

Postal Optimization

Uncover the Hidden Value of Postal Data



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GrayHair leverages a proprietary data platform and industry expertise to create actionable data and insights for integration into your business.

GrayHair Background

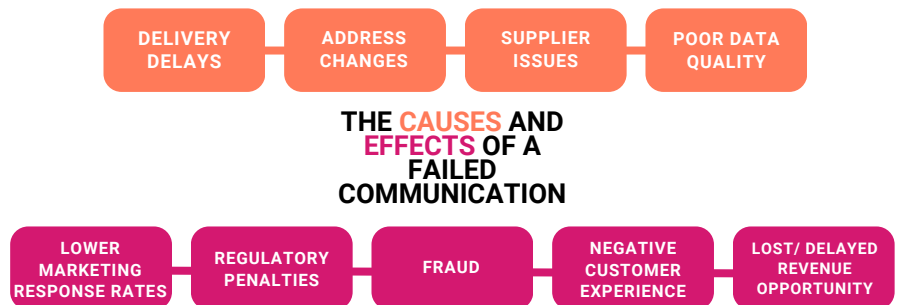
GrayHair Software (GHS) is a dynamic data and software as a service (SaaS) company with over 20 years experience delivering business-ready intelligence solutions. We excel in solving data-related challenges, offering comprehensive solutions for many Fortune 100 companies. As the leading consumer and provider of postal data, we manage over 150 billion data points annually. Renowned for delivering exceptional client service, we unlock the hidden value of customer data, enhancing essential business processes, including marketing performance, fraud prevention, customer experience, and mail operations.

The Impact of a Failed Communication

Mail holds undeniable value, but large-scale execution poses challenges. A failed communication occurs when a mailpiece does not reach the intended recipient in a timely manner. Whether it's a credit card, a billing statement, or important marketing material, the repercussions of undeliverable mail extend beyond inconvenience.

- **\$20 billion** loss to the mailing industry due to undeliverable mail in 2023.
- **6 billion** mailpieces were undeliverable in 2023
- **1 in 3 customers** will leave a company after just one bad experience
- **12%** higher ROI reported for multi-channel campaigns with direct mail

For mailers, issues related to a failed communication can be solved by increased visibility and data insights from the lifecycle of a mailpiece.



Real-time insights empower you to mitigate the impacts of communication failures, ensuring that your messages reach their intended recipients accurately and promptly.

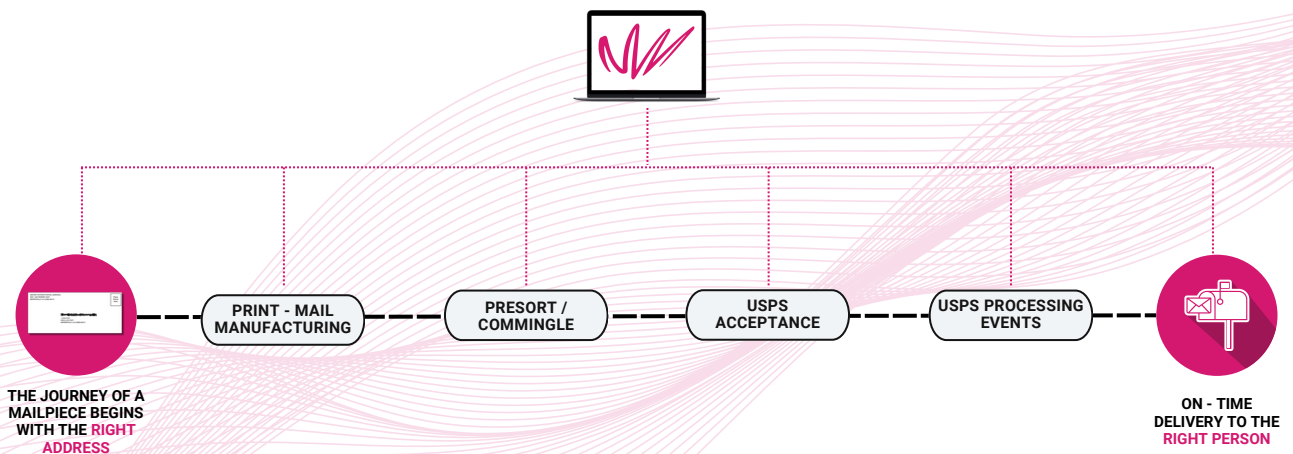
VISIBILITY

Monitoring Delivery Performance

By monitoring delivery performance, organizations gain invaluable visibility into mail processing and delivery. GrayHair's comprehensive platform helps meet regulatory requirements, monitor service levels, enhance omni-channel campaigns and enables proactive decision-making.

