

Database/Postal Software

issues such as missing containers, inefficient mail movement and even natural disasters. From supply chain mishaps to major disruptions, MailWatch is there to perform your independent review and alert you to situations that impact your business.

CONTACT: To learn more about GrayHair Software call 866-507-9999, email jmccauly@grayhairsoftware.com or go to grayhairsoftware.com.

§ Melissa (formerly Melissa Data Corp.)

CATEGORY: Database/Postal Software

PRODUCT: MAILERS+4®, MAILERS Online, Suppression Services, FTP Automation for NCOALink®, Mailing Lists, Move Update Service, Canadian National Change of Address Processing (SERP), MatchUp®, Global Express Entry®, Global Address Verification, Personator® (fraud detection and ID verification), and CASS™ processing.

COMPANY: Melissa, 22382 Avenida Empresa, Rancho Santa Margarita, CA 92688-2112. Phone: 800-800-MAIL; (949)-838-3000.

LIST PROCESSING: Canada Post NCOA® and USPS® NCOALink Move Update change-of-address processing to reduce undeliverable-as-addressed mail, and qualify for postal discounts. Secure, automated 24/7 FTP submission offers no minimum charges per file or set up fees – and turnaround for most jobs in 20 minutes or less. Low price guaranteed – we will beat any competitor's price! Suppression services include Deceased, Do-Not Mail, and Inmate. Email and Phone Append services also available.

MAILING LISTS: Instant access to qualified sales leads via saturation, new mover, business and property owner mailings lists, to name a few. Melissa also offers specialty mailing lists that target in-demand prospects like medical professionals, registered voters, recent graduates, and automobile owners. The lists are regularly updated and are USPS and CASS™ processed, plus we guarantee delivery. For high-volume list buyers, Melissa offers its LeadGen APIs which allow users to easily get counts and pull lists online 24/7. It is easily integrated into custom applications and available lists include Consumer, Business, Saturation, and Property.

MAILERS Online: Mail prep in the Cloud – what could be better? MAILERS Online is the easiest solution to get your mail prepped and out the door. No software to update. No long-term contracts. Pricing per job. MAILERS Online presorts your mailing for either First-Class™, Marketing Mail™ (Standard Mail®), Periodicals, Nonprofit, Destination Discounts (DDU), or eLot Enhanced Carrier Route basic rates. The solution also does CASS™ processing, NCOALink, Canada Post NCOA, and deduping. Increase mail deliverability, navigate complex postal regulations with ease, and connect with customers on the move. MAILERS Online – the future of mailing software with the convenience of the Cloud!

MAILERS+4: The affordable, easy-to-use postal automation and bulk mail software meets the budgets and direct-mail needs of any size mailer. This desktop program delivers the tools you need to save up to 65% in postage and printing costs and includes palletization options for First-Class™ and Standard Mail®. A subscription costs as little as \$80 per month with no long term commitments.

Make Your Mailing Operations More Profitable



- Clean addresses for better deliverability
- Qualify for the lowest postal rates
- Access 100s of fresh, accurate lists

Mailing Software



Global Verify



Dedupe



Data Appends



Move Update



Lists/Leads



Try MAILERS Online with Free SmartMover
www.melissa.com/mcloud
1-800-MELISSA (635-4772)

melissa[™]
GLOBAL INTELLIGENCE

Database/Postal Software

MAILERS+4 Features:

–**CASS CERTIFIED PROCESSING:** Verifies, corrects and standardizes U.S. addresses to meet all USPS requirements for discounted mailings. Monthly updates to USPS ZIP + 4/DPV/LACSLink data are available at no additional charge.

–**PAVE® CERTIFIED® PRESORTING:** Presorts letters, flats and postcards for First-Class, Standard (profit and nonprofit) and Periodicals discounts.

–**NCOALINK PROCESSING:** Access SmartMover NCOALink Move Update service to (1) reduce undeliverable mail, (2) save money on postage and printing, (3) qualify First-Class and Standard Mail mailings for postal discounts, and (4) avoid non-compliance penalties. Real-time processing is available.

