

# Data Quality Suite

*Customizable, multiplatform data quality control*

Ensure the integrity of your database, save money on postage, and increase response rates with the power and flexibility of four Data Quality Objects on one DVD. Add rapid lookup, verification and correction routines to your custom applications to achieve clean, accurate, usable contact data.

- Verify, standardize & enhance data at point of entry or batch
- Catch data entry errors & reduce keystrokes
- Increase mailing & shipping address accuracy
- Analyze customer information

## Scrub addresses with ADDRESS Object

Protect against fraud, waste, and excess postage by cleaning up your database of bad and undeliverable addresses. Address Object is powered by a CASS Certified™ address verification engine to meet USPS® specifications for ZIP + 4® code accuracy.

- Add ZIP + 4, carrier route & delivery point codes
- Includes EWS, DPV®, LACS<sup>Link</sup>®, Suite<sup>Link</sup>®, & Address Plus
- Resolve data inconsistencies
- Perform street search option
- Enable quick ZIP Code™ lookup
- Print USPS CASS™ Form 3553
- Monthly or bimonthly updates available
- 32/64 Bit Multiplatform

## Verify email addresses with EMAIL Object

Verify, correct and standardize email addresses at point of entry, or in batch, to assure you capture, save and store only legitimate email addresses.

- Improve email communication performance
- Increase response rates
- Avoid bounce-back/undeliverables
- Reduce online fraud and charge-backs

## Update area codes with PHONE Object

Enhance telemarketing effectiveness and increase the value of your database by updating and correcting U.S. and Canadian area code and prefix combinations, or full 10-digit phone numbers 6 months or older.

- Update area codes that have split
- Correct bad & missing area codes
- Standardize telephone format for consistency
- Identify number as cell, landline, or VOIP

## Parse & genderize names with NAME Object

Discover the gender makeup of your list and increase response rates with gender-specific messages. Split a full name into five components and append a gender code using a database of over 140,000 multi-ethnic first names.

- Parse full names into five components
- Append gender code based on first name
- Catch vulgar words that lead to waste & fraud

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
PMSA.....	5945
LACS.....	n/a
Address Type.....	S
Private Mailbox.....	n/a
Latitude.....	33.6480
Longitude.....	-117.6000
Congress Dist.....	48
Status.....	Verified

Data submitted	
Name.....	Mr John Wayne Brown, Jr
Company.....	Melissa Data
Address.....	22382 Emprisa 92688
Phone.....	7145895200x111
Email.....	JOHN.Brown@800mial.com

**Data submitted has incomplete address, misspelled street name, wrong area code, and an invalid email address.**

Phone data returned	
Area Code.....	714
Prefix.....	589
Suffix.....	5200
Extension.....	111
Distance.....	n/a
New Area Code.....	949
Status.....	Corrected

Name data returned	
First Name.....	John
Middle Name.....	Wayne
Last Name.....	Brown
Prefix.....	Mr
Suffix.....	Jr
Gender.....	Male
Status.....	No Vulgar

Email data returned	
TLD.....	com
Domain.....	melissadata
TLD Desc.....	Operated by Verisign
Email.....	JohnB@melissadata.com
Status.....	V

# Data Quality Suite

## Convenient and compatible

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:

Windows
Cold Fusion • Java • FoxPro MS Access • MS SQL Visual Studio 6 and .net: ASP, C++, C#, VB
Linux & Solaris
• JAVA • PHP • Perl • C, C++

### 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

## Flexible and Easy-to-Integrate

The Data Quality Suite is a multiplatform, 32/64-bit toolkit that can be easily integrated into rapid lookup and verification routines in your language of choice, such as:

**Operating Systems:** Windows; Solaris; Linux; AIX; HP/UX;

**Languages:** .NET; C++; Java; PHP; Visual Basic; Python; Perl; Ruby

The following are trademarks owned by the United States Postal Service®: DPV, NCOA<sup>Link</sup>, CASS, CASS Certified, LACS<sup>Link</sup>, Suite<sup>Link</sup>, ZIP, ZIP + 4, United States Postal Service, and USPS.

**Enhance** contact data hygiene, management, and performance with a powerful API add-on to the Data Quality Suite.

## RBDI

Identify parcel delivery addresses as Residential or Business to select the best carrier for each delivery. Appends codes to the 9-digit or 11-digit postal codes and run concurrently with Address Check function.

- Reduce residential delivery surcharges
- Identify shipping patterns
- Provide rate-shopping service to Web customers
- Operating Systems/Multiplatform

## GeoCoderObject

Create a dealer locator lookup program or pinpoint customer location clusters using your mapping applications and GeoCoder Object. Increase response rates with demographics linked to the 9-digit level of an address, or the 11-digit level with the GeoPoints add-on for precision targeting initiatives.

- Adds latitude/longitude to the ZIP + 4 level
- Appends Census tract & block numbers, county name & FIPS codes
- Operating Systems/Multiplatform

## Canadian\*AddressObject

Verify, correct and standardize the Canadian addresses in your database at point of entry or in batch.

- Standardizes to Canada Post SERP requirements
- Adds postal code, municipality, province, time zone



Update records for change-of-address information with the new SmartMover Web Service available 24/7. Process house lists for USPS® NCOA<sup>Link</sup>® move updates in real time, any time. It's a Web service unto its own.

- Reduce undeliverable as addressed mail
- Save money on postage and mail forwarding
- Stay in touch with your customers, move after move