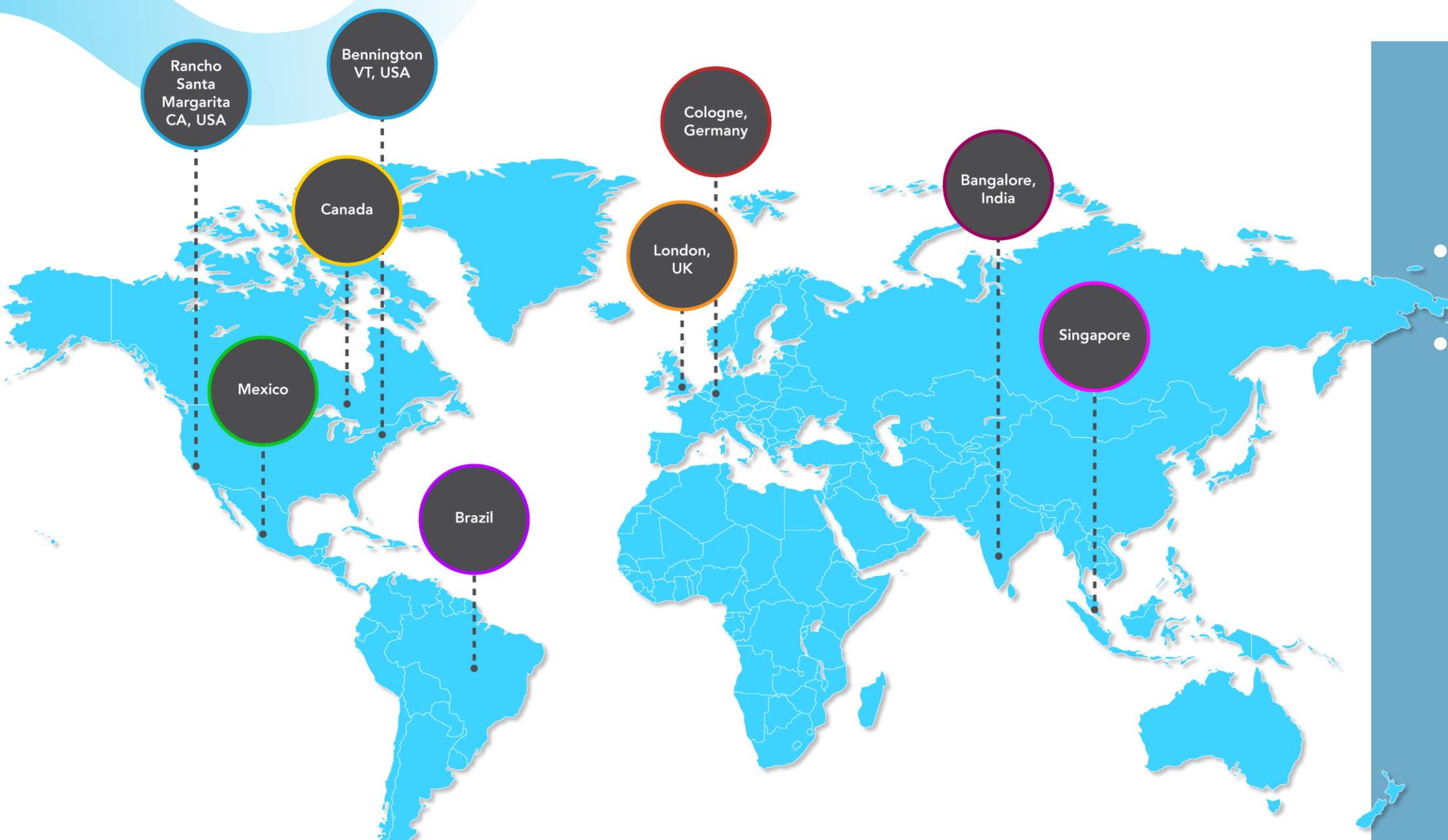


melissa

Accurate Data for Decision Making

How to Improve Business Insights





melissa

Regional HQ
Worldwide

As a leading Data Quality company, Melissa maintains a sales and support network throughout 6 global regions

Canada

United States

Latin America

Asia-Pacific

Europe

Middle East / India

Who is Melissa?

