



Listware® for Salesforce®

Clean & Verify Global Contact Data to Improve Communications, Sales & Response

Listware is your global address, name, phone, and email verification tool for your Salesforce CRM contacts. This cloud solution provides identity verification, global address validation, auto-completion, and data enrichment functionality so you can maintain accurate, up-to-date contact information throughout your organization to improve sales and marketing initiatives, and enhance customer engagement and satisfaction.

What can Listware do for you?

- **Verify U.S. & international addresses for 240+ countries** to improve deliverability, reduce waste associated with returns, & protect your brand
- **Match, merge, & purge duplicate records** for a single, accurate view of each contact for better lead scoring and sales/marketing efficiency
- **Add valuable demographic & firmographic information** for effective targeting & segmentation
- **Update addresses of customers who have moved** to build stronger customer relationships and stay in contact with customers
- **Auto-complete address information** to increase data entry speed & accuracy & reduce web form abandonment
- **Add lat/long geocodes for over 40 countries** to accurately map customer locations

Listware Components Ideal for Salesforce Applications



1. Address Auto-Completion

Listware quickly and accurately autocompletes U.S. and international addresses—reducing keystrokes by up to 50% while ensuring only valid, properly formatted data is applied to your Salesforce contact records. Listware's ExpressEntry feature is perfect for data entry, call centers, and web forms.



2. International Contact Data Verification

Listware verifies addresses for over 240 countries, provides real-time email inbox validation to ensure deliverability, and verifies names and phone numbers for trusted contact data accuracy and effectiveness.



3. Find and Dedupe Records

Identify and eliminate 10-50 million duplicate records per hour with Listware's MatchUp capability. Pinpoint hard-to-detect duplicates with advanced fuzzy matching algorithms and deep domain knowledge. Select records to merge and delete to create a Golden Record for a single, unique view of each contact.

Features:

- Support for all Standard and Custom Salesforce Objects
- Pay-as-you-go or annual volume licensing available
- Easily build individualized interfaces
- Verify data within customer templates

Testimonial:

"We work mainly with US data and interface it to a back end legacy ERP/shipping integration. This required various tweaks such as forcing address capitalization and limiting address line length, setting the minimum number of keystrokes before auto-complete fires, and adding descriptions for country codes - all of which Melissa Data was happy to provide as options for us. Since go-live, their experts have been able to continue to assist with quirky issues such as handling Puerto Rico addresses. I'd recommend this highly to folks facing similar challenges with their address data."

Business Manager at Delta Faucet

Get Started Today!

Get started cleansing your Salesforce data today with Listware for Salesforce. We have the perfect plan for any organization, big or small.

>> Start Today : www.MelissaData.com/lw-start



available on
AppExchange



4. Data Appending

Listware's powerful Personator component fills in the missing data in your records – name, address, phone, and email – to complete your contact information. It also enriches your contact records with detailed global geographics (lat/long), U.S. demographics, and property/mortgage information. Now that your records are packed with personality and individuality, you can successfully expand and personalize your sales and marketing initiatives.



5. Change-of-Address Processing

Listware offers U.S. and Canada move-update processing to ensure you stay in touch with your valued customers who have moved. Reduce waste and costs associated with returns, qualify mailings for applicable postal discounts, and keep your customer communications and relationships viable.



6. Expand B2B Contacts

Add company names, addresses, StockTicker, websites, phone numbers, SIC codes, employee size, and more with Listware's BusinessCoder. It covers 25 million multisourced, verified records for detailed business data that will help drive better, more informed decisions.

Enterprise Plan

- Annual volume licensing with unlimited users
- Support for all Salesforce Objects, including Custom Objects
- Enables global address auto-completion (Express Entry)
- Build individualized interfaces & verify data within custom templates

Business & Personal Plans*

- Supports all Standard Salesforce Objects (Contacts, Leads, Accounts)
- Pay-As-You-Go Credits
- Receive 1000 free credits per month

**Personal Plan: Basic data cleansing for one user*

Melissa Data Credits

Listware's Business & Personal plans work on credits* – a simple and convenient way for you to pay for only the data you get. You can purchase credits whenever you need them 24/7, and they don't expire for 24 months. A credit amount is charged for different verification actions or data appends. For details on pricing visit:

<http://www.melissadata.com/dqt/credit-system.htm>

About Melissa Data Corp.

Since 1985, Melissa Data has been a leading provider of data quality and address management solutions. Melissa Data's data quality software, Cloud services and data integration components verify, standardize, consolidate, enhance and update U.S. and global contact data, including addresses, phone numbers and email addresses for improved communications and ROI. More than 10,000 companies worldwide rely on Melissa Data to gain and maintain a single, accurate and trusted view of critical information assets.

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