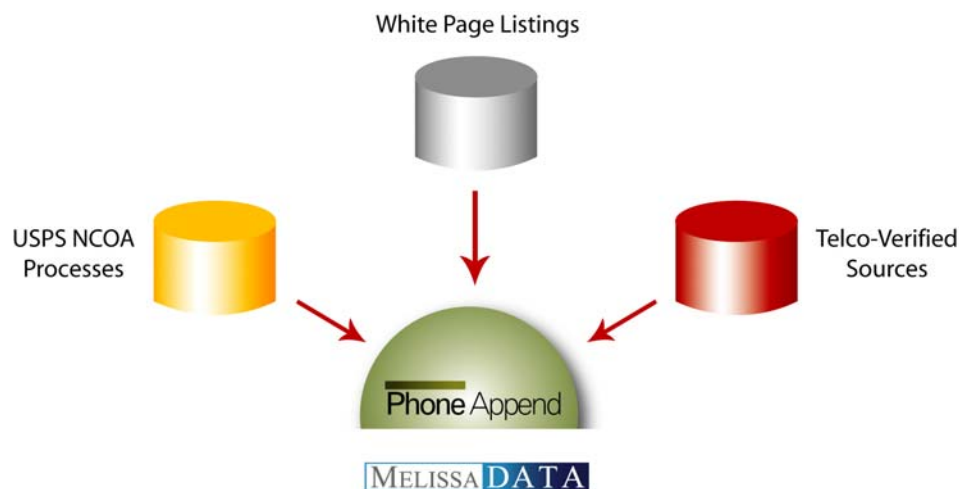


# PhoneAppend

## Increase response and lower costs with accurate phone numbers

Melissa Data offers consumer and business data to companies whose core business is built upon complete and accurate contact information. We utilize the most current, accurate name, address and phone databases available. Our substantial volume of work allows us to offer you some of the industry's lowest prices.

Melissa Data utilizes an original source compiler that uses unique methods to gather the best consumer and business name, address and phone information. Data is collected from the white and yellow page directories and continuously verified and enhanced through telco-verified partnerships providing over 900 million monthly transactions.



## Superior Data Quality

Melissa Data provides data that is unequalled in freshness within the industry. On average, a record is updated/verified every four seconds. Virtually all phone related transactions that occur are updated within 30 days of their occurrence. This results in superior data quality when compared to other providers utilizing compiled data sources with much older and longer update cycles.

Melissa Data also utilizes a multi-sourced file, comprised of more than 40 telephone based data sources - more than three times the number of data sources used by the nearest competitor

## Melissa Data's phone append service enables you to:

- **Increase campaign effectiveness**  
Sell to more prospects with new phone numbers added to your telemarketing database.
- **Lower marketing costs**  
Avoid undeliverable mailings by using updated address information.
- **Improve database quality**  
Ensure your database contains only the freshest name, address and phone data.
- **Suppress unwanted targets**  
Eliminate unmarketable records in your database that contain delisted, DNC or disconnected phone numbers.

## Why choose Melissa Data?

- **Experience:** Provider of data quality services for more than 21 years.
- **Versatile:** Currently offering more than 30 data enhancement services.
- **Reliable:** More than 2000 annual satisfied customers.
- **Accountable:** Each database is verified by an account representative for accuracy.
- **Responsible:** Safe data transfers and returns as well as established privacy policy.