



Data-Driven Solutions That
**REVOLUTIONIZE SALES
& MARKETING**

GENERATE NEW LEADS

ENHANCE YOUR LIST

**CLEAN YOUR
CUSTOMER DATA**

LOWER POSTAGE COSTS

DIRECT MARKETING DATA & SERVICES

melissa
DIRECT

Fresh Marketing Solutions

From Your Direct Source

Melissa Direct is your single source for data and marketing solutions. From the freshest consumer and business mailing, email and phone leads, to data appends and mail preparation services. We have the data-driven solutions you need to keep your customer data clean and useful to find new leads, achieve better ROI and grow your business!

\$135 OFF
YOUR
PURCHASE*

Mail Preparation



NCOA Move Update

CASS™ + Presort

Data Appends



Mobile & Landline Phone Append



Demographic Append

Email Append

Fresh Leads



Consumers



Businesses



Property Owners

*Get \$135 Off Your Purchase of \$400 or more.

www.MelissaDirect.com/fresh

Use Promo Code: **FRESH135**

melissa

DIRECT

www.MelissaDirect.com | 1-800-MELISSA

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HAPPY BIRTHDAY TO US, HAPPY BIRTHDAY TO US...

We're excited to be celebrating our 35th year as your partner in data quality. Celebrate with us by taking \$135 off a purchase over \$400. Save on mailing lists, email marketing, data enhancements and data hygiene services, and more.

Call 800.800.6245 for details.

THE BEST DATA AT THE BEST PRICE

Our data is simply the best. Hands down. That's why we offer the following guarantees:



LOW PRICE GUARANTEE

We have the lowest prices – period. If you already have a quote from another company, scan and send it to us and we'll beat it. Applies to online orderable mailing lists and sales leads (specialty lists excluded).



95% DELIVERABILITY GUARANTEE

All our online orderable mailing lists are regularly cleansed, updated and CASS™ & DPV® processed to confirm the address is an actual delivery point by the USPS®. We will replace any undeliverable-as-addressed (UAA) records that exceed the above published rate when you use your list within 30 days of purchase and address your mail appropriately. Please keep hold of all returned mail as proof of undeliverable addresses. We do not reimburse for printing and postage costs.

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BUSINESS MAILING LISTS & SALES LEADS

Finding new U.S. and international business prospects is easy with our business databases. We have millions and millions of business records to help fuel your direct mail, telemarketing and email outreach efforts.

Selection options

Build your list online at MelissaDirect.com or call one of our list specialists at 800.800.6245 – we'll help you find exactly what you need.

▶ GEOGRAPHIC AREA

Local or nationwide? Either way, we have just the list for you. Choose prospects by ZIP Code™, County, City, State, or Area Code.

▶ RADIUS FROM ADDRESS OR ZIP CODE

Identify prospects within a certain number of miles of your business or recent sale.

▶ BUSINESS CLASSIFICATION

Target the most promising business leads based on Standard Industrial Classification (SIC) or National American Industrial Class System (NAICS) number(s), or easily search by Yellow Page Listing keywords.

▶ NUMBER OF EMPLOYEES

Add the number of employees to all the business records in your search, or select businesses based on number of employees.

▶ ESTIMATED SALES VOLUME

Add the estimated sales volume to all the business records in your search, or select businesses based on estimated sales volume.

▶ BUSINESS TYPE

Find all businesses based on type: Headquarters, Franchise/Branch, Cottage Industry, Small Business, and/or Women-owned.

▶ JOB TITLE

Let us add the job title for executives to help you reach the key-decision makers for a final buying decision, including: CEO, CFO, Owner, President, Vice President, Director, and Manager.

▶ ADDITIONAL APPENDS AVAILABLE

Branch/Headquarters Indicator; Fax Number; Phone Number; Social Media Handle.

Choose from more than 30 search selections as well as geographic information to target the right audience for your marketing, sales, and research efforts.

Our multi-sourced database of businesses in the U.S., Mexico and around the world, help you zero in on exactly the right target to help you increase response rates and improve ROI.

BUSINESS LISTS AVAILABLE

15 MILLION U.S. BUSINESSES <i>(updated weekly)</i>	From Fortune 500 companies to in-home businesses.
50 MILLION EXECUREACH PROSPECTS <i>(updated weekly)</i>	Our proprietary list blends "executives-as-consumers" at work or home by job title, industry, company size, and demographics.
185,000 NEW BUSINESSES – EVERY MONTH <i>(updated weekly)</i>	Ideal for information technology equipment and services, phone system sales, office furniture retailers, food catering services and health insurance.
38 MILLION BUSINESS CONTACTS WITH EMAIL	Glide past enterprise gatekeepers and get your message right into the inbox of key decision-makers and C-level prospects.
2 MILLION MEDICAL PROFESSIONALS <i>(updated monthly)</i>	Includes title, specialty and demographics. Ideal for pharmaceuticals, durable medical equipment (DME), continuing medical education (CME), medical apparel, and non-profit charity causes.
1.5 MILLION CANADIAN BUSINESSES <i>(updated monthly)</i>	Target virtually any company in Canada, including new businesses, manufacturers, small businesses, etc.
1.5 MILLION MEXICAN BUSINESSES <i>(updated monthly)</i>	Includes data on manufacturers, importers/exporters, wholesale distributors plus targeted business professionals, key decision makers, executives and high-profile contacts.

PRICING

\$50 PER 1000 RECORDS *(\$50 minimum order)*

\$185 PER 1000 RECORDS WITH EMAIL ADDRESS *(\$50 minimum order)*

BUILD YOUR LIST – EASY AS 1-2-3

1. Visit MelissaDirect.com/business
2. Make your selections
3. Review your count and download your order

CONSUMER MAILING LISTS & SALES LEADS

Tap into our database of over 200 million households nationwide to build the perfect consumer list. Our high-quality, multi-sourced data includes detailed household attributes, housing/homeownership and demographics/lifestyles selects.

Selection options

Build your list online at MelissaDirect.com or call one of our list specialists at 800.800.6245 – we'll help you find exactly what you need.

► GEOGRAPHY

Choose your targeted consumer list by ZIP Code(s), Radius, County, City, or Draw a Map around a particular location.