- 39+ Years of Expertise in Data Quality
- Leader in Global Data Quality
 - Email, Address, Phone & Name Validation
 - IDV, AML, Watchlist, KYC
 - Data Enrichment
 - Metadata Profiling
 - Matching and De-duplication
 - Geo-coding



POLL #1

What would you like Melissa to do for you?



Webinar Agenda

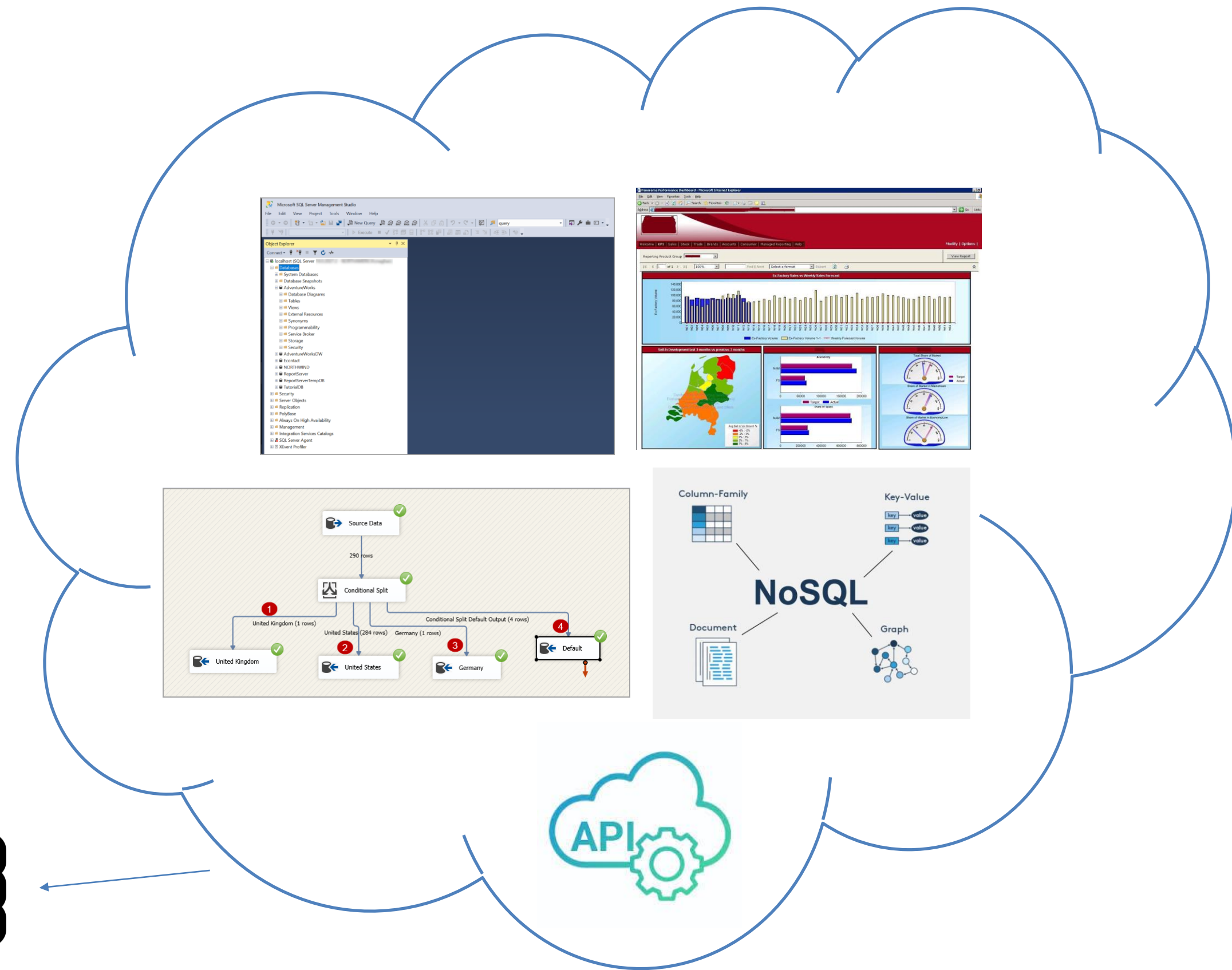
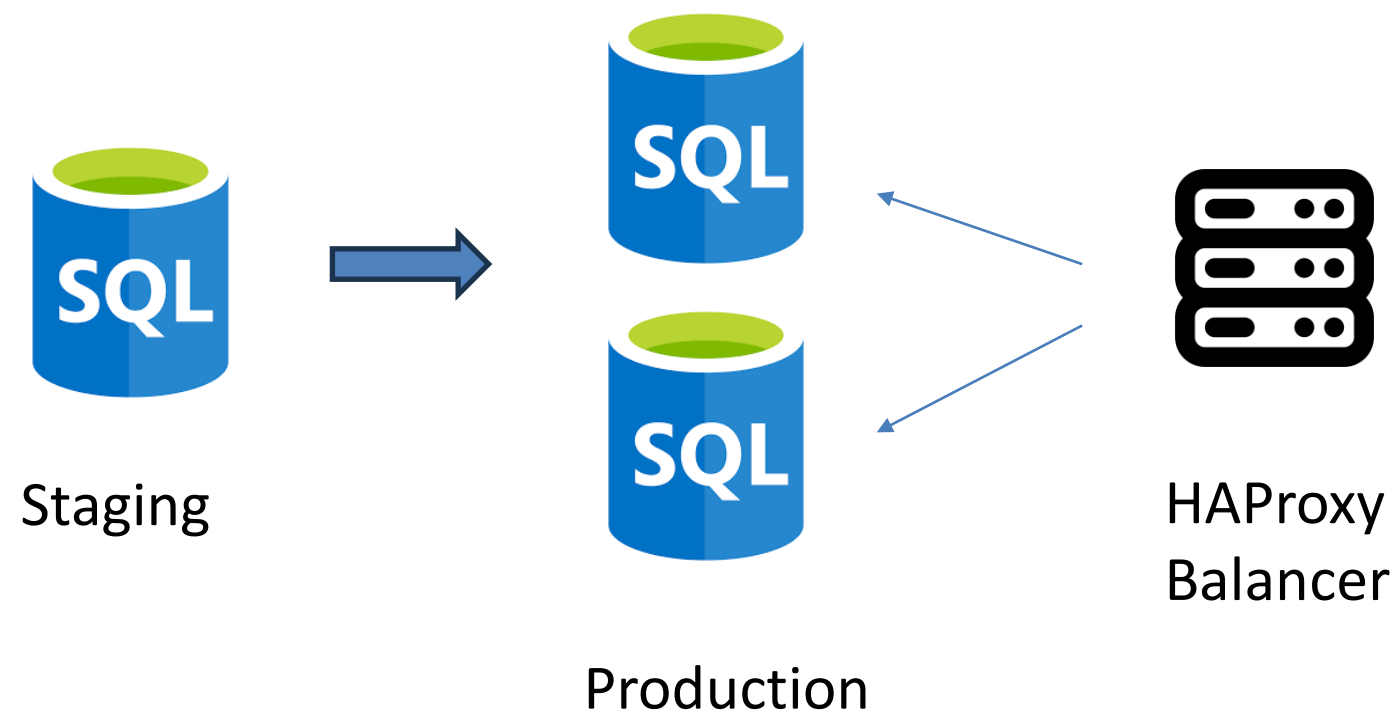
- Melissa's "Tech Stack"
- What is GIGO?
- Gold-Standard Reference Data Melissa Provides
- Use Case Examples
- LIVE Demonstration



