MELISSA DATA

Magazine

30
FOR
30

The Top 30 Data Quality Issues You Need to Know About

+2015 Data Quality Catalog

The tools you need for global data cleansing

[FREE TRIALS]

MELISSA DATA Magazine

Developer Edition

Cover Story

04

30 FOR 30

The Top 30 Data Quality Issues You Need to Know About

Features

Solutions Spotlight

Thank You for 30 Amazing Years

I'd like to express my sincere appreciation to all our customers worldwide!

Since 1985, organizations in retail, healthcare, education, insurance, finance, government, and many other sectors, have used data quality solutions from Melissa Data to keep their customer data healthy and clean for analytics, marketing, commerce, and integration efforts.

This year marks our 30 years in business, and it's been an amazing time. When I founded the company in 1985, we focused on providing ZIP Code™ databases on floppy disks. Things have certainly changed since then!

Now we offer everything from global address, phone, email, name, and identity verification solutions, to data profiling, matching, and comprehensive data enrichments for Cloud and on-premise applications – in a variety of platforms to help make developers jobs easier.

We also provide support through our local offices in the U.S., and our international offices in the U.K., Germany, Australia, and India.

We'll always be committed to helping companies large or small – domestic or international – clean and maintain the highest quality data.

We owe our success to you, our valued customers. Thank you for making the past 30 years so rewarding!

Best regards,

Ray Melissa

A few of our more than 10,000 customers:

DISNEY   at&t   VISA

Domino's   FedEx   HYATT

SONY   Walmart   American Red Cross

30 FOR 30

The Top 30 Data Quality Issues You Need to Know About

Over the past 30 years, we've helped thousands of customers clean up their databases – millions of records. We've seen the good, the bad, and the ugly. **Here are the top most pervasive issues:**

1. Data entry errors on address elements like street name, city, or state.

Data entry errors, like misspelling an address or name, are one of the main causes of poor data quality. According to The Data Warehousing Institute (TDWI), 26 percent of data quality problems are caused by data entry errors.

2. Hard-to-detect duplicate records.

About 10% of names and addresses in an average database are duplicates. Identifying duplicates and merge/purging them are critical components to improving the accuracy of your data. But it's not easy. For example, a "Beth Smith" can be recorded as "Smith, Elizabeth" in another record – but the two entities are actually the same person.

3. Vanity names for cities.

A vanity city name is an acceptable city name for the address and ZIP Code™ submitted. For every city, there is an official name assigned to it by the USPS®. An example of a vanity city name is Hollywood instead of Los Angeles. Both of these city names are actually correct. This can be an issue for companies that are required to use only the preferred city name.

4. Stale data.

Roughly 25% of a database deteriorates after one year, and as much as 50% after two years, according to MarketingSherpa. The reason? Data degrades over time as individuals move, get married, get divorced, buy new homes, change jobs, retire, or die.

5. Missing contact data elements.

What happens when your contact data is so malformed that there's seemingly nothing you can do to fix it? For instance, you have a street address, but no house number. Or you have a name, but no street address; or you have a phone number, but no address or email information. What would you do? Believe it or not, even these types of incomplete records can still be saved.

6. Lost conversions.

Making prospective customers fill out long Web forms can be disastrous for your business. For one, it could lead to data entry errors and decreased conversions, as users might abandon the form if there are too many fields to complete. Make it easier and more convenient for the user by integrating address auto-completion functionality into your forms – one that would correct errors in real-time with verified information.

7. Fragmented, inconsistent data – no single customer view.

Customer data comes from multiple sources, through acquisitions or mergers, legacy systems, data migrations, and data entry. This is corruptive to the integrity of your database and prevents you from gaining a single, unified view of your enterprise data. These issues add up to costs for your business, program inefficiencies, missed opportunities, and erroneous views of information.