► HOUSEHOLD ATTRIBUTES

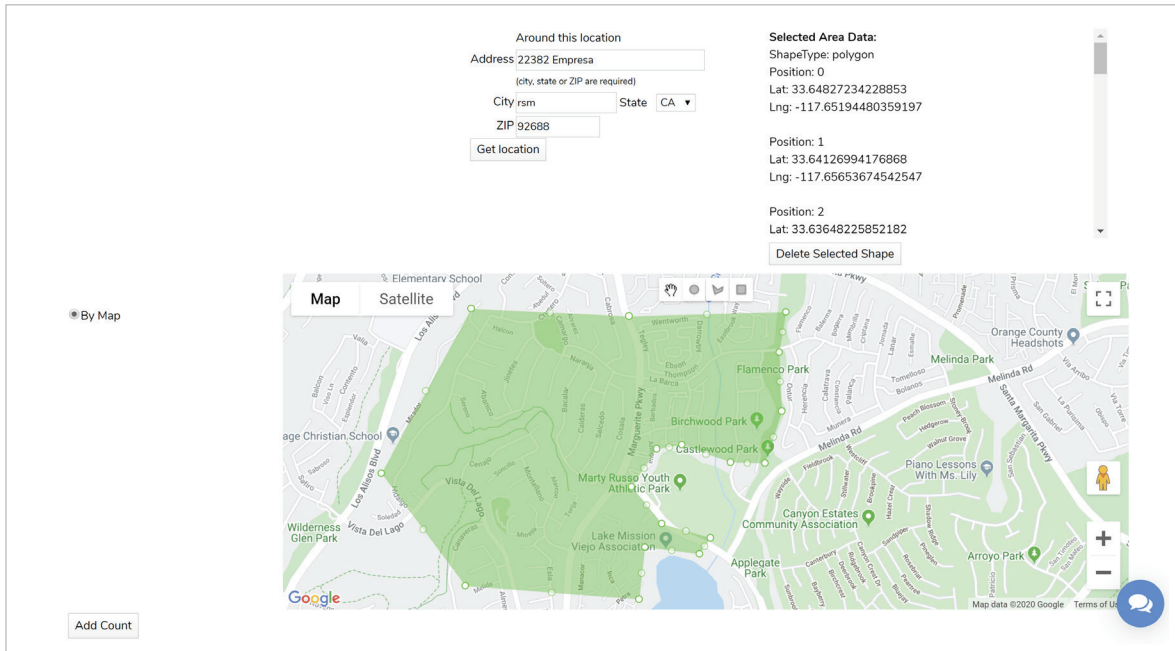
Add the following elements to your list or search by these criteria: Household Age Code, Number of Persons in Household, Number of Adults in Household, Number of Children in Household, Household Credit Card Info, Household Income.

► HOUSING/HOMEOWNERSHIP

Add the following elements to your list or search by these criteria: Homeowner/Renter, Length of Residence, Single/Multifamily Dwelling Unit.

► DEMOGRAPHICS

Add the following elements to your list or search by these criteria: Marital Status, Household Age, Mail Responsiveness.



Geographic, household and demographic elements are available to help you build the best consumer list for your campaign.

We maintain detailed and up-to-date household, demographic and lifestyle information to make it easy for you to build the perfect list, find new leads and grow sales.

CONSUMER LISTS AVAILABLE

200 MILLION CONSUMERS
(updated monthly)

Search using 30+ demographic selects and geography info to target the right prospects. Phone numbers and email addresses available.

SPECIALTY LISTS

200 MILLION REGISTERED VOTERS AND DONORS *(updated monthly)*

Micro-target by Party Affiliation, Political District, Ethnic Group, Prior Giving and Demographic and Lifestyle data to GOTV. Contacts include postal address, email address, phone and social media (where available).

12 MILLION PRE-MOVERS
(updated bi-weekly)

We acquire new records daily and build our file biweekly, so you can reach this highly responsive audience in time for the big day. Ideal for moving and storage companies, insurance agents, cleaning services, cable and satellite TV providers and security system providers.

800,000 BANKRUPTCY FILERS
(updated monthly)

Build relationships with individuals that have filed or just come out of bankruptcy. The list includes nationwide information for filings, discharges and dismissals for Chapter 7, 11, 12 and 13 bankruptcies.

27 MILLION PARENTS OF SCHOOL AGE CHILDREN *(updated monthly)*

New parents and parents of school age children are on the lookout for your offer for childcare, summer camps, tutoring, toys and electronics, and more.

190 MILLION AUTOMOBILE OWNERS
(updated monthly)

Use detailed auto owner data like make, model, and year to identify likely prospects for your automotive goods and related services.

12 MILLION AMERICANS WITH MEDICAL CONDITIONS
(updated monthly)

These individuals have a wide range of medical conditions (visit MelissaDirect.com/medical-conditions for a complete list of covered conditions) that require medical supplies, treatment, and maintenance.

PRICING

CONSUMERS: \$25 PER 1000 RECORDS
(\$50 minimum order)

Call 800.800.6245 for Specialty List Pricing

BUILD YOUR LIST – EASY AS 1-2-3

1. Visit MelissaDirect.com/consumer
2. Make your selections
3. Review your count and download your order

PROPERTY OWNERS MAILING LISTS & SALES LEADS

Target on-site and absentee homeowners nationwide. Our Property Owners mailing lists contain over 100 million records, covering more than 2,600 counties, 95% of the U.S. population, and over 98% of all mortgage transactions.

Selection options

Build your list online at MelissaDirect.com or call one of our list specialists at 800.800.6245 – we'll help you find exactly what you need.

► GEOGRAPHIC AREA

Local or nationwide? Either way, we have just the list for you. Choose prospects by ZIP Code, Street, City, Town & Place, County, State, or County, City, State, or Draw a Map around a particular location.

► RADIUS FROM ADDRESS OR ZIP CODE

Identify prospects within a certain number of miles of your business or recent sale.

► PROPERTY ATTRIBUTES

Target your list by Property Type, Number of Bedrooms/Bathrooms, Square Footage, Year Built, Property Value, Equity, Loan to Value Ratio, Last Sale Date, Presence of Pool/Heater/AC/Fireplace.

► MORTGAGE ATTRIBUTES

Find the right mortgagees by Amount, Rate, Rate Type, Term, Lender, Recording Date, Loan Type, Seller Carry Back.

► TYPE OF OWNER

Identify Absentee or Owner-Occupied Properties, Vacant Address, Trustee Owner, and Corporate Owner.

► DEMOGRAPHICS

Add the following elements to your list: Household Age, Household Income, Gender, Marital Status, Length of Residence, Persons in Household, Adults in Household, and Children in Household.

► ADDITIONAL APPENDS AVAILABLE

165 data elements including property, mortgage, owner and demographics fields. Visit MelissaDirect.com/property to view them all.

The screenshot displays the MelissaDirect.com web interface for selecting property mailing lists. On the left, there's a 'Map' section with input fields for 'Around this Location' (7 Berlamo), 'Rancho Santa Margarita', 'CA', and '92688'. A 'Get Location' button is below. The main map area shows a satellite view of Rancho Santa Margarita, CA, with a dark grey polygon drawn around a neighborhood. A 'How to use map:' section provides instructions: Step 1: Input location and click Get location to pin point location; Step 2: On the map canvas, click on Google image to draw circle on map (0.25 miles radius min., 10 miles radius max.); Polygon image to draw polygon (0.5 miles square min., 10 miles square max.); Rectangle image to draw rectangle (0.5 miles square min., 10 miles square max.); Step 3: Click Add button to get count in selected area. The right sidebar shows a 'Map' section with a table of results: 'Polygon In Rancho Santa Margarita, CA 92688, Computed Area: 1.16 Mile Square' with a count of 906 and a value of \$99.66. Below this are sections for 'Count Filters & Options' and 'List Reports'.

Focus on a local neighborhood or an entire state, to find the leads you need to target your best prospects.

PROPERTY OWNERS MAILING LISTS & SALES LEADS

A steady flow of accurate property data helps you find just the right mailing list or sales leads for your property-based marketing efforts.