Melissa "Tech Stack"

- **A Few Technologies Used**

- SQL Server Management Studio SSMS
- SQL Server Integration Services SSIS
- SQL Server Reporting Services SSRS
- High Availability/Availability Groups HA/AG
- HAProxy Balanced Socket Connections
- NoSQL: CouchDB, Cassandra, Elastic, Mongo, Kafka, etc.



GIGO

- Garbage in, garbage out, or GIGO refers to the idea that in any system, the quality of output is determined by the quality of the input.



- **Types of garbage input that result in garbage output**
 - Incorrect (includes errors)
 - Incorrectly obtained or recorded
 - Too different from other data (AKA outliers)
 - Too similar to other data (AKA dupes)
 - Missing/Incomplete
 - Not applicable to the particular situation or application



POLL #2

What kind of data does Melissa offer?

TYPES OF DATA FROM MELISSA

Available at: <https://www.melissa.com/marketplace/>

Additional info at: <https://docs.melissa.com>

- Addresses (US and International)
- Households
- Businesses
- Property Data
- Medical Professionals
- Comprehensive data sets covering 95-99% of population

Global Address Database

- Over 200+ million records of residential, business, po boxes, and more!
- AddressLine
- City
- State
- Zip
- Plus4
- Parsed Fields (All)
- Latitude/Longitude
- Elevation
- MelissaAddressKey
- Covering the US + International countries



Households

- Over 247+ million records across 300+ fields
- Household income
- Marital status
- Age group
- Children's age
- Number of persons in household
- Mail responsiveness
- Home value
- And more!



Businesses

- Over 17+ million businesses and 70+ million contacts
- Firm name
- SIC/NAICS codes
- Number of employees
- Address information with latitude/longitude
- Contact information
- Type of business
- Stock ticker
- And more!



Property

- Over 140+ million US properties across 400+ fields
- FIPS and APN numbers
- Owner name and contact address
- Property address
- Tax assessment
- Deed transactions
- AVM values
- Number of stories, bedrooms, and bathrooms
- Lot size
- And more!





POLL #3

What GIS data does Melissa offer?