8. Incorrect area codes for phone numbers.

Some of the causes of inaccurate area codes for the phone numbers in your database are area code splits and overlays. An area code split occurs when an area code is split into two or three geographic areas. An overlay occurs when more than one area code serves the same area, requiring the need to assign a new area code as relief. Those are tricky to spot, since the phone numbers look valid, but they aren't callable – due to not having the newly assigned area code.

9. Inconsistent business acronyms.

Customer service reps enter data differently. Some might enter IBM as International Business Machines, or America Online as AOL. While the use of acronyms is common, it can pose a challenge for your database, especially when trying to consolidate and standardize data.

10. Addresses with no suite or apartment number.

Your database contains records with missing address elements, such as a suite or apartment number, often the result of data entry errors, both by customers forgetting to include the info on Web forms and customer service reps failing to complete addresses when entering contacts into the system.

11. Inability to determine gender from first name.

Personalization and behavioral targeting are more difficult to do with gender neutral names like Chris or Pat. Profiling your database can help determine the likelihood of your records being male or female so you can genderize accordingly.

12. Mailing to deceased individuals.

Mailing to deceased individuals has the potential to seriously damage your business. Sending mail to the deceased can be seen by their families as insensitive, careless, and lazy. Take the time to ensure the names of deceased individuals are suppressed from your database to save money and protect your brand.

13. Incorrect formatting for global addresses.

Managing global addresses can be a challenge for developers. Global contact data comes in different address formats, character sets, and languages. There are over 240 countries and territories with 175 different address formats. Of these countries, over 117 have postal code systems, while many have alphanumeric codes (like the U.K. and Canada).

14. Failed integration due to legacy data issues.

Merging legacy systems of consolidating companies or applications can be an anxiety-ridden ordeal. Data in legacy systems are usually of poor quality, jumbled, disorganized, and stored in varying formats. What you need is your data to be accurate, cohesive, and all in the same format to ensure your data warehousing and integration efforts are a success.
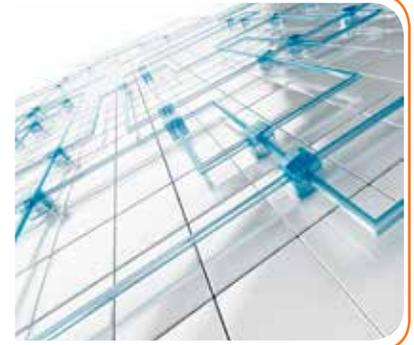
15. Inability to determine whether an address is residential or business.

Most shipping companies charge a higher price for residential deliveries. That's why it's important to identify residential addresses to ensure you select the most cost-effective method for shipping parcels to maximize your savings potential.

16. Inability to verify street address in rural areas.

In many smaller and rural communities, the USPS® does not deliver directly to homes and businesses. Instead, it assigns PO boxes to every address in the community and only delivers mail to the PO Box™. Trying to verify actual street addresses using only the USPS database would return these unknown addresses as "bad." This becomes a big issue for companies like cell phone service providers who rely on address verification before extending credit to customers. Some of these providers require a verified street address – not a PO Box – for account activation.

17. Not identifying data quality issues at the start.

Know exactly what your system's data quality issues are right at the start – clearly and quickly – before any data-driven initiatives are executed. For example, when you're examining columns or tables of data and you discover that the data is not valid, does not match a pattern, or is missing values, you'll be better prepared at designing a program to clean or eliminate bad data. Detecting and fixing data problems before data is merged into a data warehouse saves you time and money.

To read the rest of **'The Top 30 Data Quality Issues You Need to Know About',**
go to page 19!

SOLUTIONS SPOTLIGHT

For Data Quality, We Speak Your Language

Melissa Data knows that developers need smart, sharp data cleansing tools in multiple languages and protocols to assist in successful data integration, migration, big data, and analytic projects. We offer the most comprehensive set of flexible, scalable data quality tools, including free trials, source codes, and unlimited tech support to assist in rapid application development.

