

- Melissa Data Quality >
- Melissa Identity Verification >
- Melissa E-Commerce >
- Melissa Enrich >
- Melissa Mailing >

### Melissa Data Quality

Verify, correct & cleanse contact data in 240+ countries.

- Address Verification**  
Clean your addresses to improve mail & fulfillment.
- Phone Verification**  
Ensure mobile & landlines are accurate & callable.
- Email Verification**  
Validate emails before hitting send.
- Name Verification**  
Parse & standardize first & last names for personalization.
- Matching / Dedupe**  
Combine multiple records into one golden record.
- Customer Data Management**  
Discover best-in-class data quality in one platform.
- Profiling**  
Analyze your data to improve its quality over time.
- Generalized Cleansing**  
Cleanse any type of data fast & easy.

#### Popular Products

- Data Quality Suite
- Global Address Verification
- Unison
- MatchUp
- Product Index

#### Industry Solutions

- Healthcare
- CRM
- Insurance
- Ecommerce
- Mailing & Shipping
- Real Estate
- Banks
- Transportation &
- Logistics
- GOVT & Public Sector

international addresses.

Check an Address

accuracy & completeness.

Upload a File

your own applications.

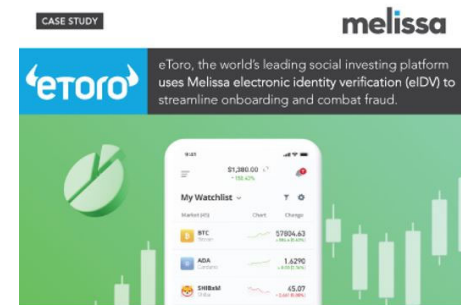
Try Our API



## eToro Case Study

Leading social investing platform eToro uses Melissa electronic identity verification (eIDV) to streamline onboarding and combat fraud.

Read the eToro story



No longer just the domain of Wall Street professionals, investing is truly anyone's game. The tools to 'buy, sell, and hold' are easily within reach. All you need is internet access. Today's digital world has introduced myriad options for online investing, opening doors for 'ordinary' people the world over to take a more active role in their own wealth-building efforts and financial security. But not all investment platforms are the same.

Founded in 2007, eToro has a vision – to open up the global markets for everyone to trade and invest in a simple and transparent way. The company's multi-asset investment platform empowers people to grow their knowledge and wealth as part of a global community of successful investors. More than 22 million registered users in over 100 countries leverage eToro's social investing platform which has a wide array of tools to help them invest in capital markets. Platform users can easily buy, hold, and sell assets, monitor their portfolio in real time, and transact wherever they want. Further, the eToro platform is purpose-built to encourage sharing of investment strategies and track record so that fellow community members can follow the approaches of those who might align to similar principles and goals or those who have been most successful.

**CHALLENGE**  
Once a prospective investor has determined eToro is the right investment platform for them, the next step is to open their eToro account. User experience here is absolutely key. After all, if account registration is cumbersome and time-consuming, what does that say about the actual day-to-day experience? Current registration dictated a fast and seamless process. Without that, a prospective user is likely to move, without hesitation, to their second choice investment platform.

At registration, eToro is responsible for verifying the user's identity – a necessary step in financial regulations compliance and, unfortunately, one that can slow the onboarding process. Asking for documentation of any sort means a new user would need to go through a series of tedious steps – say, find their passport and/or bank statements, then scan and upload for an eToro representative to review and approve. Knowing that manual verification can add time-zapping hurdles to the onboarding process, eToro needed to really streamline the experience from the get-go.

# I Want To



[I Want To Find New Customers](#) >

[I Want To Visit Developer Portal](#) >

[I Want To Geocode an Address](#) >

[I Want To Use Lookups](#) >

[I Want To Presort Mailing List](#) >

Catalog  
**2022 Catalog**

Melissa 2022 Catalog

Explore our new solutions catalog and tap into tools for cleaning, verifying, updating, enriching and deduping customer data.

**Download Now**

## Full-Spectrum Data Quality

The results are in!

💡 **25%**- \*The typical ROI realized by Melissa's customers. Calculate what your ROI could be! **Start Now**

Identity Verification - Reduce risk, ensure compliance & keep customers happy.

### Identity Verification

Reduce risk, ensure compliance & keep customers happy.

[Learn More](#) >

Geocoding Enrichments - Convert addresses into Lat/Long coordinates.

### Geocoding Enrichments

Convert addresses into Lat/Long coordinates.

[Learn More](#) >

Email Verification - Remove up to 95% of bad email addresses from your database.

### Email Verification

Remove up to 95% of bad email addresses from your database.

[Learn More](#) >

Property Enrichments - Gain deeper insight into U.S. property & mortgage data.

### Property Enrichments

Gain deeper insight into U.S. property & mortgage data.

[Learn More](#) >

## Why Melissa?

### [International Address Verification](#)

Reference Data for 240+ Countries

### [Certified Postal Services](#)

USPS, Canada Post, Royal Mail, Eircode & Australia Post

### [Secure & Compliant](#)

SOC 2, HIPAA / HITECH & GDPR

### [Superior Support](#)

99.99% Uptime & In-Country Support

### [Experienced & Independent](#)

35 Years of Data Quality Expertise

Independent

# Gartner Names Melissa in Data Quality Magic Quadrant [Again!]

Melissa Data has been named to Gartner's Magic Quadrant for Data Quality Solutions for a second year in a row!