PROPERTY OWNER LISTS AVAILABLE

120 MILLION PROPERTY OWNERS
(updated weekly)

Tap 98% of mortgage transactions to target the perfect audience for your home décor, landscaping, mortgage or security products and services.

14 MILLION ABSENTEE HOMEOWNERS
(updated weekly)

Non-resident homeowners, corporate owners, and trustees are excellent lead sources for real estate investors as they might eventually tire of maintaining properties where they don't live, as well as property management, home report, pool cleaning and landscaping services.

24 MILLION NEW HOMEOWNERS
(75,000 new records updated biweekly)

Homeowners are eager to spend big on home-related needs immediately after buying their new home. Get in front of these new owners and landlords before the competition.



Property Data

We collect data from diverse sources to deliver the intelligence you need for sound decisions.
See Page 21 for more information.

- ✓ Deeds
- ✓ Home Sales
- ✓ Parcel Shapefiles
- ✓ Neighborhood Data
- ✓ Natural Hazard Risk Data

PRICING

PROPERTY OWNERS: \$100 PER 1000 RECORDS
(*\$50 minimum order*)

ABSENTEE HOMEOWNERS: \$100 PER 1000 RECORDS
(*\$50 minimum order*)

NEW HOMEOWNERS: \$100 PER 1000 RECORDS
(*\$50 minimum order*)

Call 800.800.6245 for Specialty List Pricing

BUILD YOUR LIST – EASY AS 1-2-3

1. Visit MelissaDirect.com/property
2. Make your selections
3. Review your count and download your order

CREATE LISTS BY ZIP CODE™, SHAPE OR RADIUS

It's easy to use Melissa's online list builder to geo-target a local mailing list and download in seconds for a successful direct marketing campaign. With over 200 million consumer records, 50 million business records, and millions of property owner records, you're sure to find a large and relevant audience in the location of your choosing.

Use
Geo-Targeting
to Create a
CONSUMER
EMAIL ADDRESS
LIST too!

Call 800.800.6245 for
more information

BY ZIP CODE

The most popular way to segment your audience is by ZIP Code.

The screenshot shows the 'How to Make a Property Owner List' workflow. Under '1. Geography Area Selection', the 'ZIP Code' field is set to '92688'. A 'Job Summary' panel on the right shows a total count of 12,287 and a total cost of \$1,226.70. Below the ZIP code field, there are options to 'Select ZIP Code from the list' and 'To view ZIP code map'. A 'Next >' button is at the bottom.

BY SHAPE

Draw a polygon or rectangular shape (10 miles square max) to slice and dice your map and locate your best customers.

The screenshot shows the 'How to use map' section. It includes instructions: 'Step 1: Input location and click Get location to pin point location', 'Step 2: On the map canvas, click on Get location to draw circle on map (0.25 miles radius max, 10 miles radius max), Polygon shape to draw polygon (0.5 miles square max, 10 miles square max), Rectangle shape to draw rectangle (0.5 miles square max, 10 miles square max)', and 'Step 3: Click Add button to get count in selected area'. A map shows a polygon drawn over a city area. The 'Selected Area Data' section is visible below the map.

BY RADIUS

Draw a circle on the map to target a select area around a certain location (10 miles radius max).

The screenshot shows the 'How to use map' section. It includes instructions: 'Step 1: Input location and click Get location to pin point location', 'Step 2: On the map canvas, click on Get location to draw circle on map (0.25 miles radius max, 10 miles radius max), Polygon shape to draw polygon (0.5 miles square max, 10 miles square max), Rectangle shape to draw rectangle (0.5 miles square max, 10 miles square max)', and 'Step 3: Click Add button to get count in selected area'. A map shows a circle drawn around a location. The 'Selected Area Data' section is visible below the map.

Easily segment your audience, get a free count and download in seconds.

Build your list today at MelissaDirect.com or call 800.800.6245.

SATURATION/RESIDENT OCCUPANT MAILING LISTS

Easily saturate a neighborhood with a direct mail piece sorted in carrier route walk-sequence order to all current residences at the lowest possible postage. This database is ideal for mailers looking to build foot-traffic into a brick-and-mortar location like a pizza parlor, dry cleaner or grocery store by getting your message to each and every single delivery point in a community at the lowest possible price.

Nationwide Personalization

USPS® Every Door Direct Mail (EDDM) does not include a personal name on each record and instead places "Current Resident" in the name space. With Melissa Saturation/Occupant Mailing list you can add personal names for head-of-household for 90%+ of nationwide addresses for better response.

PRICING

150 MILLION SEASONALLY
ADJUSTED ADDRESSES

\$9.50 PER 1000 (+\$3 per 1000 for
Head-of-Household Names)

\$35 MINIMUM

BUILD YOUR LIST – EASY AS 1-2-3

1. Visit MelissaDirect.com/saturation
2. Make your selections
3. Review your count and download your order

NEW MOVERS MAILING LISTS & SALES LEADS

New movers spend big on home-related needs within the first 3 months of a move. From appliances, to furniture, to home repair and professional services, be the first in their mailboxes to capitalize on early decisions before your competition even knows they exist.

A Moving Target

Approximately 40 million Americans move to a new home every year. That's roughly 14% of the U.S. population. New movers are twice as likely to change brands or service providers; have a keen interest in upgrading services and consider direct mail a highly valued channel for receiving information during a move.

SELECTION OPTIONS

Household Income
Contact Age Group
Home Owner/Renter
Home Value
Move Date
Move Distance
Number of Children In Household
Mail Responsive Info

SERVICES NEEDED BY NEW MOVERS IN THE FIRST 3 MONTHS

Dentist – 70%	Family Doctor – 59%
Insurance – 53%	Vet – 55%
Accountant – 25%	Optical Services – 41%

PRICING

100,000 ADDED WEEKLY

\$150 PER 1000 (+\$3 per 1000 for
Head-of-Household Names)

\$50 MINIMUM

BUILD YOUR LIST – EASY AS 1-2-3

1. Visit MelissaDirect.com/newmovers
2. Make your selections
3. Review your count and download your order

LEADGEN MAILING LIST APIS

LeadGen is a collection of Mailing List APIs that empower you and your business to seamlessly integrate mailing lists into your website and start selling lists online via your web-to-print application.

- Easy-to-integrate and super user-friendly REST APIs
- Power a new revenue stream by providing customers with mailing lists
- You or your customers can build, order and download mailing lists 24/7, and you'll be invoiced at wholesale pricing at regular intervals
- Ideal for Printers, Franchises, Dealers, Mortgage Brokers, Insurance Companies, and Marketing Companies

CONSUMER API

200 Million Consumer Records

OCCUPANT API

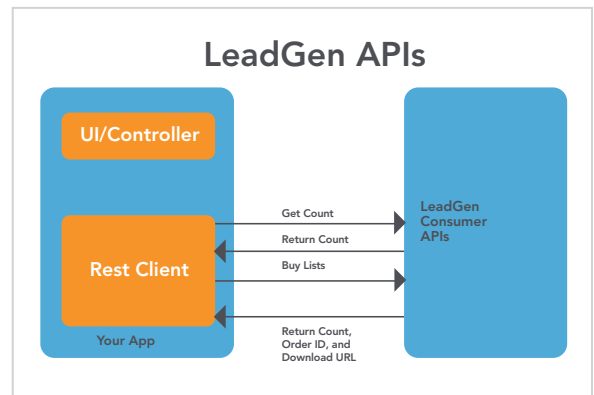
In walk-sequence for lowest postage available. Think USPS EDDM®.