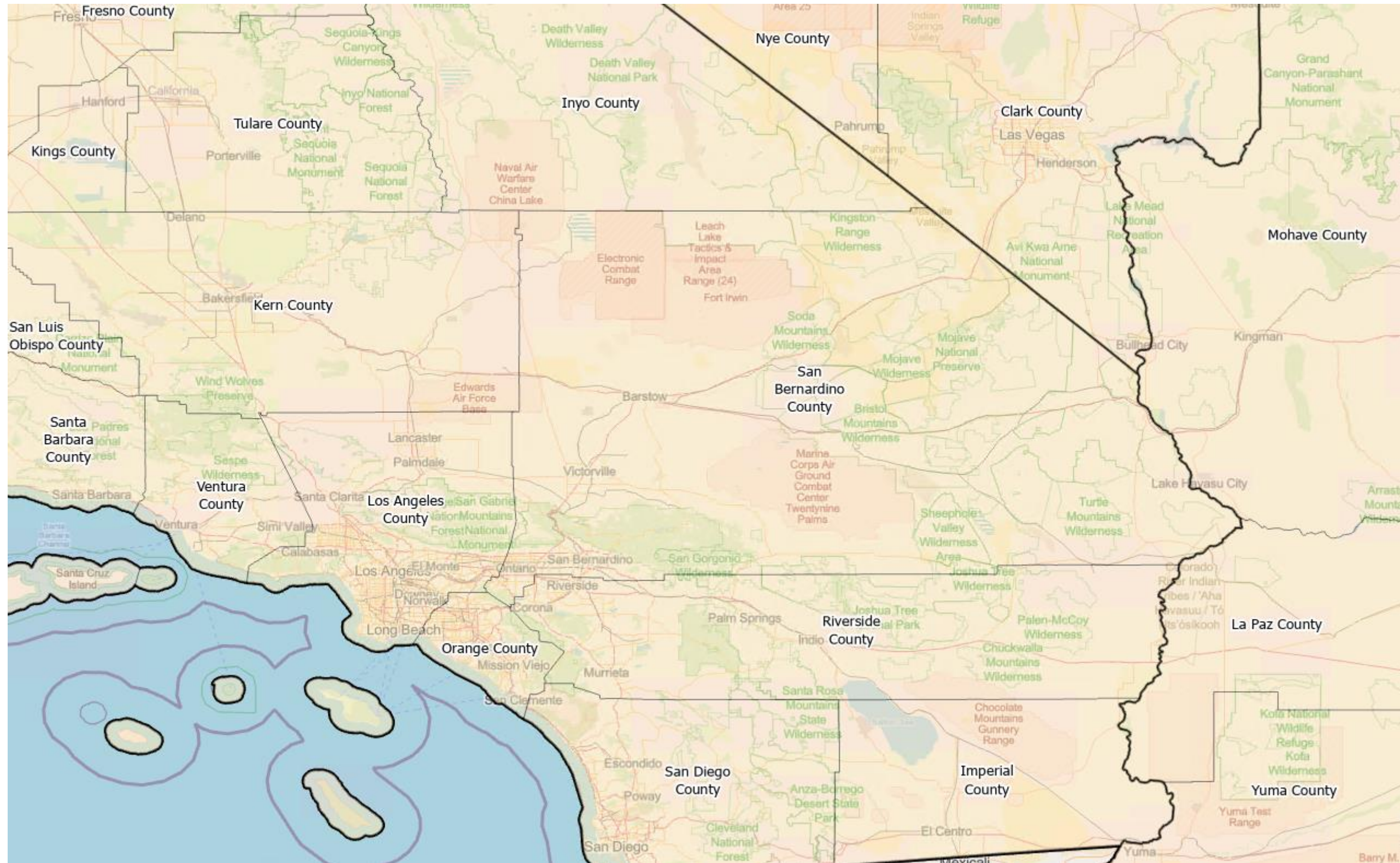




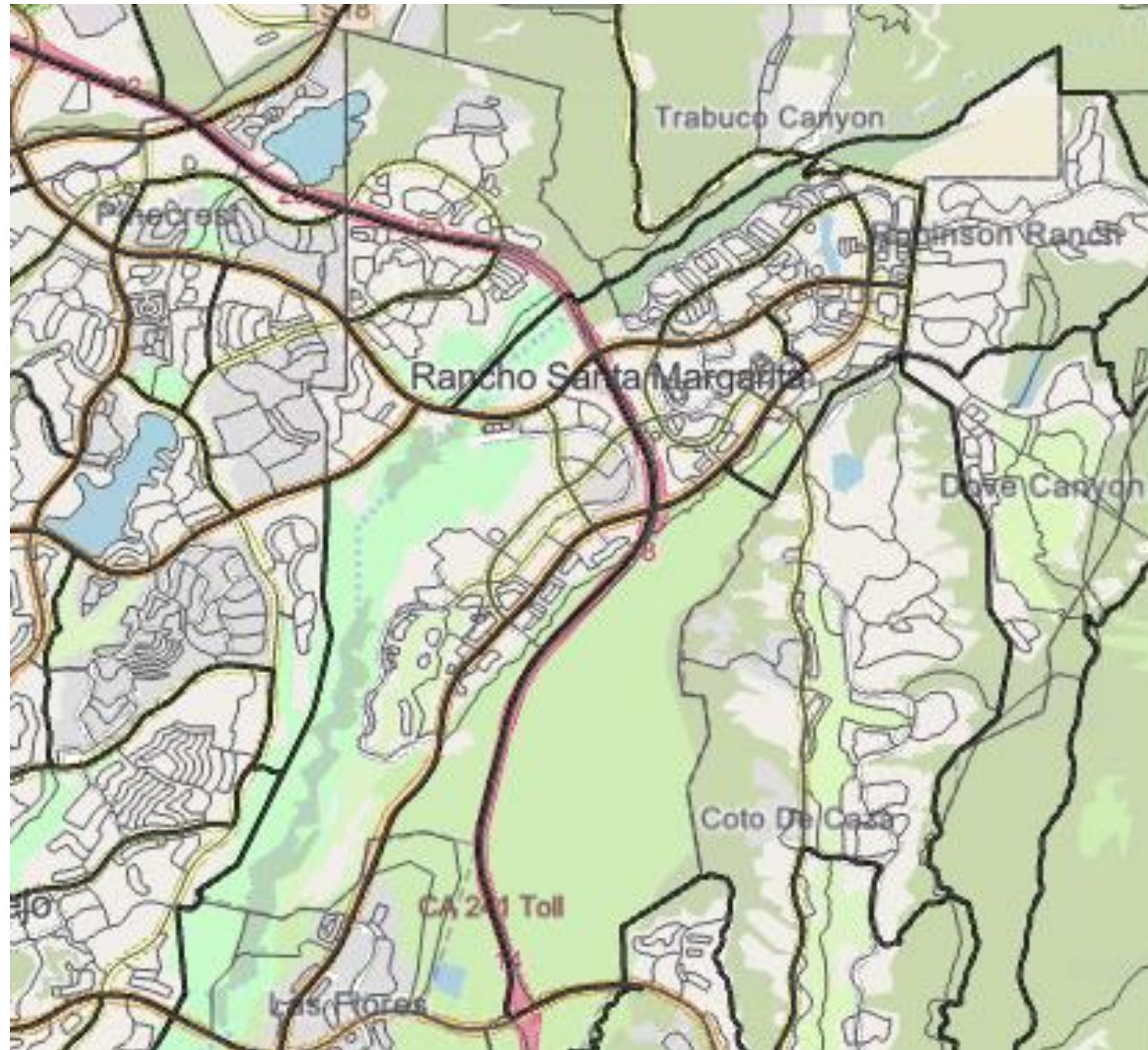
TYPES OF DATA FROM MELISSA

- GIS Data (Points, Polygons)
 - Addresses + Latitude/Longitude
 - Parcel Boundaries
 - Building Footprints
 - Zip Code Boundaries
 - Carrier Route Boundaries
 - Legislative Boundaries
 - And more!
- 