Additionally, our tools are easy-to-integrate with these featured technologies:

Oracle®

Integration with Oracle makes it easy to call our advanced data quality capabilities natively for database administrators (DBAs) and power users. Available with:

- Native PL/SQL Packages
- CLEAN_Address® for E-Business Suite
- CLEAN_Address for JD Edwards® Enterprise One
- CLEAN_Address for PeopleSoft®

**For a free trial, go to:
http://www.melissadata.com/dev-oracle**

Microsoft® SQL Server®

Integration with SQL Server enables power users, developers, and DBAs to easily call our solutions within stored procedures, triggers, and batch cleansing jobs. Available with:

- T-SQL OLE Automation Objects
- Extended Stored Procedures
- Common Language Runtime .NET™ projects
- Data Quality Services for SQL Server (Azure)
- SQL Server Integration Services (SSIS) — **see Data Integration section on page 16**

Melissa Data in the Cloud

Our Cloud services are stable and secure with a 99.99% uptime through redundant, distributed server farms across three continents.

Melissa Data Server Locations

- ● Rancho Santa Margarita, CA
- ● Richmond, VA
- ● Montreal, Canada
- ● France
- ● Australia

✔ **Free unlimited, worldwide technical support**

✔ **120-day ROI guarantee**

✔ **Service Level Agreements (SLA) available**

✔ **SOC 2 Certified**

Personator® - U.S. and Canadian

AVAILABLE AS:

Cloud Plugin Api Desktop Software

Name ✔
John Wayne Brown

Address ✔
50 Enterprise
Aliso Viejo, CA
92656-1153

Email ✔
JohnB@melissadata.com

➕ **Added Phone Number**
949-858-3000

Demographics ✈
Household Income:
$15,001-$20,000
Length of Residence:
5-6 Years
Own/Rent:
Definite Renter

New Address ⌂
22382 Avenida Empresa
Rancho Santa Margarita, CA
92688-2112

Personator Check & Verify

This next-generation data quality service standardizes and verifies name, address, phone, and email info and compares name to address for real-time ID verification. The service also geocodes an address with a rooftop lat/long coordinate.

Personator Append & Demographics

Enrich records in real-time by adding missing name, address, email, and phone info, plus a wealth of demographics.

Personator Move

Update records with the most current address for a person or business based on 10+ years of history.

For a free trial, go to:
http://www.melissadata.com/dev-personator

Solutions Spotlight//

Data Quality Suite Cloud (World Edition)

Clean your data to improve mail deliverability and overall customer satisfaction. The Data Quality Suite is comprised of:

Global Address Verification

Parse, standardize, cleanse, transliterate, format, and geocode address data for over 240 countries.

Global Email Verification

Remove up to 95% of bad emails with real-time Email Mailbox Verification. Validate and standardize email addresses, and correct common typos.

Global Phone Verification

Verify phone numbers in over 249 countries and regions of the world. Identify phone type (landline or cell phone).

Global Name Verification

Recognize 530,000 last names and 132,000 first names to correct misspelled names, parse personal names, and standardize company names.

For a free trial, go to: http://www.melissadata.com/dev-gdqcloud

AVAILABLE AS:

CLOUD   PLUGIN   API

Express Entry®

AVAILABLE AS:

CLOUD   PLUGIN   DESKTOP SOFTWARE

1020 Benn
1020 Bennet Ave, Columbus, MS, 39702
1020 Bennet Ave, Jeannette, PA, 15644
1020 Bennet Ave, Long Beach, CA, 90804
1020 1/2 Bennett Ave, Mount Pleasant, MI, 48858
1020 E Bennett Ave, Sandusky, OH, 44870

Auto-complete addresses to make it easy for users to enter verified U.S. and international address information on Web forms or order entry.