BUSINESS API

14 Million Businesses (From Fortune 500 to Nationwide SMBs)

PROPERTY API

100 Million Owner-Occupied and Absentee Owner records



CONSUMER & BUSINESS EMAIL LISTS

Melissa Email Lists are verified and scrubbed regularly to ensure you have the most current and accurate email list to deliver your message straight to your customer's inbox.

- ✓ **SMTP pinged quarterly to verify inbox is active and receives email**
- ✓ **Geo-targeted + demographic/firmographic selections for better targeting**
- ✓ **Physical address available for each email – great for omni-channel marketing**

CONSUMER EMAILS	BUSINESS EMAILS
144.4 Million Records Available	47.8 Million Records Available
Demographic + Geographic Selects	Firmographic + Geographic Selects
\$100 per 1000 records	\$180 per 1000 records
\$350 minimum order	\$550 minimum order

Get started at MelissaDirect.com or call 800.800.6245.

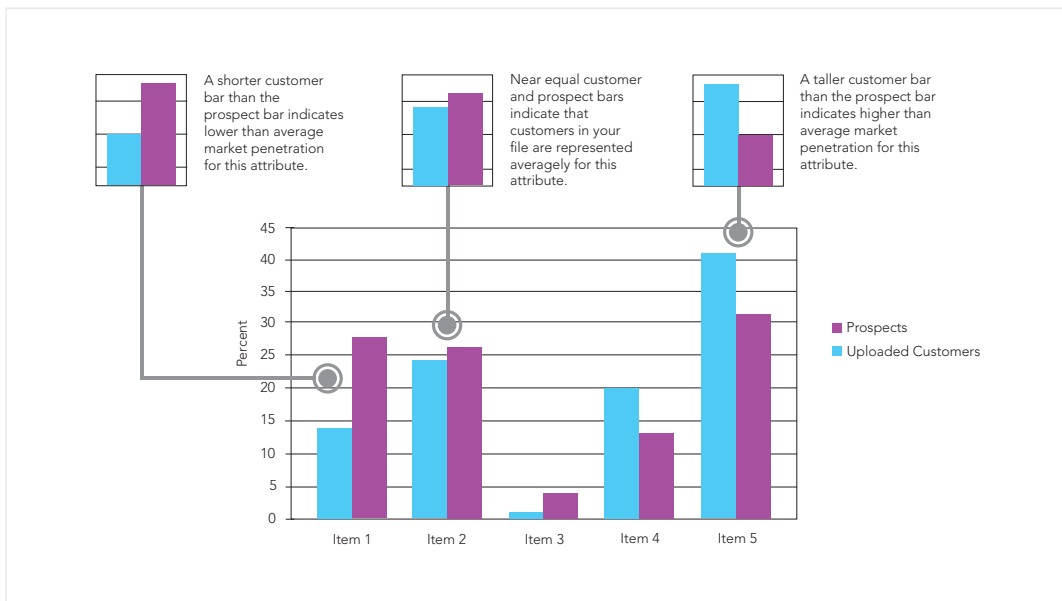
Learn More About Your Customers & Find Prospects Just Like Them

Our unique report helps you take a broad view of your customer base, identify in which sectors you have a strong or weak market presence, learn who your best customers are and get additional insights that will tell you how to market to them more effectively.

- Uncover the look-alike attributes of your current customers
- Define your market and better target the audience for marketing campaigns
- Identify the demographics to order a mailing list of potential customers just like your current customers

The following 30+ demographic elements are analyzed:

GEOGRAPHY SCR Codes	SOCIAL NETWORKING Internet Connection Type Social Influencer (individual) Socially Influenced (individual) Mobile Social Networker (individual) Heavy Facebook User (individual) Heavy Twitter User (individual) Heavy LinkedIn User (individual)
HOME Dwelling Unit Size Homeowner/Renter Home Equity Available Ranges Home Purchase Year	HOUSEHOLD Marital Status Number of Adults Number of Children Health Life Insurance Policy Owner
BUYING BEHAVIOR Credit Card Users Mail Responders Heavy Transactor Buying Activity Categories	WEALTH Estimated Income NetWorth Gold
INDIVIDUAL Adult Age (2-year increments) Gender (individual) Country of Origin Education of Selected Record	AUTO Number of Vehicles Vehicle Type – 1st Vehicle Vehicle Type – 2nd Vehicle
INTEREST Political Party (individual) Green Living	



Market Penetration Index - the bar chart visualizes the comparison of the presence of the analyzed attribute, in percent, in your customer file and in the general population of your market area.

Only \$499 for a 29-page report that includes a demographic portrait of your customers + calculated Market Penetration Index. Order yours today at MelissaDirect.com/lookalike or call 800.800.6245.

DATA ENHANCEMENT SERVICES

Melissa Direct's Data Enhancement Services enrich and append missing data to your consumer and business records to gain insight, empower omnichannel marketing and grow sales. Upload your customer list to quickly add any of the following:

- Email Addresses
- Phone Numbers
- Demographics
- Firmographics/Company Details
- Geographic Information
- Property & Mortgage Data

Flexible Delivery Options

Upload your file for batch processing through our service bureau, or utilize our secure, automated FTP service for the quickest turnaround and no minimum charges.

► PREMIUM EMAIL APPEND (CONSUMER + BUSINESS)



Connect with customers more efficiently and empower email marketing campaigns when Melissa Direct adds accurate email addresses to your consumer or business customer records.

- Matched against our constantly updated database of 250 million email addresses
- Industry-high append rate of 15-30%
- Free Email Append Test – send us your file and we'll tell you how many emails we can add – FREE!

► REVERSE EMAIL APPEND

Our reverse email append service optimizes your email file for omni-channel campaigns with the addition of contact names and postal addresses.

WHY CHOOSE MELISSA DIRECT?

BEST DATA

We gather our information from a multitude of sources and cross-reference it for accuracy.

FAST TURNAROUND

Get your file processed in hours, if not minutes.

	COUNT	PERCENT
Gross Records Received	34,507	100.0%
Invalid or Incomplete Records	3	0.0%
Records Processed	34,504	100.0%
Remove Requests	0	0.0%
Appended Emails	13,523	39.2%

Get Started at MelissaDirect.com or call 800.800.6245.

► PREMIUM PHONE APPEND

Our premium service will add accurate mobile phone numbers and landlines to your records for effective telemarketing and SMS marketing.

- Matched against our daily updated database of 170 million numbers
- Industry-high append rate of up to 40%
- Scrubbed against Do-Not-Call registry for compliance

► REVERSE PHONE APPEND

Match contact names and postal addresses to the telephone numbers you have on file.

