

Contact Zone: Data Quality Simplified

Increase marketing response rates and improve customer communications with an end-to-end data quality solution that cleanses addresses, dedupes records, presorts mail, and updates address info of customers who have relocated. Contact Zone® pulls in data from virtually any data source or file format.

Contact Zone®

Data Quality Solution for Enterprise & Small Businesses

Reach more customers at a lower cost by cleansing, validating, and updating your customer data with Contact Zone. We created our software for both small businesses and enterprise customers, and it works by pulling-in, cleaning, and validating contact data before quickly outputting the results.

Contact Zone outputs your transformed data to virtually any destination and for the business purpose you require. Using Contact Zone is as easy as 1-2-3 to extract, transform, and load contact data in just minutes...

1. Select Your Data Source

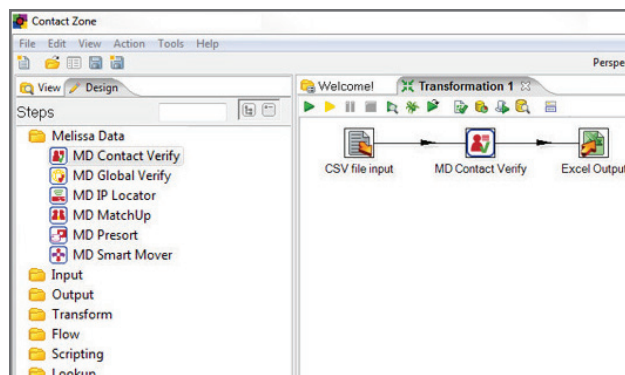
- **Source Anything:** Flat Files, CSV, Microsoft Excel, EBCDIC, and many more
- **Business Sources:** CRM, Website, Market Research

2. Transform Your Data

- Contact Zone features eight Data Transforms to cleanse your data

3. Output to Any Source

- **Target Anything:** IBM DB2, Microsoft SQL Server, SAP, Oracle, and many more
- **Business Uses:** Data Warehousing, Business Intelligence, Marketing Campaigns, and more



Benefits:

- Easy-to-use, drag-and-drop interface
- Up-and-running within minutes
- No programming required
- Designed for both enterprise & small businesses
- Suitable for non-technical and/or marketing personnel

Features:

- Parse, validate & standardize global contact data
- Update address info of customers who have relocated
- Eliminate duplicate records
- Geocode international postal addresses
- Presort for maximum postage discounts
- Free Online tutorial videos

Easy-to-Use Data Quality Solution

Everyone from marketing professionals to business managers now have an easy-to-use software system to transform their contact data.

>> DOWNLOAD FOR FREE: www.MelissaData.com/cz-in



Contact Zone Data Transforms



Profiling

- Identifies data that fails to comply with business rules and standards



Personator®

- Verifies a name corresponds to an address, email, and phone number
- Appends missing name/company name, phone number, and/or email address



Global Verify

- Verifies international addresses for over 240 countries
- Transliterates many major character sets and displays output in native or Roman characters
- Geocodes addresses in 40 countries by assigning rooftop lat/long coordinates



Contact Verify

- Standardizes, verifies, and corrects U.S. and Canadian addresses
- Verifies and normalizes U.S. and Canadian phones on a 7-10 digit level
- Parses names, genderizes, and detects suspicious words or companies in name field



SmartMover®

- U.S./Canadian change-of-address processing to update addresses of people or businesses



Postal Presort

- Presorts for First-Class™ and Standard Mail® discounts



MatchUp®

- Identifies duplicate records with domain-specific knowledge of contact information



IP Locator

- Identifies Web visitor's geographic location
- Reduces fraud and geo targets

Recommended Requirements: 64-bit Windows 2003/2008/Vista/7; JAVA 1.6 or greater; 250 MB hard-disk space

Minimum Requirements (not recommended): 32-bit Windows XP/2003/2008/Vista/7; JAVA 1.6 or greater; 250 MB hard-disk space

About Melissa Data Corp.

Since 1985, Melissa Data has been a leading provider of data quality and address management solutions. Melissa Data's data quality software, Cloud services and data integration components verify, standardize, consolidate, enhance and update U.S. and global contact data, including addresses, phone numbers and email addresses for improved communications and ROI. More than 10,000 companies rely on Melissa Data to gain and maintain a single, accurate and trusted view of critical information assets.

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