• Speed up order entry with 50% fewer keystrokes
• Reduce lost leads due to form abandonments
• Eliminate shipping costs due to incorrect addresses

For a free trial, go to: http://www.melissadata.com/dev-expressentry
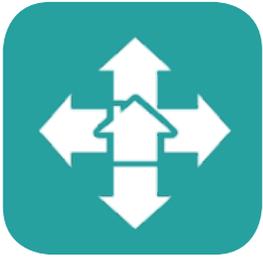
SmartMover^{SM}

Update the addresses of U.S. and Canadian customers that have recently moved before you mail to reduce wasted postage and materials associated with undeliverable-as-address (UAA) mail.

• **USPS® NCOA^{Link®}** –Match your address list against more than 160 million address changes in the USPS NCOA^{Link} database, representing all permanent change-of-address records filed in the last 48 months to qualify for postal discounts and meet USPS requirements.

• **Canada Post NCOA®** – The most up-to-date information available on changes of address filed by Canadian households and businesses over the previous 72 months.

For a free trial, go to:
http://www.melissadata.com/dev-smartmover

AVAILABLE AS:

CLOUD   **PLUGIN**

IP Locator

Determine the physical location of an IP address to identify an Internet user's geographical location, including country, region, city, lat/long, postal code, and domain name. Updated regularly.

• Reduce credit card fraud by knowing the IP address matches the location origin
• Improve business intelligence and analytics
• Launch more targeted ad campaigns

For a free trial, go to:
http://www.melissadata.com/dev-iplocator

AVAILABLE AS:

CLOUD   **PLUGIN**   **API**

Geocoder

Return latitude and longitude coordinates for U.S. and international addresses for over 40 countries. Provide rooftop level geocoding for 95% of all U.S. addresses and geocode Canadian addresses to the postal code level.

• Find clusters of customers/prospects for better marketing strategy
• Power dealer/store locator lookups
• Initiate efficient logistics operations

For a free trial, go to:
http://www.melissadata.com/dev-geocoder

AVAILABLE AS:

CLOUD   **API**

Solutions Spotlight//

Reverse Geocoding

Convert a geographic coordinate (lat/long) to get a valid U.S. street address. Returns up to 100 addresses for each latitude/longitude coordinate.

• Use in location-based mobile apps
• Create a mailing list within a specific geographic radius for targeted marketing
• Learn more about your prospects based on location

AVAILABLE AS:

CLOUD

For a free trial, go to:
http://www.melissadata.com/dev-revgeocoder

Property Service

Get valuable access to comprehensive property and mortgage data for over 140 million properties in the U.S. With 12 categories and 165 information fields, you can customize your lists by owner info, property values, current sales and parcel info, and more. Updated weekly.

• Identify real estate trends and neighborhood characteristics
• Improve mortgage transaction cycle time and cost efficiency
• Capture new sales leads and market better to prospects

AVAILABLE AS:

CLOUD   **PLUGIN**

For a free trial, go to:
http://www.melissadata.com/dev-property

LeadGen Cloud API

Integrate this collection of REST/XML Cloud APIs into your custom applications to get counts and pull marketing lists such as a Business, Consumer, Property, or Saturation, for internal or retail use.

• Create a new revenue stream by providing mailing lists
• 24/7 access to list counts and ordering
• Add valuable demographic and lifestyle data to big data applications

AVAILABLE AS:

CLOUD

For a free trial, go to:
http://www.melissadata.com/dev-leadgen

Melissa Data On-Premise APIs
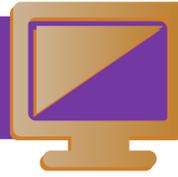
Our on-premise multiplatform APIs are the fastest and most secure option. No data leaves your premises.

Data Quality Suite
(World & North American Editions)

AVAILABLE AS:

Cloud **Plugin** **Api**

Clean and enhance your customer and prospect data in real-time before it enters your database with this toolkit of data cleansing solutions. The suite's capabilities are similar to its Cloud version. However, the API version of **Address Verification** can also verify over 5 million non-USPS and rural addresses reached only by parcel carriers such as FedEx® and UPS®. This ensures your mail gets delivered on time, and also helps companies determine if they should provide credit or mobile phone coverage to customers in these areas.

