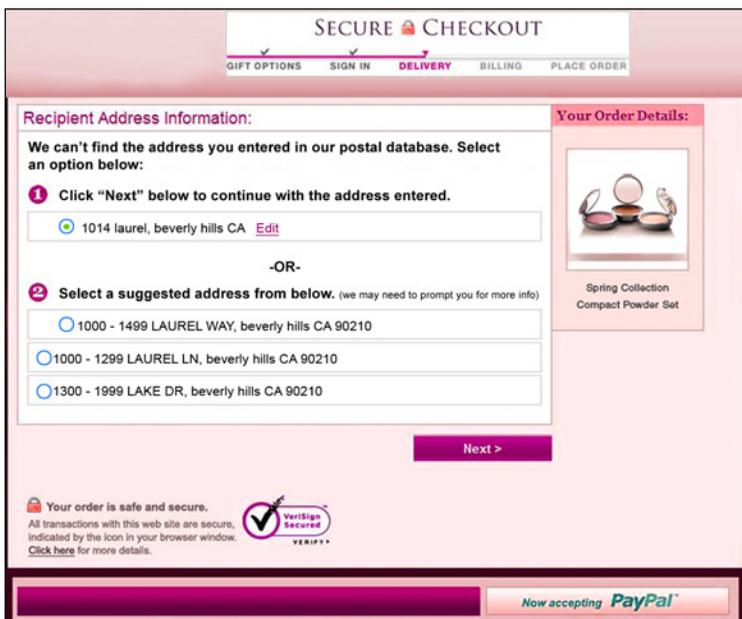




< IN THE SPOTLIGHT >

A New Way to Generate Address Suggestions in Address Object

To the naked eye, an address like “12900 MaXYZ St” seems like nothing but bunch of gibberish. But to our new **Find Suggestion** engine, this is anything but garbage.



Real Life Application

In fact, it sees this as an opportunity – an opportunity to search, to suggest, and to correct.

Built in to the Address Object on our latest release, our new **Find Suggestion** engine provides the capability to gather probable alternatives to bad addresses.

continued on page 3

DATA QUALITY TOOLS

< Address Object >

Canadian Address Object

Data Quality for SSIS

DQ*Plus

Email Object

GeoCoder Object

IP Locator Object

MatchUp Object

Name Object

Phone Object

Presort Object

Right Fielder Object

SmartMover Web Service

StyleList Object

Telco SmartSearch Web Service

WebSmart Services

The Insider Pro

Now you can benefit from free monthly updates via an FTP link sent to your email – giving you easier and faster access to all our product updates. These emails will be automatic, you don't have to sign up for anything. Please notify your customer service/sales rep if you want to change your email.

Offering complimentary monthly updates via FTP is a new thing this year. We want to ensure you have the freshest data available.

In other news – our new printed manuals and Quick Start guides are now available for all of our data quality tools. If you'd like to receive a printed manual, please contact your sales rep.



Bud Walker
Product Manager

WIN an iPod® touch!
see next page.

Tips + Tricks

FEATURED PRODUCT: **IP Locator**



By Admound Chou, DQT Assistant Manager

+ How to Use IP Locator and MapPoint to Visually Map Your Client

Do you have a list of IP addresses of your customers or clients? If you run a website or Web service, you will very likely have, or have access to that data. With Melissa Data's IP Locator and Microsoft's MapPoint, you can now easily see the locations and concentrations of your customers in a visual map. Compared to a numerical or text chart, a visual map representation allows you to instantly see patterns not easily deduced in number form.

Getting Started

The first step is to simply process your IP addresses using Melissa Data's IP Locator Object or Web service and store their corresponding latitude and longitudes.

If you have a frequency number per IP address, be sure to include that as well. Save that data into a CSV, XLS, MDB, or TXT format.

Now, open up MapPoint and navigate to Data->Data Mapping Wizard.

There are several options on how to display your data.

- 'Shaded Area' allows you to see different regions (like ZIP Code™, county, or state) by color.
- 'Shaded Circles' will plot multiple circles with different colors based on the frequency.
- 'Sized Circles' will plot circles of varying size based on the frequency.
- 'PushPins' will plot individual pushpins for each location.

We recommend that you try several of these mapping options to see which one is best for you.

Now, click 'Next' and select 'Import Data to Map it' and open your file.

Specify the latitude and longitude column and select all other columns as <Other Data>.

In the next screen, specify the column with the frequency per IP address if you have it. Now, you are done. Click finish and you have your map!

What Do You Think?

Your input is valuable. We're always looking to improve our products and services, customer service, and information we post in the Data Quality INSIDER. That's why we're turning to you, our valued customers, for feedback. We'd like to know what you think of our newsletter, any suggested improvements, new product features, and what topics you'd like us to cover in future issues.

We invite you to fill out a short survey at www.surveymonkey.com/s/dqi-ipod. Once you've completed the survey, your name will be entered in a drawing to win a free iPod touch. The winner will be notified by email.

WIN an iPod® touch!



Thank you for your continued support. If you have any questions or need assistance, please call our tech support: 1-800-MELISSA (635-4772) opt #4.

< IN THE SPOTLIGHT >

continued from Page 1

A New Way to Generate Address Suggestions in Address Object

When an address is considered invalid, for example “12900 MaXYZ St”, **Find Suggestion** can be invoked and give you the closest possible alternatives.

Utilizing **Find Suggestion** is as easy as 1, 2, 3 – or in this case, searching, suggesting, and correcting.