► CONSUMER DEMOGRAPHIC APPEND

Add 100s of data elements to your consumer records including household income, age, gender, presence of children, marital status and more.

► BUSINESS FIRMOGRAPHIC APPEND

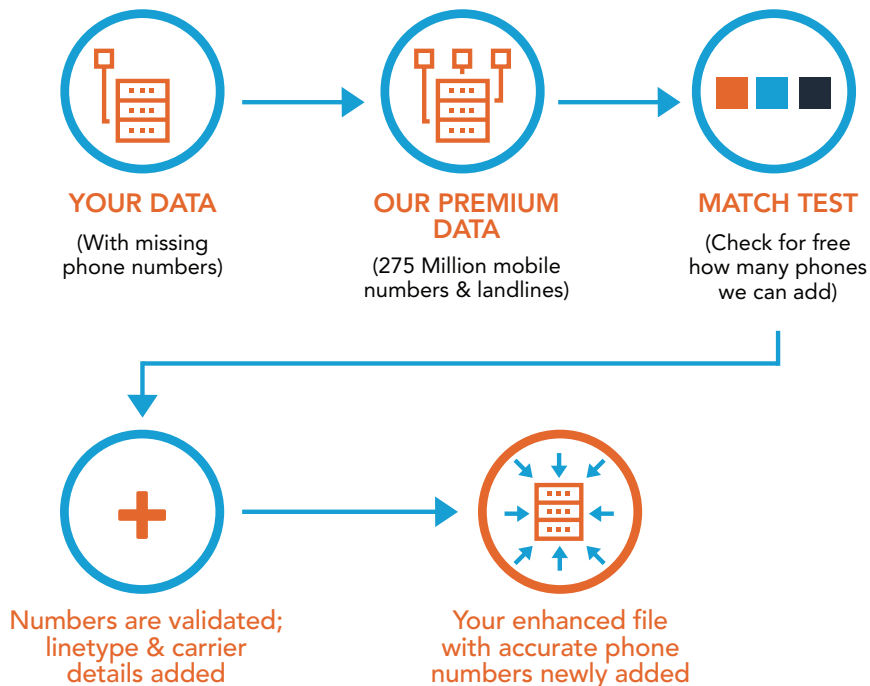
Choose from 30+ firmographic elements including contact name/title, sales volume, employee size, SIC/NAICS code and more to augment your B2B sales and marketing efforts.

► PROPERTY DATA APPEND

Add 165 property and mortgage details including building and lot, current sale, deed and more on over 140 million U.S. properties.

► GEOGRAPHIC APPEND

Convert postal addresses to precise latitude-longitude coordinates for mapping, clustering and analytical applications. Rooftop geocoding available for 95% of all U.S. postal addresses and 40 countries.



Get Started at MelissaDirect.com or call 800.800.6245.



Melissa Direct's data hygiene services help you avoid unwanted costs associated with undeliverable-as-addressed (UAA) mail, qualify for postage discounts and improve response and ROI from direct mail campaigns.

WHY CHOOSE MELISSA DIRECT?

USPS CASS™ & NCOA^{LINK}® FULL-SERVICE LICENSEE PROVIDER

As a Full-Service provider, we'll use the USPS® 48-month dataset of up-to-date address information to find more change-of-address moves than anyone else - at the best prices. All our processing is done in-house, in our USPS-approved secure facility.

CANADA POST NCOA PARTNER

We are one of only a handful of authorized Canada Post NCOA partners. Melissa Direct is your one stop source for U.S. and Canada change-of-address services.

► NCOA^{LINK} CHANGE OF ADDRESS PROCESSING

POPULAR SERVICE

Update new addresses for individuals, families and businesses that have moved in the last four years. It's the best way to reduce the costs of undeliverable as addressed mail and comply with the USPS Move Update requirement for postal discounts.

- Access approximately 160 million records of permanent address changes filed with the USPS
- 48-month and 24-month service available; guaranteed lowest pricing
- Batch processing, Web service or fully automated FTP processing in our SOC SSAE 16 secure facility

► CANADA NATIONAL CHANGE OF ADDRESS PROCESSING

POPULAR SERVICE

Update the addresses of Canadian customers that have moved in the last five years.

- Access over 10 million records from the last 72 months
- Includes Canada Post SERP-Certified address correction to standardize your mailing list

► **PROPRIETARY CHANGE OF ADDRESS (PCOA) PROCESSING**

Identify the 40% of people who don't file a change of address with the USPS. Our service checks up to 30 years of private records from banks, credit cards, magazine publishers, insurance companies and more. A recommended complement to NCOA processing to give you the greatest improvement in mail deliverability.

► **CASS AND DSF²® PROCESSING**

Easily CASS process your mailing list by adding the correct ZIP+4® postal codes and standardizing to USPS CASS requirements, or qualify your mailings for USPS Enhanced Carrier Route (ECR) and other discounts by adding DSF2 delivery types and walk sequence codes.

► **DUPLICATE ELIMINATION**

Up to 10% of the average mailing list contains duplicate records. Our service identifies duplicates in your mailing list, or across multiple lists, to eliminate wasted printing, postage and production costs.

► **SUPPRESSION SERVICES**

Omit a select group of customers or house prospects from direct mail or email communication to cut down on costs while protecting your brand reputation: DMChoice Do-Not-Mail, Deceased, and Prison Suppression.

► **PERSONATOR & GLOBAL VERIFY SERVICES**

Our premium service will verify U.S., Canada and international addresses, email addresses, names and phone numbers to ensure your postal mail, email and telemarketing databases are standardized.

- Address Verification: validate, correct and standardize addresses for 240+ countries.
- Phone Number Verification: determine type of line (mobile, landline, etc.), CallerID and whether mobile number is live and connected.
- Email Verification: verify email addresses, correct typos and remove spam traps to increase email deliverability.

► **EMAIL CHANGE OF ADDRESS PROCESSING**



Our Email Change of Address (ECO) service replaces old email addresses with the new ones your customers are actively using.

AUTOMATED SFTP FOR FAST, SECURE PROCESSING

If you receive data on a regularly scheduled basis (hourly, daily, weekly, etc.), then Melissa's Automated FTP Data Processing Services is right for you. Fast 24/7 service with files returned in minutes, secure and no minimums!

- NCOA Processing – U.S. & Canada
- CASS Processing (ZIP+4 & DPV)
- U.S. Property Append
- Global Rooftop Geocoding
- Global Phone Verification

Get Started at MelissaDirect.com or call 800.800.6245.

