



Parse Names, Determine Gender, & Flag Vulgar Words

Looking to parse and standardize prefixes like Ms. and Dr. or suffixes like Jr. or MD and improve your targeted marketing efforts? Name Object parses and standardizes the names in your database, along with genderizing and creating custom salutations.

Name Object®

Over 190K Names Recognized

Name Object recognizes more than 190,000 multi-ethnic first and last names so you can correct a misspelled name ("Jonh" to "John," for example) or apply a gender code to each record in your database.

Full, Dual, Inverse & Mixed First Name Parsing. We take full names, such as "John James Smith" and break them into five components: prefix; first; middle or initial; last; and suffix. In addition to full-name parsing, Name Object also parses:

- **Dual Names: Mr. and Mrs. John and Mary Smith Jr.**
- **Inverse Names: Smith Jr., Mr. John James**
- **Mixed First and Mixed Last: Mr. John L. and Smith, Jr.**
(when a field is not consistently populated with one format)

Based on first names, we indicate the gender of the person in your database or mailing list. Names that can be either male or female (i.e., "Robin" or "Tracy") return an "N" for neutral.

Name Object Sample Input/Output

Sample Name Input	Sample Name Output
Mr John Wayne Brown Jr	First Name: John Middle Name: Wayne Last Name: Brown Prefix: Mr Suffix: Jr Gender: M (Male)

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Benefits:

- Increase response rates with personalized salutations
- Reduce waste on fraudulent entries
- Customizable – add your own names
- Remake marketing campaigns according to gender

Features:

- Recognize more than 190,000 first/last names
- Free unlimited technical support
- Flag inappropriate or inappropriate words
- Add casing for company names
- Detect company names in the name field

Get a Free Trial of Name Object

Watch your response rates soar when you begin parsing and standardizing your database. Start today with your no-obligation free trial.

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Manage & Better Understand Your Database

Name Object gives you the ability to genderize, flag vulgar words, add casing to corporate names, and generate custom salutations:

Apply a Gender Code to Each Name

Name Object will indicate the gender of the person in your database or mailing list based on first name. For instance:

- "James" returns an "M" for male
- "Cheryl" returns an "F" for female
- "Chris" and "Tracy" – which can be either male or female – return an "N" for neutral

However, you can assign a gender to otherwise neutral names by changing the "gender bias" and "assignment aggression" properties or by overriding the Name Object name database.

Catch Vulgar Words that Lead to Waste/Fraud

Name Object will also flag names containing possible vulgar words, nuisance names, and associated company words to help you screen out possible hoaxes and pranks.

Add Casing for Company Names

Name Object recognizes company names (using a special table to understand what are words and what are acronyms in company names) and returns them in Upper or Lower case.

Create Custom Salutations

Once you've parsed your names, identified gender, and removed non-name or bogus records, Name Object can create the desired custom salutations based on the salutation format you want to use, for instance: Formal; Informal; default Slug; etc.

Add Your Own Names

Make sure your applications never go out-of-date. Name Object is also customizable/user updatable.

Availability

Multiplatform programming API - Library available for Windows 2008/7/Vista/8; Red Hat; Solaris: SPARC platform; AIX: Power, rs/6000, PPC; HPUX: PA-RISC; and Itanium.

Cloud Service - Supports multiple protocols, including: JSON, SOAP, XML, and REST.

120-Day ROI

GUARANTEE

Peace of mind is one of the many benefits you get when you partner with Melissa Data. Use our tools to clean your data for 120 days. If you don't see a 100% return on your investment, you get your money back. It's that simple.

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 5,000 companies rely on Melissa Data to gain and maintain a single, accurate and trusted view of critical information assets.

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