

Delivering Off the Beaten Path? – No Problem

With DeliveryPlus, Melissa Data customers can verify delivery to over 5-million non-USPS® addresses

RANCHO SANTA MARGARITA, Calif. (October 4, 2011) – Melissa Data Corp, a developer of high performance data quality and address management solutions, today announced the addition of DeliveryPlus to their line of on-premise and cloud-based address verification solutions, which provides the ability to verify over five million additional physical addresses that are beyond the reach of unknown to the USPS delivery capabilities.

In many smaller and rural communities, the USPS does not deliver directly to homes and businesses. Instead, it assigns PO boxes to every address in the community and only delivers mail to the PO Box™. Trying to verify actual street addresses using only the USPS database would return these unknown addresses as “bad”. On the other-hand, UPS, FedEx, etc., may deliver packages to these addresses.

Now with DeliveryPlus, shippers can verify these addresses prior to delivery, saving on returned shipping fees. Another use of DeliveryPlus is for service providers that rely on address verification before extending credit to customers. For example, cell phone providers often require a verifiable street address (not PO Box) for account activation. With traditional methods (tied solely to USPS address data) verification in some rural areas would be impossible.

“Melissa Data has built a reputation for providing the highest caliber address verification and data hygiene products,” said Greg Brown, director of marketing for Melissa Data. “Adding multi-sourced DeliveryPlus functionality means we can now verify more than five million additional addresses that other vendors cannot – providing customers with the most comprehensive tools on the market.”

For more information on the address verification solutions from Melissa Data that include DeliveryPlus, please visit http://www.melissadata.com/address_object or <http://www.melissadata.com/mp4> or call Melissa Data at: 1-800-MELISSA (800-635-4772).