For a free trial, go to:
http://www.melissadata.com/dev-gdqsuite

Profiler Object® - NEW!

AVAILABLE AS:

Plugin **Api**

Determine what condition your data is in – right at the start. Our new Profiler Object analyzes data in a variety of column types to ensure it adheres to the limitations imposed by the user-specified type. It will also provide statistics, at varying levels of detail, to allow users to develop informed strategies on how best to manage and employ their data.

• Discover existing weaknesses in your database (duplicates, badly fielded data, etc.)
• Allow the building of metadata repository that aids in data governance and creating strategic datamarts
• Maintain data quality by continuously monitoring data after it's merged into a data warehouse

For a free trial, go to:
http://www.melissadata.com/dev-profiler

Solutions Spotlight//

MatchUp Object®

Identify the most difficult-to-detect duplicate records using MatchUp's advanced fuzzy matching algorithms and deep domain knowledge.

- Gain a more accurate, single view of your contact data
- Identify multiple records at the same address
- Process files with different field structures

AVAILABLE AS:

API   **PLUGIN**   **DESKTOP SOFTWARE**

For a free trial, go to:
http://www.melissadata.com/dev-matchup

Identify obvious duplicates like:

Query	Match
Alex Jones 555 Beach Ave Blank City, CA 92806	Alexandra Jones 555 W Beach Ave Blank City, CA 92688-5544

And not-so-obvious duplicates like:

Query	Match
John Smith 12 Main St Anytown, CA 92688	Mr. J Smith TAXman Consulting Suite 5 12 North Main St Anytown, CA 92688

Presort Object®

Design a custom presort program to complement your mail processing system. Maximize postal processing speed and productivity while qualifying your mailings for the lowest rates on First-Class™ and Standard Mail®. Presort Object is PAVE™ Gold Certified and features Mail.dat® technology.

- Maximize postal discounts
- Full Service IM® barcode compliant – No TEM testing!
- Work with any current CASS™ processed list

AVAILABLE AS:

API

For a free trial, go to:
http://www.melissadata.com/dev-presort
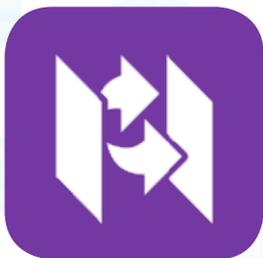
RightFielder Object®

Improve data integration efforts by re-fielding data into the proper fields. RightFielder uses powerful entity recognition and identification algorithms to correctly field customer information without delays or having to re-key legacy data. Processes about 10 million records per hour.

- Standardizes your database to help you better understand your customers
- Prevents costly errors due to unfielded data
- Aids in data integration efforts, making it a more seamless process

AVAILABLE AS:

API   **DESKTOP SOFTWARE**

For a free trial, go to:
http://www.melissadata.com/dev-rightfielder

Data Quality Plugins

Our contact data quality plugins for leading CRM, e-commerce, and data integration platforms make it easier to add data cleansing power to your application – with one click.

E-Commerce

Data Quality Tools for Magento® and Shopware®

AVAILABLE AS:

PLUGIN

Verify, correct, and auto-complete addresses as they're entered, and validate information for more than 240 countries and territories in real-time with our global address verification plugins for Magento and Shopware.

• Reduce form abandonment with 50% less keystrokes to enter address data
• Enter only verified addresses into your system
• Speed deliveries and ensure customer satisfaction

To try it for free, go to:
http://www.melissadata.com/dev-ecommerce

CRM

Listware® for Salesforce®

AVAILABLE AS:

PLUGIN   CLOUD   EXCEL

Success
- Address validated!
- Email validated!
- Phone validated!
- Name validated!

Global Verification   Lookup Global Address

Result	
Last Modified Date	2015-05-22 10:40:22
Results	AV24,GS06,ES01,ES21,PS01,PS08,NS01,NS05,NS06
	View Result Descriptions
Address Verification Results	

Integrate data cleansing, validation, and enrichment directly into Salesforce.com's CRM software. The plugin also provides real-time auto-completion of international customer addresses, and adds missing name, email address, and phone information.

