

melissa

UNLOCK INSTANT DATA QUALITY AND DATA ENRICHMENT ON SNOWFLAKE MARKETPLACE



Visit Our Website:

www.Melissa.com

Daniel Kha Le
Chief Data Officer



Poll #1:

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Why Melissa?

melissa
melissa.com



**40+ Years
of Innovation**



Trusted Global Leader
in data quality and
enrichment services



240+ Countries supported



Empowering System Integrators:
Easy-to-implement APIs for
scalable solutions



Who is Melissa?

melissa
melissa.com

40+ Years of Expertise in Data Quality

International Offices and Data Centers

Leader in Global Data Quality

- Email, Address, Phone & Name Validation
- IDV, AML, Watchlist, KYC
- Data Enrichment
- Metadata Profiling
- Matching and Deduplication
- Geo-coding



melissa | Marketplace

melissa.com/marketplace

Cloud
APIs

Software
Integrations

Reference
Data

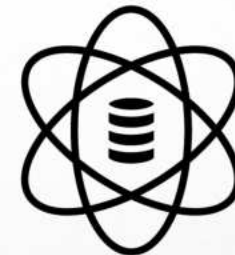
Data
Services



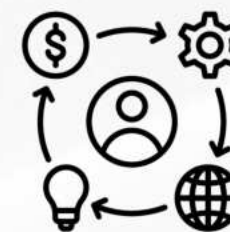
Supercharge your workflow with business tools for success



Power effective risk management, analytics, and compliance



Support broad categories and global arenas



Comprehensive ecosystem of customer data quality solutions

melissa



Poll #2:

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Marketplace



Data Share

- 200 million U.S. consumers, including demographic, lifestyle & contact data
- 17+ million U.S. companies and organizations, including firmographics & contacts
- New mover and new homeowner data with hundreds of thousands new records weekly
- Geo-referenced address and phone data for the U.S. and Canada



Native App

- Powerful data validation tools: Global Address Verification, Global Email Verification, Personator Consumer (US & CA Address Check)
- Support batch-processing and real time lookups to check, verify and append data
- Ready apps for seamless integration
- Flexible configuration for script customization



+

Create

Home

Search

Projects

Data

Data Products

Marketplace

Apps

Private Sharing

Provider Studio

Partner Connect

AI & ML

Monitoring

Admin

\$400 credits left

Trial ends in 30 days

Upgrade

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FONE Data

Access all area codes and telephone number prefixes for the US and Canada.

Melissa

\$500 every year

Trial: Limited 7 day trial

Overview

Business Needs

Data Dictionary

Usage Examples

More from Melissa

• Reduce data entry keystrokes

• Automatically updates U.S. and Canadian numbers and area codes

• Includes latitude and longitude coordinates for location intelligence

• Update area codes

• Add marketing and location data

Look at documentation [here!](#)

Tables included:

• County Name Database (CNTY)

• Historical Database (HIST)

Show More

Business Needs

Contact Data Enrichment

Improve telemarketing outbound call efficiency by updating old or existing area codes with the new area codes scheduled to replace them.

Location Data Enrichment

Add value to your existing records by linking area code and prefix data to location information including city, state, county, time zone, and latitude and longitude coordinates.

Data Quality and Cleansing

Keep your database updated with the latest area code and telephone number information, while gaining access to historical records.

Audience Segmentation

Identify different LATAs (Local Access and Transport Area) and MSAs (Metropolitan Statistical Area), and key information associated with each one such as state, region, and population. Use this data to gain insight into your audience's area.

Data Dictionary

TRIAL_CNTY

TRIAL_FONE

TRIAL_HIST

TRIAL_LATA

TRIAL_MSA

+ 5 objects

County Name Database

Data Preview

Columns

Q Search

Expand the view

FIPS_CODE

COUNTY_NAME

STATE

TIME_ZONE

COUNTY_TYPE

COUN

Start trial

See Pricing

Contact Data Enrichment

Location Data Enrichment

Data Quality and Cleansing

Audience Segmentation

Contact

Sales:
[snowflakemarketplace@meliss...](#)

Support:
[snowflakesupport@melissa.com](#)

Documentation

Refreshes
Quarterly

Geographic Coverage
USA (All States)
Canada
51 More
By postal code

Cloud Region Availability
AWS
US West (Oregon)
(Your Region)
US East (N. Virginia)
US East (Ohio)
Azure
East US 2 (Virginia)

Legal Terms
Custom

About Melissa
Your one source for direct marketing success with a full complement of sales leads, mailing lists, data...

Show More

Report Listing

FONE Data

✓

View Listing

✓

Start Trial

✓

Query Data



Global Address Verification

Get

Install

Try It Now

←

Apps

GLOBAL_ADDRESS_VERIFICATION

MENU

• Active

▼

NATIVEAPP_WH

⚙

×

Read Me

Application Configuration

Verify Single Address

Verify Multiple Addresses

Contents:

- [Verify Single Address](#)
 - [Try It Now](#)
 - [SQL Script Usage Example](#)
 - [Input Parameters](#)
 - [Output](#)
 - [Default Output Fields](#)
 - [Modify Output Table](#)
- [Result Codes](#)
- [Contact Us](#)

Global Address Verification

Verify Single Address

The Verify Single Address procedure validates and standardizes individual address components using the Global Address Verification API. It returns the verification results in JSON format or optional output table, supporting optional fields for flexible and accurate address validation.

To get started, please contact a sales representative at Snowflakemarketplace@Melissa.com for your License Key.

Try It Now

Start Verifying ▼

SQL Script Usage Example

You can find the installed application database in Projects » Worksheets » Databases.

Thank you!



Daniel Kha Le



Daniel.Le@Melissa.com