DATA ENHANCEMENT & DATA HYGIENE PRICING

24/7 SFTP or Listware Automation Available			Per/1000	Per/1000	Per/1000	Per/1000	Per/1000	Per/1000
US POSTAL DATA PROCESSING	Turnaround	Minimum	Up to 100K	100K-250K	250K-500K	500K-1 Mill	1 Million +	5 Million +
NCOA ^{ink®} 24 month (includes CASS/DPV)	24 hrs	\$40.00	\$2.25	\$1.70	\$1.70	\$1.20	\$0.75	\$0.50
NCOA ^{ink®} 48 month (includes CASS/DPV)	24 hrs	\$50.00	\$2.95	\$2.80	\$2.80	\$1.60	\$0.95	\$0.55
mCOA-Multi-Source Change of Address (5-yr)	24 hrs	\$75.00	\$3.75	\$3.00	\$3.00	\$2.25	\$1.75	Call
PCOA-Proprietary Change of Address (30 yr)	2 bus days	\$250.00	\$18.00	\$18.00	\$16.00	\$14.00	\$13.00	Call
DSF2®	24 hrs	\$150.00	\$2.95	\$2.50	\$2.50	\$1.50	\$1.00	Call
Personator	24 hrs	\$500.00	\$14.00	\$14.00	\$14.00	\$9.25	\$9.25	\$3.00
DPV/CASS™ ZIP + 4® Coding	24 hrs	\$40.00	\$1.95	\$1.50	\$1.50	\$0.95	\$0.65	\$0.45
GLOBAL SERVICES	Turnaround	Minimum	Up to 100K	100K-250K	250K-500K	500K-1 Mill	1 Million +	5 Million +
Global Address Verification	2 to 3 days	\$300.00	\$25.00	\$22.00	\$22.00	\$20.00	\$18.00	\$15.00
Global Geocoding (Includes Verification)	2 to 3 days	\$300.00	\$45.00	\$42.00	\$42.00	\$30.00	\$26.00	\$20.50
Canadian NCOA (change of address)	24 hrs	\$120.00	\$3.95	\$3.50	\$2.95	\$2.50	\$1.95	\$1.95
APPEND SERVICES (per 1000 appended)	Turnaround	Minimum	Up to 100K	100K-250K	250K-500K	500K-1 Mill	1 Million +	5 Million +
Phone Append Consumer & Business	24 hrs	\$150.00	\$12.00	\$11.00	\$9.50	\$7.00	\$6.00	Call
Cell Phone Append or Reverse Cell Phone	1-2 days	\$300.00	\$15.00	\$15.00	\$12.00	\$12.00	\$10.00	Call
Address Append (Reverse Phone Append)	24 hrs	\$150.00	\$12.00	\$11.00	\$9.50	\$7.00	\$6.00	Call
Canadian Phone Append	2 bus days	\$250.00	\$70.00	\$64.00	\$58.00	\$52.00	\$50.00	Call
Consumer Name Append	24 hrs	\$250.00	\$8.50	\$8.50	\$7.50	\$6.50	Call	Call
Property Information*	1-2 days	\$500.00	\$40.00	\$30.00	\$30.00	\$21.00	\$20.00	Call
EMAIL DATA SERVICES (per email appended)	Turnaround	Minimum	Up to 100K	100K-250K	250K-500K	500K-1 Mill	1 Million +	5 Million +
Consumer E-Mail Append (per append)	2 weeks	\$500.00	\$0.15/ea	\$0.15/ea	\$0.12/ea	\$0.10/ea	\$0.09/ea	Call
Business Contact E-Mail Append (per append)	2-3 wks	\$500.00	\$0.28/ea	\$0.25/ea	\$0.18/ea	\$0.16/ea	\$0.11/ea	Call
Reverse E-Mail Append (per append)	2-3 days	\$500.00	\$0.15/ea	\$0.15/ea	\$0.12/ea	\$0.10/ea	\$0.09/ea	Call
E-Mail Change of Address (ECO) (per append)	2-3 days	\$500.00	\$0.15/ea	\$0.15/ea	\$0.12/ea	\$0.10/ea	\$0.09/ea	Call
E-Mail Validation (Per 1000 processed)	2-3 days	\$300.00	\$12.00	\$10.00	\$8.00	\$8.00	\$6.00	\$5.50
SUPPRESSION & MANAGEMENT (input)	Turnaround	Minimum	Up to 100K	100K-250K	250K-500K	500K-1 Mill	1 Million +	5 Million +
Do Not Mail Suppression	24 hrs	\$70.00	\$0.75	\$0.55	\$0.40	\$0.40	\$0.30	\$0.20
Deceased Suppression	24 hrs	\$150.00	\$1.10	\$1.10	\$0.95	\$0.95	\$0.90	Call
Duplicate Elimination	24 hrs+	\$100.00	\$1.95	\$1.75	\$1.25	\$1.25	\$0.95	Call
GeoCoding Zip4 Level*	24 hrs	\$60.00	\$6.00	\$5.50	\$5.50	\$5.00	\$4.00	\$3.50
GeoCoding Rooftop Level*	24 hrs	\$150.00	\$9.00	\$8.50	\$8.50	\$8.00	\$7.00	\$4.50
CONSUMER ENHANCEMENTS	Turnaround	Minimum	Up to 100K	100K-250K	250K-500K	500K-1 Mill	1 Million +	5 Million +
Consumer Enhancement Bundle (input)	24 hrs	\$250.00	\$22.00	\$22.00	\$22.00	\$20.00	\$18.00	\$16.00
Date of Birth (Month & Year)(Per 1000 appended)	24 hrs	\$500.00	\$15.00	\$15.00	\$14.00	\$12.00	\$11.00	Call
Ethnicity (Per 1000 appended)	24 hrs	\$500.00	\$15.00	\$15.00	\$14.00	\$12.00	\$11.00	\$9.00
SUPPRESSION & MANAGEMENT (append \$)	Turnaround	Minimum	Up to 100K	100K-250K	250K-500K	500K-1 Mill	1 Million +	5 Million +
SIC Coding (Business Coder)	1-2 days	\$150.00	\$50.00	\$48.00	\$48.00	\$45.00	\$40.00	Call
Employee Size Range (Business Coder)	1-2 days	\$150.00	\$32.00	\$32.00	\$30.00	\$30.00	\$28.00	Call
Sales Vol Range (Business Coder)	1-2 days	\$150.00	\$50.00	\$48.00	\$48.00	\$45.00	\$40.00	Call
Contact Name & Title	1-2 days	\$250.00	\$32.00	\$32.00	\$30.00	\$30.00	\$28.00	Call

Pricing is based on per/thousand records input except where noted as "EA" each or Per 1000 appended.

prices as of Q2 2019

Reference Data Sets for Analytics, Mapping & Verifications

Our data solutions offer complete location, demographic, firmographic and property intelligence on U.S., Canadian and global addresses to ensure your analytics, GIS and spatial analysis delivers critical insights.

► MELISSA ADDRESS TABLE (MAT)

MAT provides complete postal address information and location intelligence for U.S., Canada and a growing number of international countries.

- 197 Million U.S. addresses (includes USPS, non-USPS, PO Boxes, Apartments & Suites)
- 15 Million Canadian addresses
- 25 Million French addresses
- 13 Million German addresses
- 26 Million Spanish addresses
- 26 Million Portuguese addresses
- 26 Million Italian addresses



Customize your selection to get all of the addresses associated with a City, Province, State, Postal Code, or any shape-based or radial search.

