

Data Quality Suite

Customizable, multi-platform data quality control

Ensure the integrity of your database, save money on postage, and increase response rates with the power and flexibility of four Data Quality Objects on one DVD. Add rapid lookup, verification and correction routines to your custom Windows, Linux and Solaris applications to achieve clean, accurate, usable contact data.

- Verify, standardize & enhance data at point of entry or batch
- Catch data entry errors & reduce key strokes
- Increase mailing & shipping address accuracy
- Analyze customer information

Scrub addresses with ADDRESS Object

Protect against fraud, waste, and excess postage by cleaning up your database of bad and undeliverable addresses. Address Object is powered by a CASS Certified™ address verification engine to meet USPS® specifications for ZIP + 4® code accuracy.

- Add ZIP + 4, carrier route & delivery point codes
- Includes EWS, DPV™ and LACS^{Link}™
- Resolve data inconsistencies
- Perform street search option
- Enable quick ZIP Code™ lookup
- Print USPS® CASS™ Form 3553
- Monthly or bimonthly updates available
- Available for Windows, Linux & Solaris

Verify email addresses with EMAIL Object

Verify, correct and standardize email addresses at point of entry, or in batch, to assure you capture, save and store only legitimate email addresses.

- Improve email communication performance
- Increase response rates
- Avoid bounce-back/undeliverables
- Reduce online fraud and charge-backs

Update area codes with PHONE Object

Enhance telemarketing effectiveness and increase the value of your database by updating and correcting U.S. and Canadian area code and prefix combinations.

- Update area codes that have split
- Correct bad & missing area codes
- Standardize telephone format for consistency

Parse & genderize names with NAME Object

Discover the gender makeup of your list and increase response rates with gender-specific messages. Split a full name into five components and append a gender code using a database of over 12,000 multi-ethnic first names.

- Parse full names into five components
- Append gender code based on first name
- Catch vulgar words that lead to waste & fraud

Address data returned

Company..... Melissa Data
 Address..... 22382 Avenida Empresa
 City..... Rancho Santa Margarita
 City Abbr..... Rcho Sta Marg
 State..... CA
 ZIP..... 92688
 +4..... 2112
 Suite..... n/a
 Carrier Rt..... C056
 Delivery Pt..... 821
 CountyName..... Orange
 County FIPS..... C06059
 Time Zone..... Pacific
 PMSA..... 5945
 LACS..... n/a
 Address Type..... S
 Private Mailbox..... n/a
 Latitude..... 33.6480
 Longitude..... -117.6000
 Congress Dist..... 48
 Status..... Verified

Data submitted

Name..... Mr John Wayne Brown, Jr
 Company..... Melissa Data
 Address..... 22382 Emprisa 92688
 Phone..... 7145895200x111
 Email..... JOHN.Brown@800mial.com

Data submitted has incomplete address, misspelled street name, wrong area code, and invalid email address.

Phone data returned

Area Code..... 714
 Prefix..... 589
 Suffix..... 5200
 Extension..... 111
 Distance..... n/a
 New Area Code..... 949
 Status..... Corrected

Name data returned

First Name..... John
 Middle Name..... Wayne
 Last Name..... Brown
 Prefix..... Mr
 Suffix..... Jr
 Gender..... Male
 Status..... No Vulgar

Email data returned

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

Data Quality Suite

Convenient and compatible

Data Quality APIs work with programs written in a variety of languages. The sample source code makes it easy to customize your verification and lookup routines and is available for the following:

Windows	
Cold Fusion • Java • FoxPro	
MS Access • MS SQL	
Visual Studio 6 and .net:	
ASP, C++, C#, VB	
Linux & Solaris	
• JAVA	• PHP • Perl • C, C++

Visual Basic Code Snippet

```

'Create an instance of the object
Dim addPtr As New AddressCheck

'Set the properties with the input data
addPtr.Address = "2512 Tulup"
addPtr.zip = "89101"

'Call the VerifyAddress method
addPtr.VerifyAddress()

'Display the results
Add = addPtr.Address + " " +
addPtr.Suite
City = addPtr.City
State = addPtr.State
ZIP = addPtr.ZIP + "-" +
addPtr.Plus
    
```

Input data: 2512 Tulup 89101

Address	2512 Tulip Ln
City	Las Vegas
State	NV
ZIP	89101-2861

System requirements

Windows 2000 or XP
 Pentium III or higher processor
 550 MB of hard disk space

For more information, contact:

Enhance contact data hygiene, management, and performance with a powerful API add-on to the Data Quality Suite.

RBDI

Identify parcel delivery addresses as Residential or Business to select the best carrier for each delivery. Appends codes to the 9-digit or 11-digit postal codes and run concurrently with Address Check function.

- Reduce residential delivery surcharges
- Identify shipping patterns
- Provide rate-shopping service to web customers
- Available for Windows, Linux & Solaris

GeoCoderObject

Create a dealer locator lookup program or pinpoint customer location clusters using your mapping applications and GeoCoder Object.

- Adds latitude/longitude to the ZIP + 4 level
- Appends Census tract & block numbers, county name & FIPS codes
- Available for Windows, Linux & Solaris

Canadian*AddressObject

Verify, correct and standardize the Canadian addresses in your database at point of entry or in batch.

- Standardizes to Canada Post SERP requirements
- Adds postal code, municipality, province, time zone



Update records for change-of-address information with the new SmartMover Web Service available 24/7. Process house lists for USPS® NCOA^{Link}® move updates in real time, any time. It's a Web service unto its own.

- Reduce undeliverable as addressed mail
- Save money on postage and mail forwarding
- Stay in touch with your customers, move after move