MELISSA DATA®

Your Partner in Data Quality

Looking to Expand Your Mailings to Other Countries? Melissa Data Can Help

Today's technology and data-driven communications allow us to live in an increasingly integrated and interconnected world. It creates great opportunities for companies of all sizes to compete and thrive in international markets.

And, like many of our customers, Melissa Data is going global too. First, we've partnered with Canada Post, Royal Mail, and Deutsche Post to bring additional reference datasets into our data quality and address management solutions. These solutions help verify, standardize, and format international addresses to support customers expanding into new international markets. And, Melissa Data now has offices in the U.K., Germany, Australia, and India that allow us to get closer to our customers and provide the critical services and support needed for success.

We can help you mail or ship to international markets with address verification tools that correct and verify data for 240+ countries and territories, standardize addresses to a country's local format, and add missing components such as postal codes, regions, and more. Additional features include transliterating native character sets (i.e., changing Chinese characters into Roman letters) and adding geocodes (see below). Our global address verification tools are available as a Cloud service, or integrations with Microsoft Excel and SQL Server, Oracle, Salesforce, and other popular CRM and e-commerce platforms. And, to ensure that accurate address data enters databases at the point of entry, Melissa Data also offers Express Entry, a service to auto-complete an international address with a fully-verified and deliverable address.

Along with address verification, we can also geocode the addresses in your mailing lists by adding precise lat/long coordinates for over 40 countries, including Australia, France, Singapore, Mexico, and the United Kingdom. Converting addresses to map locations enhances target marketing campaigns, mailings, and lookups based on location or a geographic radius.

For customers looking for innovative products for the domestic market, Melissa Data has a new service called LeadGen. You can easily integrate this Cloud API into your custom applications or as a private label to get Consumer, Business, Occupant, and Property Owner lists. You can purchase lists immediately and be invoiced at regular intervals. It's ideal for high-volume list buyers and brokers, and mailing houses looking for a new revenue stream.

We've been in business for 30 years, and as we go for 30 more, we'll keep thinking of new ways to support mail and shipping providers as globalization shrinks the world, bringing customers and businesses closer together.

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