



\$20 billion is wasted on returned mail each year according to the USPS® — a number that only increases as postage rates continue to rise. Melissa Direct, a division of Melissa, helps mailers solve this problem and stay up to date with domestic and international address quality in a number of ways. For over 35 years, Melissa has helped more than 10,000 companies worldwide stay in touch with customers and prospects, improve deliverability, cut costs, and increase ROI with address and other contact data quality solutions.

NCOALink® National Change of Address Processing

Melissa is a NCOALink® Full Service Provider licensee of the USPS and will match your list against the full USPS NCOALink dataset of over 160 million moves filed over the last 48 months. Plus, Melissa leverages mCOA and pCOA databases — millions of change-of-address records from multi-sourced and proprietary data — to reach those 40% of households that do not file a change-of-address with the USPS.

Melissa also provides NCOA services for many international countries. As one of only a handful of Canada Post® licensees, Melissa updates your file based on a dataset of 10-million move records while simultaneously performing Canadian Address Hygiene.

Online Presorting

Mailers Online is the easy-to-use SaaS mailing solution that prepares USPS-compliant mailings and presorts in the Cloud. All you have to do is simply upload your list and Mailers Online will standardize, verify, cleanse, dedupe, and update all addresses to increase deliverability and qualify for First Class, Standard and Destination Discounts. Mailers Online offers the flexibility for your entire team to process mailings without installing and updating software at each workstation, no long-term contracts and easy pay-per-job pricing.

Generate New Revenue Streams

Melissa’s LeadGen Mailing List APIs provide access to over 200 million consumers, 15 million businesses as well as Occupant and Property Owner mailing lists. With wholesale pricing, these lists may be for internal or retail use. Build, order and download lists that contain demographic, firmographic, location information and more at any time. Define market segments, reach the ideal audience, and gain a deeper understanding of your customers with updated and accurate information.

Solutions for Everyone

Melissa’s address hygiene solutions are available as Web APIs, Automated FTP (fast, convenient and secure processing 24/7/365), SaaS, and desktop software. Stay in touch with your customers and prospects, improve deliverability, cut costs, and increase ROI all with better address quality.



RAY MELISSA

If 2020 has shown us anything it is how important an accurate address is. From ensuring essential services and deliveries make it to the right place at the right time, to grappling with vote-by-mail concerns, address quality is essential. We’ve been harnessing the power of address accuracy for over 35 years to help businesses across industries gain a competitive edge, deeper insights, postal savings, reduced waste, and more. See how Melissa can help you with your mailing needs.

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