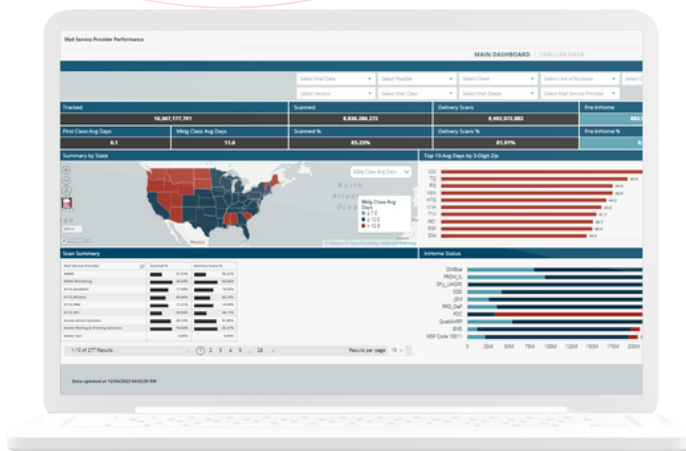
Understanding The Journey of a Mailpiece Is Critical to Minimize Failed Communications

From print through inserting and commingling, to USPS® delivery, mailers can leverage critical metrics including: mail in-home dates, missed delivery windows, piece redirection, and others. Historically, there have been many blind spots across these events.



Gain Visibility into Mail Processing and Delivery with Intuitive, Interactive Dashboards

Useful data insights can be accessed through easy-to-read dashboards and customizable data feeds making it simple to proactively monitor trends, SLAs and solve problems.

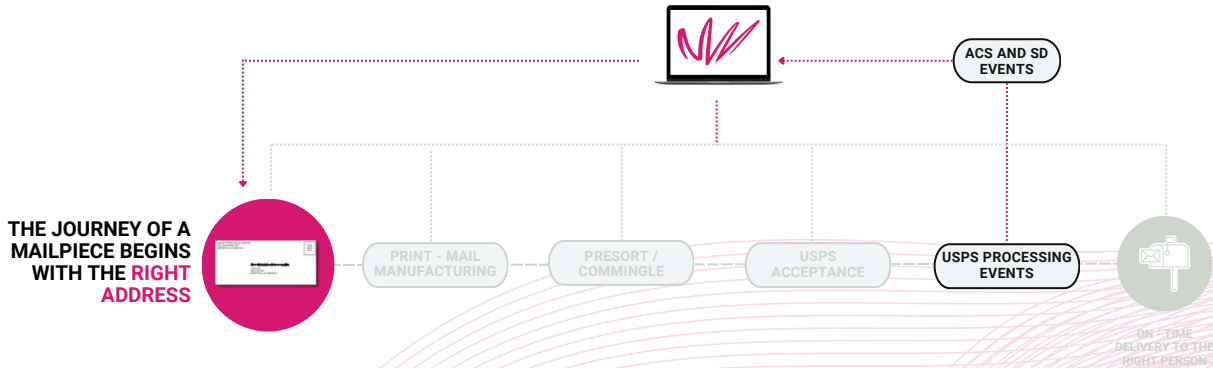


- Real-time status of a single mailpiece's location
- Projected in-home delivery dates
- Percentage of job or campaign successfully delivered
- Overall job status—Early, In Window, or Late
- Address Change Service and Secure Destruction reporting
- Client delivery compared to industry performance
- Address quality insights
- Vendor agnostic, gain unbiased visibility into supplier performance

ACCURACY

Achieving the Highest Levels of Address Data Quality

High quality address data is vital for businesses and organizations that rely on mailing services for communication, marketing and billing purposes. Clean data helps improve mail deliverability rates, reduces costs associated with returned or undeliverable mail, enhances customer experience and minimizes failed communications by reaching the intended recipient with the appropriate message.



The GrayHair Process

Achieving the highest levels of address data quality can be a challenge due to the intersection of USPS requirements, your specific business requirements, and the substantial number of individuals moving each month (1-1.5% of the country's population). While the use of standard address hygiene tools like CASS™ and NCOA® is important, the process of maintaining correct address data requires deeper understanding and analysis to make an impact on your organization.