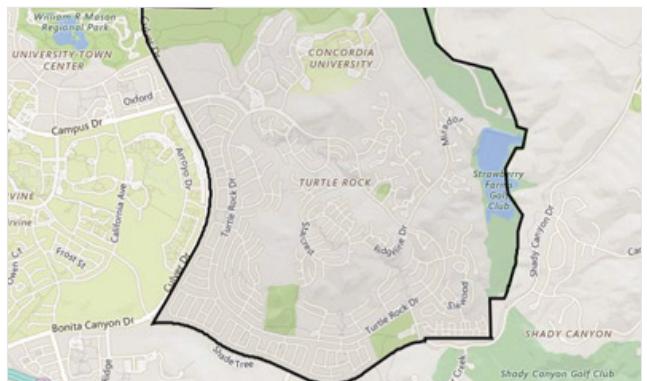
FILL IN THE GAPS IN YOUR MASTER ADDRESS FILE

Use MAT to get a complete list of all addresses in your target area for route planning, logistics and/or GIS applications, or fill in missing data in your master address file, including:

- Resident Delivery Indicator
- Census Key
- Rooftop Latitude & Longitude Coordinates
- Address Type
- Plus 4

For sample data layouts and updated counts for all countries (we're adding new ones all the time), visit

MelissaDirect.com/mat



When you purchase the MAT, you get complete coverage, and complete intelligence, on all of the valid addresses within a given area.

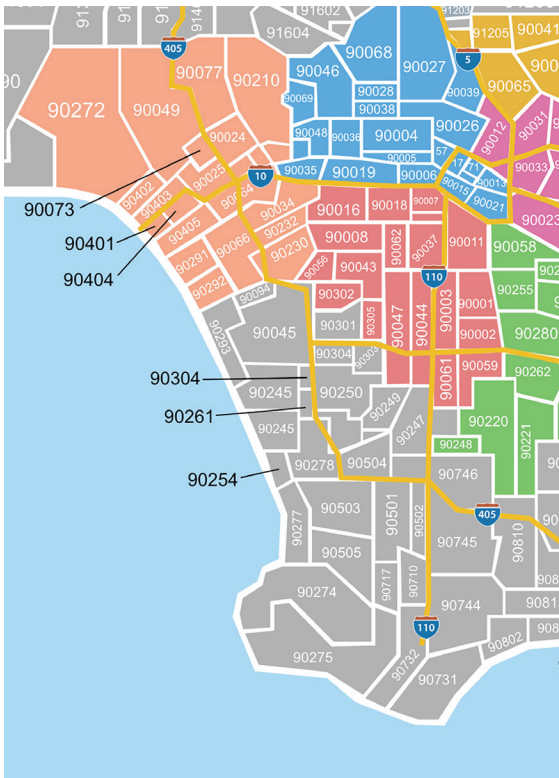
For sample layouts and free counts, visit MelissaDirect.com/mat or call 800.800.6245.

► ZIP+4/POSTAL CODE SOLUTIONS

We are proud to offer simple, accurate and up-to-date databases of U.S. ZIP Codes, Global Postcodes and Boundaries Files.

► ZIP*DATA

This database can be used to verify 5-digit ZIP Codes and add the following: Lat-Long Coordinates, 46 Census Bureau data variables, and American Community Survey (ACS) data.



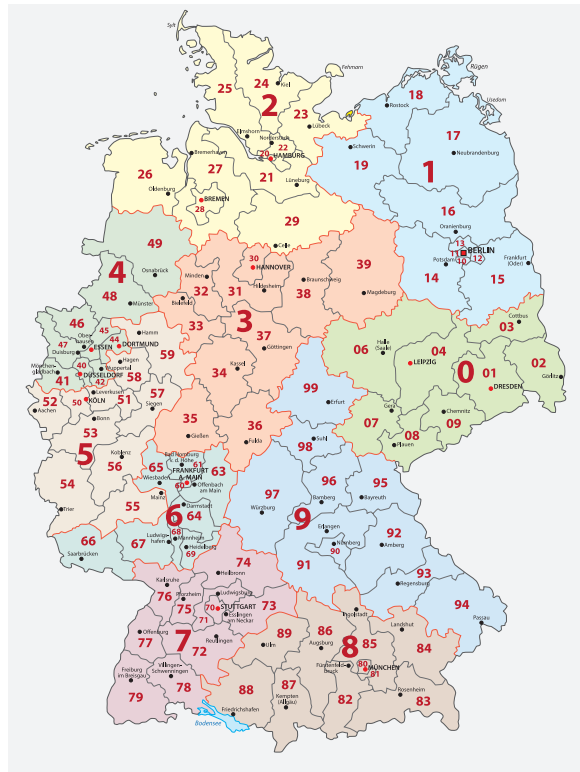
We are a licensed distributor of U.S. Postal Service (USPS) and Canada Post Postal and ZIP Code databases. Our accuracy comes from 35 years of perfecting data cleansing and standardization, making our U.S. and global postcode databases vastly superior to others on the market.

► ZIP+4 & CANADA POSTAL CODE BOUNDARIES

The files represent boundaries that share a unique ZIP+4 code in the U.S. or Canada Post 6-character postal code boundary. They can be easily used with your existing GIS applications.

► GLOBAL GEO*POSTCODE DATA

This comprehensive database of localities, streets, administrative regions and postal codes for 253 countries includes Lat-Long Coordinates, Time Zone, DST, Elevation, ISO, NUTS and FIPS reference codes. It is available in local language, transliterated English, and non-accented ASCII.



Use our postcode databases to look up, validate, cleanse or customize (by geographical region or country) addresses worldwide and improve the processing of international letter-post items and postal parcels.

Make confident decisions based on comprehensive data (current and historical) across the property eco-system, multi-sourced and cross-validated for accuracy.



To enrich your records with postcode, boundary and property information, visit MelissaDirect.com/data or call 800.800.6245.

MAILERS - POSTAL PRESORT SOFTWARE

Melissa's Mailers Online and MAILERS+4 desktop mailing software help you quickly and easily process, presort and prepare U.S. and Canada Post compliant mailings for maximum postal discounts. Easily access address quality and mail list processing services like:

- ✓ CASS/DPV ZIP+4 coding for highest deliverability
- ✓ USPS NCOA^{Link} & Canada Post NCOA to reach customers that have moved
- ✓ Duplicate elimination to reduce waste & multiple mailing costs
- ✓ PAVE™ postal presorting to qualify for First Class, Marketing Mail & Periodicals discounts
- ✓ Label printing support – easily create a PDF that can be used for printing on envelopes, postcards & labels
- ✓ Print Intelligent Mail® barcodes & receive mail.dat files

MAILERS ONLINE WIZARD

Mailers Online saves you time and money by leading you through a series of well-defined steps to qualify your mailing list for discounts on USPS® postage prices.

MAILERS+4 ALL-IN-ONE TASKBAR

Mailers+4 features an ALL-IN-ONE taskbar, which provides a series of easy-to-follow steps to achieve maximum postage discounts. Mailers+4 also has multiple Data Enhancement services available at the click of a button!



Choose how you want to mail by using our cloud-based Mailers Online, or our desktop software Mailers+4.

mailers ONLINE

Cloud-based version offers multiplatform accessibility – simply upload your file and it's prepared in minutes. Per project pricing for occasional mailers or annual subscription for high volume mailers.