[Read the Report ▶](#)

Gartner - Magic Quadrant for Data Quality Solutions

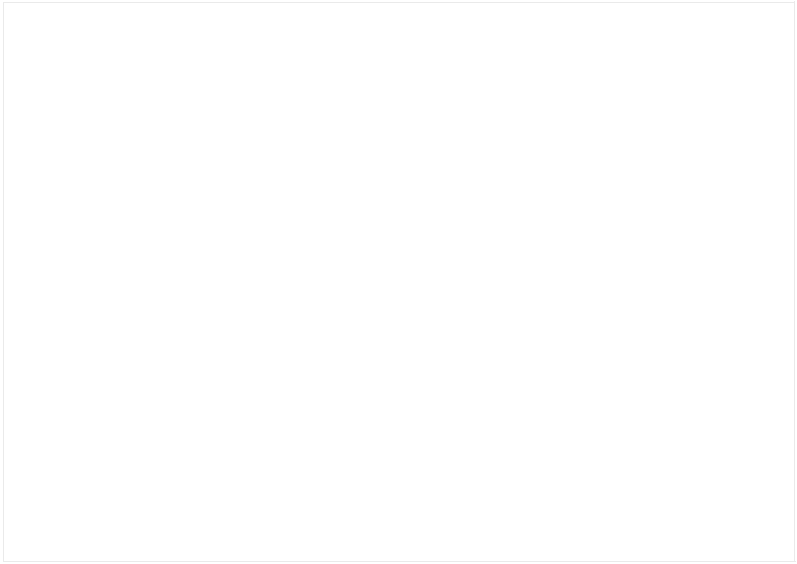
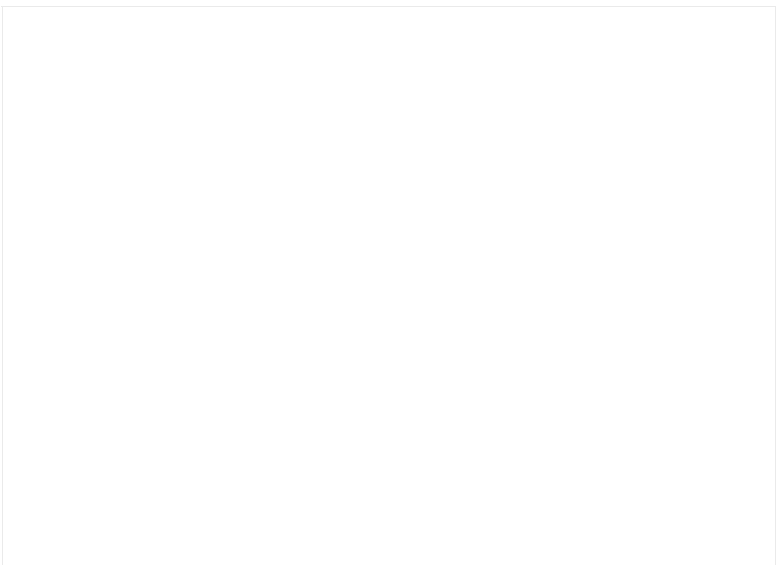
Melissa Data makes the Niche Players Magic Quadrant for Data Quality Solutions

## The G2 2022 Report Ranks Melissa as a Leader in Both

### Address Verification

We're particularly thrilled to be recognized as a leader in doing what we love - providing **top-of-the-line address verification** to customers just like you!

[See Full Report](#)



### Data Quality Software

It's an honor to receive such a prominent position in the **G2 Data Quality Software Report**. It indicates to us that we are meeting the diverse needs of our customers.

[See Full Report](#)

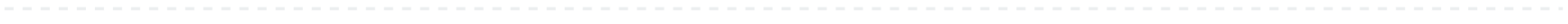
Our commitment to providing the best Data Quality & Address Verification Software is reflected in the G2 2022 Grid Report. We scored:

- ✓ 89% in Ease of Use
- ✓ 91% in Quality of Support
- ✓ 96% in Ease of Doing Business With
- ✓ 93% in Meets Requirements

Thank you to our customers for sharing their valuable feedback and helping us on our mission and belief that data quality should never cost more than it saves!

[G2 - Spring 2022 - Leader](#) , [G2 - Spring 2022 - Small Business Leader](#) , [G2 - Spring 2022 - Momentum Leader](#) , [G2 - Spring 2022 - High Performer Mid-Market](#) , [G2 - Spring 2022 - High Performer](#)

[G2 - Spring 2022 - Easiest to Do Business With](#) , [G2 - Spring 2022 - Easiest Setup](#) , [G2 - Spring 2022 - Best Est. ROI](#) , [G2 - Spring 2022 - Best Support](#)



## Resources for your success

Catalog

Catalog

Case Study

Webinar

Data Quality & Enrichment Solutions

Direct Marketing Solutions

Siemens

Improve SQL Server Data Quality in SSIS

News

News

News

Event

Melissa 2022 Solutions Catalog Released

Melissa Marks a Record 30 Billion Address Lookups

Gartner Names Melissa to Data Quality Solutions Magic Quadrant [Again]

Straight Talk on Data Quality in the Age of Digital Transformation

## Over 10,000 happy, satisfied customers

Customers - Nation wide

Customers - Bank of America

Customers - Dominos

Customers - Proctor Gamble

Customers - Hyundai

[View All Customers >](#)

Subscribe to Our Newsletters

Subscribe Now

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