• Increase response rates and ROI with clean data
• Enhance omnichannel marketing efforts with complete records
• Avoid undeliverable mail costs

To try it for free, go to:
http://www.melissadata.com/dev-lwsalesforce

CRM (continued)

Listware® for Excel®

Clean and enrich your contact information directly in Excel. Simply open your spreadsheet, click the Listware tab, select the records to process, and start cleaning away!

• Reduce undeliverable mail by getting the address right the first time
• Work entirely in Excel – no IT knowledge required
• Complete your contact database for better omnichannel marketing

To try it for free, go to:
http://www.melissadata.com/dev-lwexcel

Data Integration

AVAILABLE AS:

PLUGIN

Data Quality Components for SQL Server™ Integration Services (SSIS)

Maximize the effectiveness of your master data management, big data analytics, and omnichannel marketing initiatives with more accurate, reliable data. Our Data Quality Tools for SSIS is a suite of custom data cleansing transformation components – **Contact Verify, Personator, Profiler, Global Verify, SmartMover, MatchUp, Fuzzy Match, IP Locator, Property** – to verify, correct, standardize, consolidate, and update all your contact data.

• Unique Golden Record & Survivorship capabilities
• Compatible with SQL Server 2008/2012/2014
• Deliver data quality routines without writing any code
• Broad connectivity to any type of data

To try it for free, go to:
http://www.melissadata.com/dev-ssis

Data Quality Components for Pentaho®

Clean, correct, and update your records as you integrate data into a data warehouse. Powerful data extract, transform and load (ETL) capabilities, an intuitive and rich graphical design environment, and an open and standards-base architecture makes Pentaho Data Integration (PDI) a must-have data integration solution. The plugin includes the **Global Verify, Personator, Contact Verify, SmartMover, MatchUp, and IP Locator** solutions.

• Get a 360-degree view of your customers for better business decisions
• Improve analytics and business intelligence efforts with clean data
• Improve customer communications and marketing efforts

To try it for free, go to:
http://www.melissadata.com/dev-pentaho

Service Bureau Enrichments
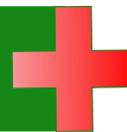
Enrich your data with additional demographic, lifestyle, and contact information to gain deeper insight into your customers and extract greater value from your database. Simply upload your list and our Service Bureau does all the work! Fast turnarounds, low minimums, and customizable bundles suited to your business needs.

Premium Consumer & Business Email Append

Add business and consumer email addresses to your contact database.

• Yield higher response rates by using email
• Match against a database of 250 million records (consumer)
• 15-30% match rates

To request a quote, go to:
http://www.melissadata.com/dev-emailappend

Reverse Email Append

If you have a customer or prospect list that contains email addresses, add a corresponding name and address for direct mail purposes.

• Increase response rates by nearly 30% by adding direct mail
• Complete your contact records
• Boost conversion rates

To request a quote, go to:
http://www.melissadata.com/dev-reverseemail

Premium Phone Append

Add business, consumer, and Canadian phone numbers to your database based on the provided name and postal address. More than 170 million records from Telco-sourced data.

• Append rates as high as 60%
• Save time and money with validated phone numbers
• Reach consumers and businesses in the U.S. and Canada

To request a quote, go to:
http://www.melissadata.com/dev-phoneappend

Reverse Phone Append

Add names and addresses to phone numbers in your database for improved communications.

- Increase lead quality
- Boost marketing efforts
- Complete your contact database

To request a quote, go to:
http://www.melissadata.com/dev-reversephone

Consumer Enhancements

Add demographic, telecommunication, and lifestyle information such as date of birth, number of children, marital status, resident type, gender, household income, occupation, and more.

