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-Scott Perkins,  
President and CEO

## Connectify Cleans Co-Registration Data with Address Verification Web Service

### Company

Connectify Networks

### Industry

Digital Media

### Challenge

Connectify Networks is a San Francisco-based digital media company that specializes in developing permission-based customer acquisition and conversion solutions for advertisers like Proctor and Gamble, IBM, and Hewlett Packard. Connectify develops relationships with consumers who have expressed interest in their clients' products and services.

Connectify helps advertisers acquire new customers by providing access to a network of Web sites, including some of the largest and well known sites in the world, where they can promote their offers to new users and registrants.

In turn, Connectify creates registration pages for its network of Web publishers. When a visitor registers, Connectify serves up advertiser offers optimized based on the user profile. This allows the Web publishers a way to monetize traffic to their sites and supplies advertisers with new avenues to develop targeted leads. This technique of building revenue-fueling opportunities is known as co-registration.

“We bring compelling offers into environments where viewers are already transacting, such as within new user registration environments, member login pages, subscription confirmation landing pages, etc.,” said Scott Perkins, Connectify's president and CEO.

For instance, Connectify created a Web-based marketing initiative for Blockbuster – one of its clients – to entice the retailer's customers to sign up to receive periodic emails promoting the latest movie releases. Customers who were interested in receiving emails

### About Connectify

Connectify Networks is a full service digital media company that specializes in creating and implementing permission based direct marketing campaigns. Connectify's customer acquisition and conversion solutions allow advertisers to develop relationships with those who have expressed interest in their products and services.

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were encouraged to enter their email and postal address.

The challenge was that some of the entered customer contact data contained missing address elements or wrong ZIP® codes. “Up to 15 percent of records are filtered for correction due to missing or bad data,” Perkins noted.

If there was bad or incorrect address information on its registration data, that could mean less revenue generated for its clients and network partners. That’s why Connectify needed an address cleansing solution that would correct bad contact data in its clients’ customer registration forms.

### Solution

Data Quality Web Service<sup>SM</sup> (DQWS), a 24/7 data entry verification service using Melissa Data secure servers.

### Benefits

- » Verifies and cleans co-registration data at point-of-entry or in batch
- » Rejects phony phone numbers for more efficient telemarketing followup
- » Appends gender codes and identifies words in name fields that are vulgar
- » Platform neutral – simply wrap data in a SOAP or XML document for instant validation

### Results

Before committing to a purchase, Connectify started with a 30-day free trial of the Data Quality Web Service from Melissa Data to give the service a test run. Needless to say, the company was impressed with the service. The integration was simple and the documentation was easy to understand. Connectify also was pleased with Melissa Data’s technical support. “Their solutions team was always quick to communicate a solution path to us,” Perkins noted in an article published in DM Review.

Connectify uses the Data Quality Web Service from Melissa Data to validate the millions of addresses and phone numbers collected from Web forms. The data cleansing process is completed in realtime at point-of-entry and periodically in batch. The records are sent from Connectify’s server to one of Melissa Data’s multiple secure servers, validated and returned within seconds.

“I think it’s important [to verify in realtime], as people get more and more used to transacting online. They’re more tempted to put in bad data to take advantage of an offer,” Perkins said. “We pride ourselves on providing high volume and high quality leads for our clients.”

Connectify also uses Melissa Data’s telephone verification feature, built-in to the Web Service, which verifies that the area code and prefix combination is in sync with the ZIP Code™. “The benefit of using the Web Service is that it saves us the time and effort of monitoring,” Perkins said. “It’s a consistent tool.”

By utilizing the Data Quality Web Service, Connectify was able to verify address information in its registration data, as well as fuel more revenue for its advertisers and publishers.

### About Melissa Data

Melissa Data is a leading provider of data quality and mailing solutions. Melissa Data helps companies acquire and retain customers, validate and enhance data, improve marketing ROI and save money on postage and mail processing. Since 1985, Melissa Data has helped companies like Mercury Insurance, Xerox, Disney, AAA, and Nestle improve customer communications.

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