–**DUPLICATE ELIMINATION:** Removes duplicate records from one or more mailing lists to help reduce postage and materials costs associated with delivering multiple mail pieces to the same person or household.

–**SERP-CERTIFIED™ CANADIAN ADDRESSING:** Verify Canadian addresses, standardize them to Canada Post SERP requirements, and print labels with this optional feature.

–**GEOCODING:** Append latitude/longitude and other location-based information with this optional feature.

–**PALLETIZATION:** Faster delivery, less handling, more savings for high-volume mail with this optional feature.

APIS & CLOUD SERVICES: A collection of fully scriptable API components and Cloud services for U.S. and Canadian address verification, postal presorting, and delivery indication:

–**PERSONATOR®:** Global ID verification and fraud prevention service verifies a name corresponds to an address, email, and phone number;

appends missing name, company name, phone number, and/or email address to your records; and provides current addresses for people and companies that have moved going back 20+years.

–**GLOBAL ADDRESS VERIFICATION:** Standardize, correct, transliterate, and format address data for 240+ countries to help ensure mail deliverability and reduce fraud. CASS and SERP Certified.

–**GLOBAL EXPRESS ENTRY®:** Address auto-completion tool that verifies addresses with type-ahead search function to reduce keystrokes & eliminate shipping costs due to incorrect addresses.

–**SMARTMOVER?:** U.S. & Canadian change-of-address processing to update the addresses of people or businesses that have moved. Access USPS NCOALink and Canada Post NCOA data and meet USPS Move-Update requirements for discounts.

–**PRESORT OBJECT®:** A PAVE CERTIFIED solution, including palletization, to sort qualifying mail pieces for maximum postal discounts and direct mail savings.

–**MATCHUP®:** Gain a unified view of contact data across your organization by identifying duplicate records with domain-specific knowledge of contact information. Implement three custom merge-purge functions and find near-data matches with industry-accepted ‘fuzzy matching’ algorithms.

–**GLOBAL IP LOCATOR:** Reduce fraud and geo-target prospects by identifying a website’s geographic location.

–**PROPERTY CLOUD SERVICE:** Identify real estate trends and neighborhood characteristics with access to comprehensive U.S. property and mortgage data for over 140 million records. It includes 165 information fields to customize your property lists by owner information, property value, current sale information, and much more.

–**LISTWARE®:** Self-service data quality tool to clean, verify, and enrich your contacts in all your lists. Available in the Cloud (online) or as plugin for popular systems like Microsoft® Excel®, Salesforce®. Capabilities include global address verification, address auto-completion, demographic, geographic, property enrichment, and more to increase the sales and marketing power of your contacts.

CONTACT: For more information on Melissa products call 800-800-MAIL, visit www.melissa.com, and follow us on Twitter @melissadata.

§ Neopost USA

CATEGORY: Database/Postal Software

PRODUCT: Bulk Mailer

COMPANY: Neopost USA, 478 Wheelers Farms Rd., Milford, CT 06461. Phone: 800-NEOPOST (636-7678).

BULK MAILER: Make your mailing operation much more productive with Neopost’s Bulk Mailer® software (powered by Satori). Prepare USPS® compliant direct mail faster and more easily. Increase mail deliverability, navigate complex postal regulations and achieve the lowest postage rates. Superior productivity features include wizard-based processes, reusable task templates, comprehensive data exchange and an unmatched mail piece designer. Enjoy unsurpassed mail preparation with features such as CASS Certified™ address correction, PAVE™ certified postal presorting, list cleaning, and so much more. Upgrade to Bulk Mailer Business for faster performance with the largest address data files.

CONTACT: For more information, call 800-NEOPOST (636-7678) or click www.neopostusa.com.

Make Your Mailing Operations More Profitable

- Clean addresses for better deliverability
- Qualify for the lowest postal rates
- Access 100s of fresh, accurate lists



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