

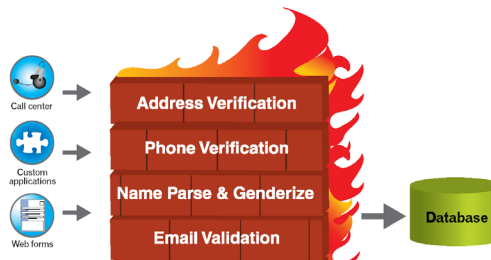


Data Quality WebSmart Services



Harness the power... of Melissa Data's WebSmart Services to handle all of your data quality needs. Ensure that all your contact data, including addresses, names, telephone numbers, and emails are valid, The WebSmart services can be integrated anywhere into your business chain to ensure the integrity of your database from real-time point-of-entry with Web forms and call centers to batch processing existing database files.

4 Core basic components for safe, secure, firewall protection



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

- 1. Scrub and enrich addresses with Address Verifier**
Protect against fraud, waste, and excess postage by cleaning up your database of bad and undeliverable addresses.
 - Parses, standardizes, corrects, and verifies U.S. addresses with USPS® CASS Certified™ engine and generates CASS form 3553 required for discounted mailings
 - Adds ZIP + 4®, carrier route, and delivery point codes
 - Use Canada Post option to verify, correct, and standardize Canadian addresses
- 2. Parse and genderize names with Name Parser**
Discover the gender makeup of your list and increase response rates with personalized messages.
 - Parses full names into 5 components (first, middle, last, prefix and suffix)
 - Splits dual, inverse, and mixed first and last names
 - Appends gender to first name to create personalized salutations
 - Detects company, suspicious, and vulgar words in name fields
- 3. Validate email addresses with Email Verifier**
Improve email communications, reduce bounce-backs and undeliverables
 - Parses and checks for general format syntax errors, domain name changes, and improper email address format for common domains
 - Checks for and corrects top level domain
 - Removes invalid characters
- 4. Validate 10-digit phone numbers with Phone Verifier**
Enhance telemarketing effectiveness and increase the value of your database
 - Parses and validates U.S. and Canadian phone numbers to the 7-digit level and to the 10-digit level of numbers 6 months and older
 - Fills in, updates and corrects area codes
 - Identifies and validates toll-free (800, 866, 877, 888) numbers
 - Appends geographic data linked to the phone number location
 - Identifies number as a business, residential, or SOHO; cell, land line, or VOIP

Sample Results from calls to the WebSmart Services

DATA SUBMITTED TO SERVER

Name Mr John Wayne Brown Jr
 Company Melissa Data Corp
 Address 22382 Empresa 92688
 Phone 9495895200,827
 Email..... john@800miAL.com

ADDRESS DATA Returned

Company Melissa Data Corp
 Address 22382 Avenida Empresa
 City Rancho Santa Margarita
 State CA
 ZIP 92688
 Plus 4..... 2112
 Carrier Route..... C056
 Delivery Point 821
 County Name..... Orange
 Time Zone Pacific

NAME DATA Returned

First Name John
 Middle Name Wayne
 Last Name Brown
 Prefix Mr
 Suffix..... Jr
 Gender..... M (Male)

EMAIL DATA Returned

TLD..... com
 Domain melissadata
 TLD Desc..... Operated by Verisign
 Email..... JohnB@melissadata.com
 Status Verified

PHONE DATA Returned

Area Code 949
 Prefix 589
 Suffix..... 5200
 Extension..... 827
 City Trabuco Canyon
 Latitude..... 33.635101
 Longitude..... -117.599602
 Results..... Verified Business



Data Quality WebSmart Services

Scalable, Flexible, & Neutral

All that is required to use a WebSmart Service is an Internet connection and the programming language of your choice. There are no files to maintain. WebSmart is operating system and programming language neutral, so you can use our service anywhere. We make the services available as a SOAP, XML, or REST call so you can choose the protocol that is best for you.

WebSmart... A La Carte

The modular architecture of the WebSmart services employed allows you to incorporate additional functionality from a collection of data validation and enrichment components to enhance the power and performance of your contact database. Choose any or all of the following to design the ideal WebSmart service for your business applications:

- **WebSmart GeoCoder**

Appends the latitude and longitude coordinates down to the 9-digit (ZIP + 4) level of U.S. addresses; census tract and block numbers; Core Based Statistical Area (CBSA) data; county FIPS and name; and place name and code.

- **WebSmart RBDI Delivery Indicator**

Identifies address delivery type as Business or Residential.

- **SmartMover NCOA^{Link}® Move-Update**

Process batch lists in real-time* against USPS® NCOA^{Link} 48-month COA (change-of-address) data. (SmartMover).

- **WebSmart IP Locator**

Identifies IP address city, region, country, ISP and domain name, longitude and latitude.

- **WebSmart Canadian NCOA[®]**

Process batch lists in real-time against Canada Post NCOA 72-month COA (change-of-address) data.

- **WebSmart Street Search**

Provides direct access to the National Data files giving users the ability to generate street suggestions for undeterminable addresses.

- **WebSmart ZIP Search**

Search for cities in a ZIP Code, ZIP codes in a city, or all city names that match a specific pattern within a state.

Functional Benefits

- Clean up your contact information
- Reject bad & phony data
- Catch data entry errors immediately
- Correct bad data after entry
- Protect against fraud & waste
- Increase delivery & response rates
- Process one record or batches 24/7
- Personalize & target your message
- Increase ROI for CRM, DW, or marketing projects
- Enrich existing data for business intelligence & data mining

Technology Benefits

- Operating System Neutral
- Multiple protocols supported: SOAP, XML, and REST
- All data is secured with 128 bit SSL encryption
- Batch lookups supported

Architecture Benefits

- Modular so you choose only the services you need
- Geographically distributed server farms
- Available 24/7/365. No down time even during updates
- XSD schemas provided

Other Benefits

- Free trial period for integration & testing
- Free sample code in a variety of languages
- Free technical support
- Freshest data available at all times
- No data updates to maintain

Pricing

Pricing is volume based. Call now for a quote! 1-800-MELISSA (635-4772), opt 3 Ask about a free trial to WebSmart!

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