Search

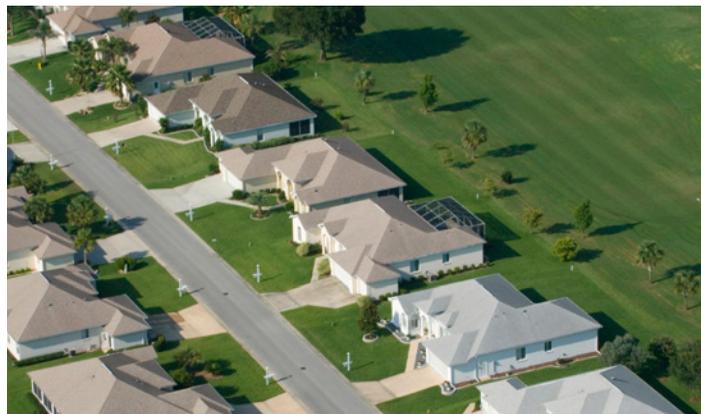
When does it make sense to find suggestions? Intuitively, we try to develop suggestions for addresses that are deemed undeliverable due to certain anomalies, such as misspellings or missing address components. Calling **FindSuggestion()** will perform several complex algorithms to zero in on the closest possible alternatives.



Suggest

It's one thing to simply tell a user the reason why an address was undeliverable. It's another when you try to tell them what they might have actually meant. Through the **Find Suggestion** engine, you can present the user with some of the found alternatives to an undeliverable address.

“123 Main St, Los Angeles CA” is missing suite information.



Did you mean:

“123 Main St Apt A, Los Angeles CA”?
 “123 Main St Apt B, Los Angeles CA”?
 “123 Main St Apt C, Los Angeles CA”?

Correct

In searching for sensible alternatives and presenting them to the user, you provide an effortless way for customers to select from a list of suggested addresses. **Find Suggestion** aims to make it easy for customers to rectify invalid data at point of entry and ultimately improve data quality.

Compare and Contrast

As opposed to the StreetSearch Interface of the Address Object, **Find Suggestion** automates the search process for finding alternative addresses. Although StreetSearch is more flexible in the sense that you get to decide how and what addresses are to be suggested, in a single method call, all the low level decision making is handled by **Find Suggestion** – so you never have to worry about the “hows” and the “whats.”

Make the most of our Data Quality solutions and take advantage of the **Find Suggestion** engine. If you wish to learn more on how to use our tools, visit our Address Object FAQs page at:

www.MelissaData.com/tech/aobjectfaq.htm
 (go to 2.6.5)

News Bytes

>> Melissa Data Launches New Canadian Verification Engine



Melissa Data introduces a brand new Canadian engine. As a result of feedback from our customers, we've rewritten our Canadian parser and verification engine from the ground up to make it faster, more robust, and better at handling data entry errors.

Additionally, we have added a number of new features that were not available for Canadian addresses before:

- AddressType for Canadian addresses
- SetDiacritics to allow you to decide whether to add, keep, or delete French-style words with diacritic characters
- New parsed properties used only by Canadian addresses (ParsedRouteService, ParsedLockBox, and ParsedDeliveryInstallation)
- New ParseCanada() method in the Parse Interface to parse Canadian street address lines
- ZIPData interface now supports Canadian postal code searches
- StreetData interface now supports Canadian street searches

We encourage you to take a look at these new features to take full advantage of them for your Canadian contact address database.

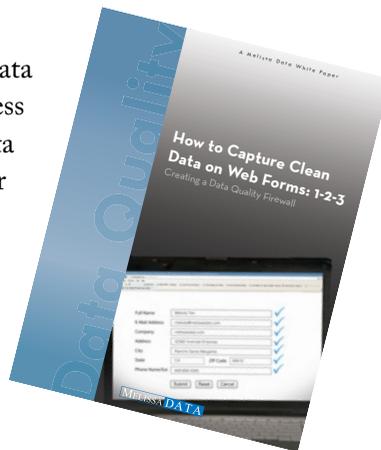
>> Can Your Web Forms Do This?

You spend serious money trying to capture data from your Web forms – but are your leads less useful due to bad data? Are customer data entry errors – such as omitting a letter or punctuation mark from an e-mail address, transposing numbers in a mailing address ZIP Code™, or leaving out the area code of a phone number – causing inefficiencies and waste?

We've recently released a new white paper that explores three ways you can optimize Web forms to improve lead quality, customer retention, delivery times and ultimately, your bottom line.

Download your free white paper here:

www.MelissaData.com/whitepaper/dqt-webform-whitepaper.pdf



Helpful Links

Melissa DATA Resources

Link to our white papers, case studies, and insightful articles to help you get the most out of your direct mail, marketing, and data management initiatives.

www.MelissaData.com/resources

Discussion Forums

Ask questions, talk product, and get fast answers in our discussion forums.

<http://forum.MelissaData.com>



Free Trials

Identify the gender makeup of your contact data. Download a free trial of Name Object.

www.MelissaData.com/dqi-name

Identify geographic location of an IP address. Get a free trial of IP Locator.

www.MelissaData.com/dqi-ip

Verify U.S./Canadian phone numbers. Request a free trial of Phone Object.

www.MelissaData.com/dqi-phone



Melissa Data DQT Product Manager

Bud Walker

bud@melissadata.com

1-800-635-4772 x159

Melissa Data Technical Support

tech@melissadata.com

1-800-635-4772 x4 (6 am to 5 pm PST)



Editor Abby Telleria

Writers Bud Walker, Admound Chou, Tim Sidor, Joseph Vertido

Art Director Melody Yen

Contact the editor at insider@melissadata.com

Melissa Data Corp.

22382 Avenida Empresa

Rancho Santa Margarita

California, 92688-2112

Ph 1-800-MELISSA (635-4772)

Fax 949-589-5211

www.MelissaData.com

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