



AddressObject U.S. and Canadian Address Verification

Clean up contact data and remove bad or incomplete elements before it invades your database and creates a negative impact on your data-driven initiatives. You'll reduce undeliverables, increase communication efforts, and save money on all your direct marketing and CRM campaigns. Address Object is an invaluable tool and can be built into your custom batch and realtime Web applications to:

- Verify, correct & standardize U.S. & Canadian address data
- Catch data entry errors in realtime & reduce keystrokes
- Increase mailing & shipping address accuracy
- Save money on production, postage & shipping
- Enhance contact records with geographics & demographics
- Analyze customer information for targeted campaigns



4 Interfaces Enhance Functionality in Address Object...

Address Check; Parse; StreetData; ZipData

1. AddressCheck Interface is powered by a CASS Certified™ search engine to meet USPS® specifications for ZIP + 4® Code accuracy. It can verify that an address is properly formatted and matches it to a true and valid point of delivery using the DPV® database.

Address Check Interface Features:

- Adds ZIP + 4, carrier route & delivery point codes
- Includes EWS, DPV, Vacant Table, LACSLink®, SuiteLink®, AddressPlus
- Find Suggestion engine provides closest alternative addresses
- Generates USPS CASS™ Form 3553
- Native support for Canadian addresses from Canada Post
- Monthly or bimonthly updates available

2. The Parse Interface breaks down a street address into its component parts. If the first pass does not yield the expected results because the street address follows a non-standard format, the ParseNext function will offer an alternate parsing.

Parse Interface Features:

- Breaks address elements down by street number, directional (S, NW, etc), street name & suffix (ST, RD, BLVD)
- Parses Last Line data (city, state, ZIP) into separate parts

The AddressCheck interface also parses the submitted data, but the Parse interface can be used without initializing the data files required for AddressCheck, making Parse faster to use when full address checking is not necessary. Also handy if your address data comes to you as lines of plain text instead of discrete fields.

Address data returned	
Company.....	Melissa Data
Address.....	22382 Avenida Empresa
City.....	Rancho Santa Margarita
City Abbr.....	Rcho Sta Marg
State.....	CA
ZIP.....	92688
+4.....	2112
Suite.....	n/a
Carrier Rt.....	C056
Delivery Pt.....	821
CountyName.....	Orange
County FIPS.....	C06059
Time Zone.....	Pacific
LACS.....	n/a
Address Type.....	S
Private Mailbox.....	n/a
Latitude.....	33.6480
Longitude.....	-117.6000
Congress Dist.....	48
Status.....	Verified

Address Object returns address data along with additional data to enhance your contact records for more targeted direct-mail campaigns and communications.

3. The StreetData Interface can match a street name or just a partial name against a ZIP Code and return the known valid address ranges that match that pattern. For example, if “123 Main Ave” is not a valid address for the ZIP Code, the StreetData interface can determine that the number 123 falls within a valid range for “Main St,” allowing you to use an address record that would otherwise result in an undeliverable mail piece.

StreetData Interface Features:

- Matches incorrect or misspelled address to valid range
- Reduces undeliverable mail pieces



Address Object

4. The **ZipData Interface** can perform several functions, matching geographic data to ZIP Code and city information.

ZipData Interface Features:

- Returns geographic data about one or more city names that match the input ZIP Code
- Returns data on carrier route, county name, FIPS code, Postal facility type, latitude/longitude
- Returns official "last line" indicator

The FindZipInCity functions can return the same information for every ZIP Code that matches that input city and state combination. The FindCityInState functions can determine if the input full or partial city name matches a valid city name within the state. This can be useful to help correct misspelled city names in your mailing list.

NEW! Find Suggestion Engine

Address Object employs complex algorithms to provide the closest possible alternatives to an invalid address. For example: the address "1014 laurel, beverly hills, CA" was not found in the postal database. **Find Suggestion** could be used to present the following alternatives:

- 1000-1499 LAUREL WAY, beverly hills CA 90210
- 1000-1299 LAUREL LN, beverly hills CA 90210
- 1300-1999 LAKE DR, beverly hills CA 90210

Visual Basic Code Snippet

```

`Create an instance of the object
Dim addPtr As New AddressCheck

`Set the properties with the input data
addPtr.Address = "2512 Tulup"
addPtr.zip = "89101"

`Call the VerifyAddress method
addPtr.VerifyAddress()

`Display the results
Add = addPtr.Address + " " +
addPtr.Suite
City = addPtr.City
State = addPtr.State
ZIP = addPtr.ZIP + "-" +
addPtr.Plus

```

Input data: 2512 Tulup 89101

Address	2512 Tulip Ln
City	Las Vegas
State	NV
ZIP	89101-2861

Sample Source Code

Data Quality APIs work with programs written in a variety of languages. The sample source code makes it easy to customize verification and lookup routines and is available for:

- Access
- ASP
- C, C#, C++
- ColdFusion
- Delphi
- Java
- JavaScript
- FoxPro
- Oracle Forms
- PERL
- PHP
- Python
- Ruby
- MSSQL Stored Procedure
- Visual Basic
- VB Script

Build Your Own Toolkit

Enhance the functionality of Address Object with other validation and correction APIs from Melissa Data to create your own, custom Data Quality Toolkit. Build these tools into your custom and Web applications along with the Address Object to verify, correct, and enhance other elements in your contact database in realtime at point of entry or in batch.

Request a free trial today!

- Phone Object
- Name Object
- Canadian Addresser
- Email Object
- MatchUp
- GeoCoder

Flexible and Easy-to-Integrate
Address Object is a multiplatform, 32/64-bit tool that can be used with virtually any programming language that supports object-oriented programming.

Native Support
Operating System

- ✓ Linux
- ✓ Solaris
- ✓ HPUX
- ✓ AIX
- ✓ Windows

Multiplatform

Interfaces

- ✓ Java
- ✓ .NET
- ✓ PERL
- ✓ PHP
- ✓ Python
- ✓ Ruby

Address Object is also available as a WebSmart Service with protocols for:

- ✓ REST
- ✓ SOAP
- ✓ XML

Secure & Scalable

- ✓ SSL 126-Bit Encryption
- ✓ 99.99 Uptime
- ✓ Redundant Distributed Server Farms

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