



# Telco SmartSearch

Source-based, to-the-day 411 business and consumer information

Telco SmartSearch is an important part of the data cleansing mix for any company that is serious about having the best, most current and most accurate data to use for marketing and customer retention. The Telco SmartSearch solutions give you access to more than 110 million residential and business records. With over 1 million changes recorded each month, you can appreciate the value of to-the-day accuracy to verify, add, or fill in the blanks of your contact data records. Data professionals know that using the best available data is only half the battle. To be really successful, you need to make your searches as smart as your data. We can help there too, with our sophisticated SmartSearch solutions.

## Telco SmartSearch data is still the leading source for both its accuracy and timeliness:

1. Updated daily for the freshest data available
2. Almost always the first source to identify the new resident at an address
3. A utility data turned on the first day of occupancy and turned it off when vacated

## Telco SmartSearch data is the smart solution to:

- Verify customer information quickly
- Increase response rates and ROI
- Reduce telephone misdials and downtime
- Reduce postal and shipping returns, fees, and postage
- Increase effectiveness of direct mail and telemarketing initiatives
- Find and eliminate duplicate records
- Enable more effective skip-tracing procedures
- Add missing or incomplete information to existing database

## Benefits of Source-Derived Telecommunications Data...

Telco data is directory assistance information that originates from the Regional Bell Operation companies and Local Exchange Carriers. These telephone companies make updates available every day to 411 providers. The data includes address and telephone information for residential and business listings across the country. And, in addition to the daily updated 411 data, we have national Telco changes from 2002 to the present available.

## Benefits of 411 data...

Current data means significant reductions in costs for your direct marketing campaigns and higher ROI for your call centers and mailing houses. Whether you're searching for name/phone/address information to validate existing data, append missing contact data to your records, or rent a list, the data will be "to-the-day" accurate.

## Telco SmartSearch Solutions from Melissa Data...

### Telco SmartSearch Web Service:

- Real-time 24/7 via HTTP/S XML
- Fast response times
- Single look up or batch file
- Scalable to over 50 million per day
- Best search-n-match logic
- Set your own level of matching tolerance and criteria
- Ideal for reverse phone lookups and finding complete contact information

### Telco SmartSearch Batch Service:

- Upload files with unlimited number of searchable records
- Fast turnarounds
- Ideal for filling in the blanks

### Premium Phone Append & Verify:

- Append phone numbers and/or addresses to Customer, Consumer and Business lists
- Flag National Do-Not-Call numbers
- Identify numbers that are possible cell phone numbers

### New Mover Mailing Lists:

- New Activation Flag
- Demographic Selects
- Business Selects
- Lifestyle Selects



# Telco SmartSearch Solutions

## **As Smart As You Want It...**

You no longer have to give up on a listing because an exact match wasn't found. You can set your own level of matching tolerance and choose your own matching criteria. SmartSearch takes the query parameters (Name, Address, City, State, ZIP, etc.) through unique and proprietary matching algorithms to find the closest match.

### **For example... you can select:**

**Exact Match:** complete match of all fields

**Almost Exact:** last name, house, street, (city/ZIP5), state

**Loosely Matched:** last name and state

## **Simple, Smart Matching...**

If you know exactly what you're looking for, run your query to find an exact match. This is most useful for reverse number lookups, or specific business cases that require exact matching.

### **For example... Your query could be: George Costanza on 1234 Oak St**

There may not be an exact match in the database, but it might find:  
**George Costanza on 1233 Oak St.**

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Your Partner in Data Quality

## ◆ **Telco SmartSearch Web Service...**

Access the Telco database 24/7 via real-time HTTP/S XML. The Web service provides a unique solution for fast response times to get you the data you need, when you need it. There's no better way to find or verify business and consumer contact information, especially if you only have a name, phone number, or an address to start with - just run a reverse lookup to fill in the blanks to complete your records. Telco SmartSearch Web Service... it's just that simple, and oh, so smart.

## ◆ **Telco Data Sourced Leads for Mailing Lists...**

***If you're a direct marketer who knows that a first-mover advantage is important to getting new business, you can't afford to ignore daily-updated Telco SmartSearch data for your next mailing list.***

Whether you're marketing to consumers who have just moved into their new residence, or businesses ready to turn on the lights and open their doors, a new movers list based on to-the-day information is indomitable to the success of your direct mail campaign.

- **1.2 million** new Business and Consumer records added each month.
- **40,000** new mover records added daily.
- **4.7 million** new move business and consumer records from the last 100 days is ready for delivery when you are.

Plus... you can get free counts, a variety of selects, and can purchase and download a list in minutes, or, call and speak with a list specialist.