- Increase lead quality by adding valuable data
- Identify customer traits
- Improve segmentation efforts

To request a quote, go to:
http://www.melissadata.com/dev-consumer

Business Enhancements

Add business information to your database such as contact name, title, employee size range, sales volume, SIC and NAICS codes.

- Access detailed info on 12 million businesses
- Increase your marketing power
- Identify businesses that better match your target market audience

To request a quote, go to:
http://www.melissadata.com/dev-business

18. Outdated addresses.

43 million Americans move each year. That means that an untold number of your customers have changed addresses in the last few years – and you need to update your records before your next campaign! Otherwise your mail could be deemed undeliverable-as-addressed mail (UAA), which can cost your business in many areas: increased postage and paper usage, as well as duplicated work, poor cash flow, and loss of customers.

19. Staying in contact with moving customers.

Did you know that 40% of all address changes are not reported to the USPS? So, even if you've updated your database, it's still likely that you're not going to reach everyone in your system. You can identify residents that have moved but have not filed a change-of-address form with the USPS by tapping other sources – including magazine subscriptions, catalog houses, insurance companies, credit bureaus, mail-order firms, and more – to get their most current address, even those that go back as far as five years to even 30 years.

20. Addresses with incorrect ZIP™ codes.

An incorrect or insufficient ZIP Code™ decreases your mail deliverability, minimizes proper postal presorting and discounts, and could increase postage, printing, and labor costs.

21. Mailing to inappropriate contacts.

Suppressing or flagging records addressed to federal and state prisons and other correctional facilities – or those who don't wish to receive marketing materials (DMA Do-Not-Mail, Do Not Call) – can prove to be a challenging but necessary endeavor to save on costs and prevent waste. Who wants to mail to those who are unable to take advantage of your offer, or simply don't want your solicitation?

22. Inability to identify Internet user's geographical location.

Identifying your Internet user's geographical location – such as the country, region, city, latitude/longitude coordinates, postal code, ISP, and domain name – can help you customize marketing messages to a specific audience, prevent fraud and spam, and flag suspicious activity.

23. Inability to verify identity.

Verifying customer identity is critical to preventing fraud and spam. But oftentimes, it's difficult to connect each contact element and gain meaningful insight. Does the person live at this address? Is the address deliverable? Is the phone number associated with the customer, and is it callable? Is the email address valid?

24. Inability to determine the area code of an international phone number.

Maintaining a valid list of international phone numbers isn't always easy, especially if you've only got the prefix and suffix for a phone number, but not sure if those are even accurate. And, what's the country code you need to dial to actually reach that number? Could you use a little more location information linked to that number? How about the locality, lat/long, and even the predominant language associated with the phone's detected geographical location? Now you're talking!

25. Inability to consolidate records from a group of duplicates.

So you have duplicate records in varying degrees of accuracy. One record has the contact's full name, address, but no shopping history. Another record has the contact's name, shopping history, but no address or phone number. How can you determine which record is the most relevant? How would you be able to grab and collapse each record to determine which one of those records "survives"?
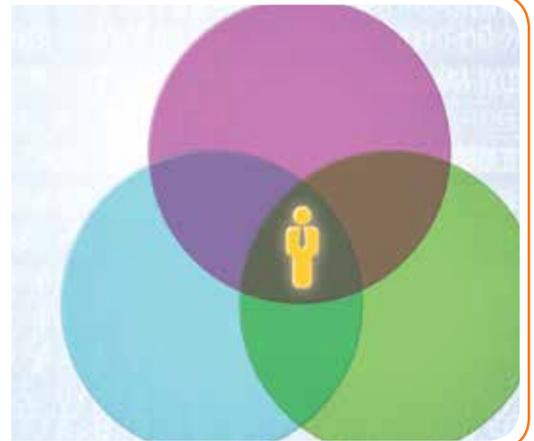
26. Poor marketing business intelligence.