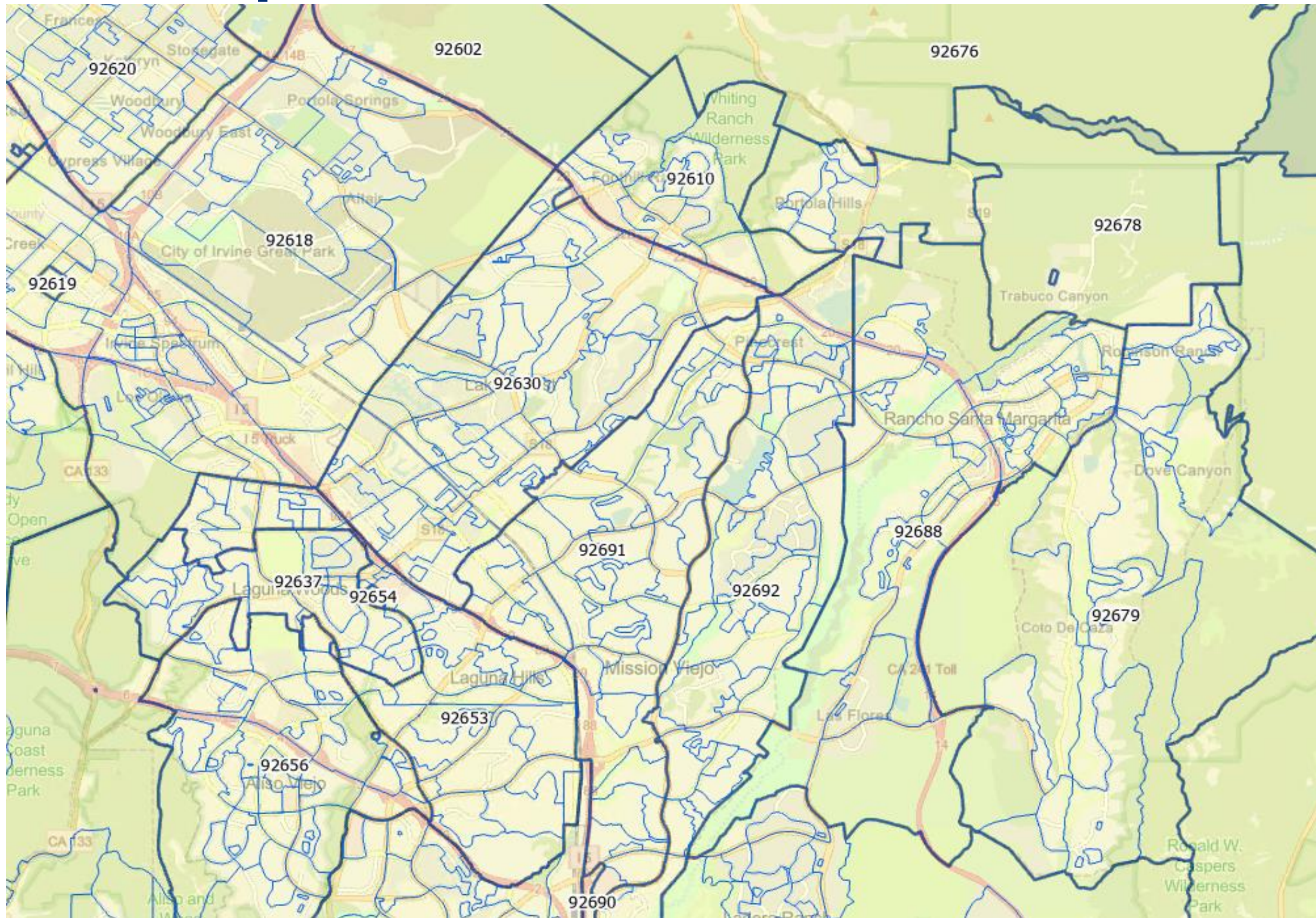
State and County Boundaries



Census Tracts and Blocks



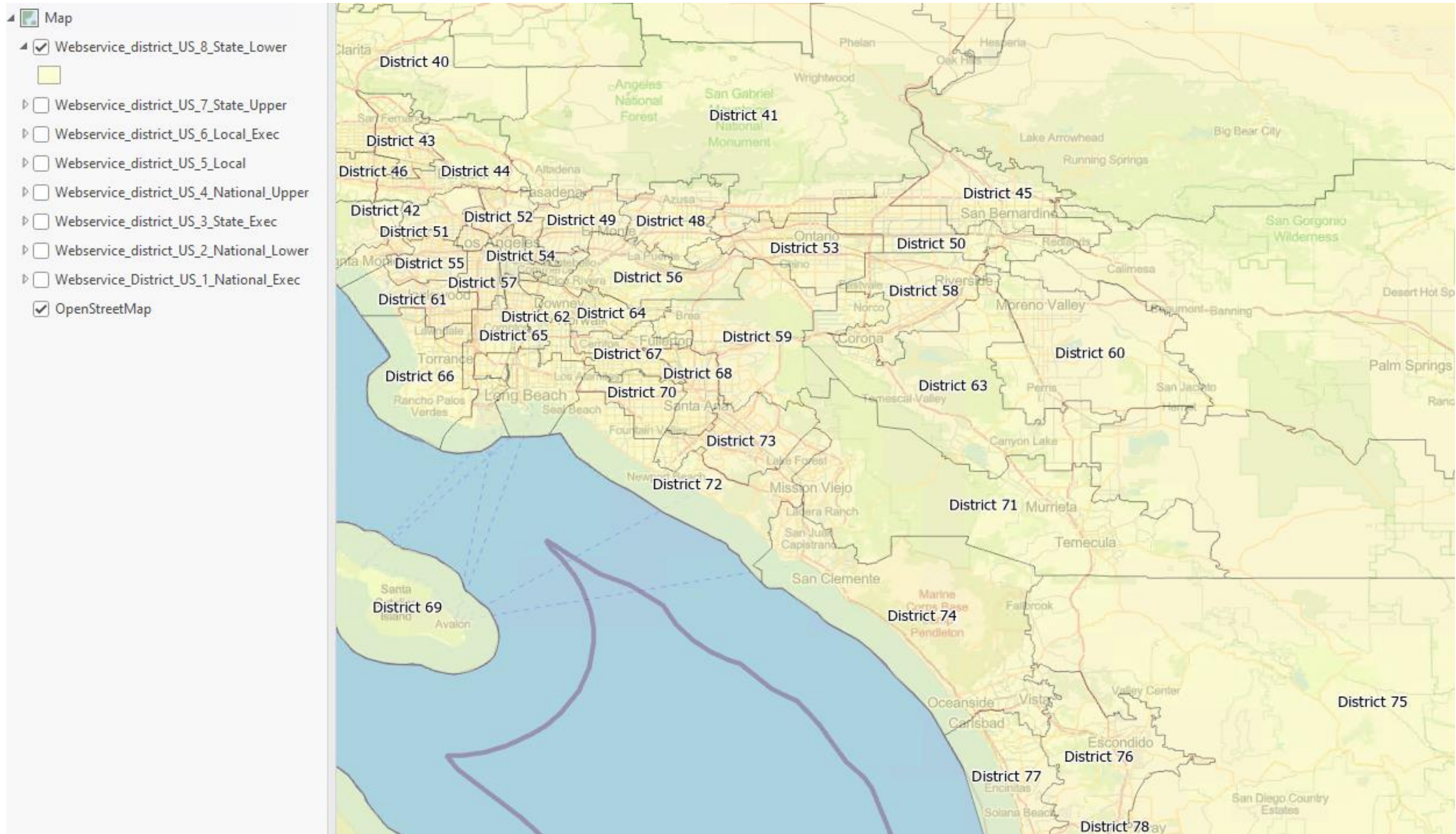
Zip Code and Carrier Routes



Parcels and Building Footprints



Legislative Districts



Popular Use Cases



Location-Based Marketing



Audience Targeting



Demographic Segmentation



Logistics



Fraud Detection



Business Intelligence

LIVE Demonstration



QUESTIONS and THANK YOU!



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