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1,000 FREE CREDITS
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Desktop version offers additional address enhancements like job scripting, geocoding, RBDI and presorting for periodicals.

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LISTWARE - CLOUD-BASED DATA CLEANSING SOFTWARE

Over 5,000 users trust Listware to easily clean, dedupe and enrich their marketing lists. Upload your list online or use in Microsoft Excel to verify, update and add data to contact, lead and account records. Available services include:

DATA ANALYSIS TOOLS

PROFILER	MATCHUP
Identify problems in your data with column and data quality analysis.	Find duplicate records by address or last name and address.

NORTH AMERICA SERVICES

ADDRESS CHECK	PERSONATOR	USPS NCOA
Verify each address is valid, complete and standardized to USPS/Canada Post format.	Correct, update and append name, address, phone and email info.	Match records against USPS 48-mo change of address file to reduce undelivered mail.
CANADA NCOA	PROPERTY APPEND	BUSINESS CODER
Match records against Canada Post 72-mo change of address file.	Add valuable property, mortgage and owner information.	Add company name, SIC code, sales volume, EIN and more to business records.

GLOBAL SERVICES

GLOBAL ADDRESS CHECK	GLOBAL PHONE CHECK	GLOBAL EMAIL CHECK
Verify, correct and standardize addresses for 240+ countries.	Validate landline and mobile phone numbers and ownership.	Validate domains, correct syntax and standardize emails.



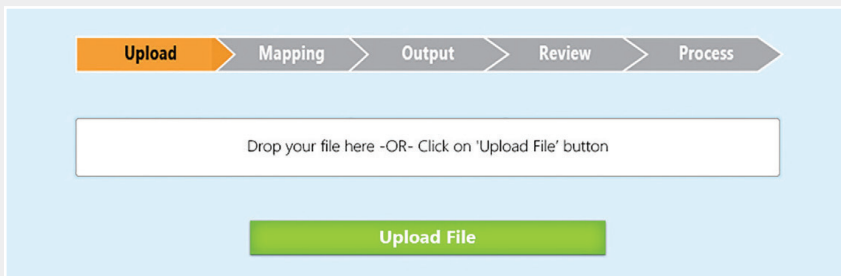
A PENNY FOR GOOD DATA AND GOOD LUCK!

Clean your data for as little as a penny per record with pay-as-you-go pricing and no contracts – what could be easier?

Choose how you want to clean and enhance your data by using our cloud service, Listware Online, or our convenient plugin for Microsoft Excel.

LISTWARE ONLINE

Web version offers multiplatform accessibility – simply upload your file and it's prepared in minutes.



LISTWARE FOR EXCEL

This plugin offers the convenience of inline data cleansing while you are working in Excel. Beautiful, color-coded reporting makes it easy to understand what improvements have been made to your contacts.

Category	Count	Percentage
Good	41	83%
Bad	7	14%
Empty	1	2%
Corrected	7	14%
Verified	18	36%
Moved	9	18%
Appended	18	36%

[00:00:13] Processing Complete (49 rows processed)

Start for Free at MelissaDirect.com/listware or call 800.800.6245.

MELISSA LOOKUPS

Looking to lookup a street address, get home sales by ZIP Code, verify an email address, or convert a postal address to a latitude-longitude coordinate? Then, Melissa Lookups is just the place for you. Access our databases using over 30 different lookups to find the info you need.

We could not find any address that has the House Number "35", Street "G", State "CA", ZIP Code "92688".
The 3 addresses below may have the address that you are looking for.
Rancho Santa Margarita CA

Text Filter...

Address	City	State	ZIP	County	RBDI	Active	Result Code (?) <small>Mouse over for detail</small>	MAK (?)	Property
35 Gavilan	Rancho Santa Margarita	CA	92688-1602	Orange	Residential	Yes	A501	5562566377	Owner
35 Gaviota	Rancho Santa Margarita	CA	92688-1610	Orange	Residential	Yes	A501	1242104456	Owner
35 Grassy Knoll Ln	Rancho Santa Margarita	CA	92688-5567	Orange	Residential	Yes	A501	1242104456	Owner

* Easily obtain data with JSON, XML or Excel formats (1 credit for each request)

JSON XML EXCEL

HOW IT WORKS

1. Create a Melissa Account for 1,000 Credits free each month
2. Login
3. Perform a Lookup (yes, it's that easy!)

MOST POPULAR

PERSONATOR

Verifies, corrects & appends Names, Addresses, Phones and Emails. Updates address of movers.

PROPERTY INFO

Owner's name, assessed value, mortgage amount, sales price & more.

CARRIER ROUTES IN A RADIUS

Displays the Carrier Routes in a radius with delivery counts.

ZIP / CITY / PHONE

Get geographic & demographic info related to a ZIP, city or phone.

PERSONATOR SEARCH

Find People Nationwide by name, address, phone or email.

NEW

ADDRESS SEARCH

Search for addresses by house number, street name, city or postal code.

HOME SALES BY ZIP

Get a list of home sales in a ZIP in the last 24 months.

NEW

BATCH ADDRESS CHECK

Verifies & corrects addresses in a batch from a spreadsheet.

NEW

BATCH BUSINESS CHECK

Verifies & corrects company names & addresses in a batch from a spreadsheet.

NEW

BATCH PHONE & EMAIL CHECK







Verifies phone and email in a batch from a spreadsheet.

NEW

Start for Free at MelissaDirect.com/lookups or call 800.800.6245.

Melissa Credits can be used with Lookups, Listware, Mailers Online and our Developer Cloud APIs. The amount of credits needed for a particular action differs from product to product.

Activate 1000 FREE Credits at MelissaDirect.com/activate. And, every month, we will top off your Melissa account with up to 1000 credits that you can use for free. If you need additional credits, you can always purchase them 24/7 at MelissaDirect.com/credits. Credit card or Bitcoin are accepted.

<p>Tier 0 <small>FREE</small></p>  <p>1,000 Credits Free</p> <p>ACTIVATE CREDITS</p>	<p>Tier 1</p>  <p>10,000 Credits \$30.00</p> <p>BUY NOW</p>	<p>Tier 2</p>  <p>30,000 Credits \$90.00</p> <p>BUY NOW</p>	<p>Tier 3 <small>5%</small></p>  <p>100,000 Credits \$285.00</p> <p>BUY NOW</p>	<p>Tier 4 <small>7%</small></p>  <p>500,000 Credits \$1,395.00</p> <p>BUY NOW</p>	<p>Tier 5</p>  <p>Enterprise Volume Contact Us</p> <p>INQUIRE NOW</p>
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Do You Have a Melissa Account?

If not, you may be missing out on some great features. It's fast, it's easy and it's free!

- Instant access to Melissa Lookups
- Purchase and download business, consumer or property owner lists
- Upload a file for list hygiene or data enhancement processing
- Get personalized help from your own dedicated marketing specialist
- Receive 1000 Melissa Credits free each month

Create your account at:
MelissaDirect.com/new.

Click the "I would like to be contacted" button and enter the word CLEAN to receive your free Melissa Stress Reliever.



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- NCOA^{Link}® Processing
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