Enrich the value of your database by adding geographic information (latitude/longitude coordinates), demographic, and lifestyle information to your contact data, including a person's date of birth, presence of children, renter or owner status and length of residence, gender, household income range, and occupation. Adding this type of information to your database can help you gain a better understanding of your contact data and significantly improve your BI initiatives.

27. Inability to accurately map address locations.

You're trying to zero in on the exact location of an address to determine tax jurisdiction, fire, school, police districts, or to optimize routing for deliveries or emergency response. There are different levels of geocoding to fit your business needs, such as rooftop geocoding, ZIP+4®, and ZIP+4+2. Rooftop geocoding returns the actual physical location of the address delivery point. It's considered to be the most precise method for pinpointing addresses.

28. Poor sender reputation.

You can harm your sender reputation by sending emails to invalid email addresses. To reduce bounce backs and spam complaints, you can test the SMTP in real-time, eliminate bad email addresses, and correct email addresses that can be "saved."

29. Multiple mailings to the same residence.

Mailing to different people living in the same residence won't reflect well on your business, and can increase costs due to waste, postage, and printing. It's important to identify records in your database that are members of the same household, business, or organization, and eliminate unnecessary multiple mailings.
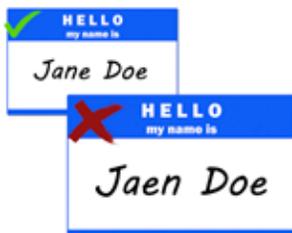
30. Misspelled names.

Misspelled names can be troublesome when trying to standardize and consolidate records in your database, especially if you have errors like a Jonh Smith and a Joh Smith. You can't personalize a mailing with a misspelled name.

Your Top 30 Issues...Solved!

Melissa Data offers smart, sharp tools that can solve all of these top 30 data quality issues – and more. We have everything you need to get your data into the most accurate, complete, and correct shape possible. Your business will be better positioned to optimize campaigns, save on costs, increase deliverability, and improve communication and response rates.

Find out how! Go to for more info: www.MelissaData.com/dev-dq30

Welcome to the Melissa Knowledge Base

Improve Your Data Quality Knowledge and Skills

Maximizing the performance of our data quality solutions depends on having an extensive set of resources – from basic data quality techniques to data governance best practices for master data management, and beyond.

On-Demand Webinars

From product demos and tutorials to advanced topics in data profiling, data cleansing, data enrichment, and matching techniques.

Watch our webinars:
http://www.melissadata.com/dev-webinar

Product Training:
Get Melissa Data Certified

Learn basic data quality concepts, best practices, and get hands-on use of our data quality tools and software. Certification empowers you to recommend our solutions and receive referral fees, fast track support, and help with developing an OEM solution built around our tools.

Let us work to solve your unique technical and business needs.
http://www.melissadata.com/dev-training

Professional Services:
Contact Data Quality Consulting

Jump start your data quality initiatives with expert advice to get you up-and-running quickly – plus, develop an action plan that grows with your data needs.

Get a free consultation now!
http://www.melissadata.com/dev-consult

White Papers and eBooks

Practical advice and how-to strategies on the latest topics in data quality and hygiene.

Check out our white papers now!
http://www.melissadata.com/dev-resources

Melissa Data MVP Network

MVPs are recognized data enthusiasts and leaders in their respective fields who know how to get the most out of our data quality solutions.

Find an MVP or learn how to become one!
http://www.melissadata.com/dev-mvp

Clean Data Made Easy

So your database is a mess? We've got all the tools you need to correct, consolidate, and enrich your contact data – easily and affordably.

Verify Global Contacts

Standardize, verify and update name, address, phone, and email info for 240+ countries.

Get the Dupes Out

Detect and merge duplicate or similar records to create a single view of the customer.

Enrich Your Data

Add geographic, demographic, IP location, and property/mortgage data for better insights and business decisions.

Clean it Your Way

Pick only the tools you need: Cloud or on-premise APIs; Microsoft®; Oracle®; Pentaho®; Salesforce®; and more!

Free Trials Available!

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Your Partner in Data Quality