Tailored Best Practices for Unrivaled Performance

Our advanced processes go beyond industry standards to provide the highest levels of address data quality. We combine our process with industry-leading expertise to implement a business rules-driven process that leverages industry tools like CASS™, NCOA^{Link} (18 and 48 Month), DSF², Address Change Service (ACS™), Secure Destruction, as well as a proprietary address change data set, to ensure a customizable comprehensive strategy.

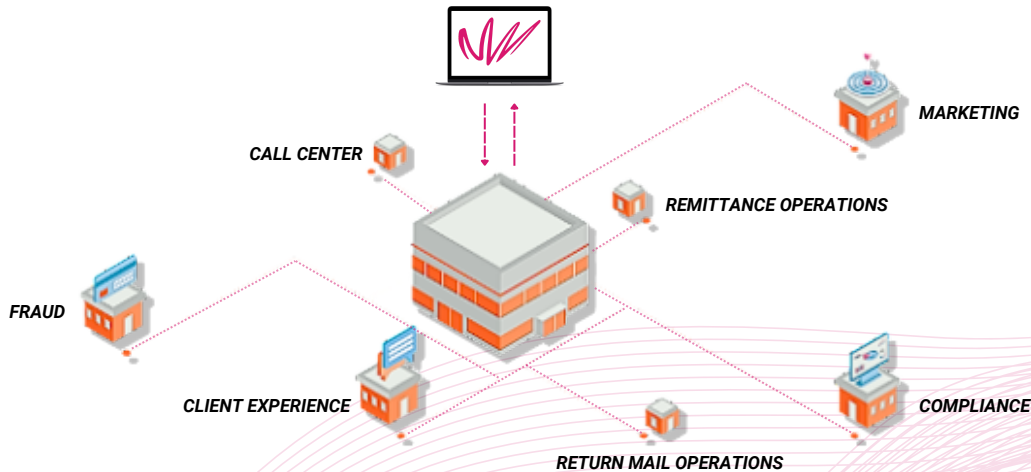
OUR CLIENTS OUTPERFORM INDUSTRY AVERAGES

INDUSTRY	GRAYHAIR		
5-10%	<2%	MARKETING (CONSUMER) 300,000,000 PIECES	\$8.437 MILLION
2-4%	<1%	OPERATIONAL 100,000,000 PIECES	\$1.875 MILLION
10-25%	5-8%	MARKETING (SMB) 50,000,000 PIECES	\$3.750 MILLION
AVERAGE UNDELIVERABLE MAIL		SAVINGS POTENTIAL	

ENRICHMENT

Leveraging Postal Data Across your Organization

Access to detailed mailpiece data provides actionable insights that can be leveraged across different departments, driving operational excellence and maximizing organizational effectiveness



The Impact of Postal Data

Explore the many use cases of postal data for your organization.

Fraud

Understand anomalies that could indicate a mail theft-related event, including when high-value mail is redirected to a new address and when delivery is not progressing in the time frame it should.

Call Center

Efficiently respond to customer issues and inquiries. Call center representatives gain access to mail piece delivery data and the ability to identify the location of a piece, reducing overall time and cost when serving a client.

Remittance Operations

Monitor incoming mail to help staff remittance operations and manage cash flow. GrayHair provides the monitoring and identification of incoming payments, including mortgages, payments, critical documents, and more.

Marketing

Marketers use mail delivery data in their coordinated multi-channel campaigns by connecting the physical channel with the digital channels, thus generating a higher overall campaign response.

Client Experience

Using delivery event data to let clients know about the arrival of their mail pieces proactively. This generates a higher level of customer satisfaction and reduces questions and issues. Informed Delivery Marketers can see who specifically is engaging with their Informed Delivery programs to use for attribution and future prospect segmentation and targeting.

Compliance

For insurance companies, reducing USPS Certificate of Mailing service costs by providing USPS acceptance data for policy cancellation notifications leveraging the Intelligent Mail Barcode (IMb).

Return Mail Operations

The USPS Secure Destruction is a program that allows mailers to reduce their dependency on return mail facilities, as the USPS will securely destroy undeliverable mail. Mail piece data is received quickly and pushed to the mailer immediately, rather than waiting for the physical undeliverable mail piece to be returned.

THE GRAYHAIR ADVANTAGE

Data-Driven Solutions For Every Challenge



Best In Class

For over 20 years, GrayHair Software continues to be the platinum standard of mail tracking and address data quality services. Our teams serve the country's largest companies, processing over 150 billion data points annually.



Data-Driven

Our Business-Ready Intelligence (BRI) solutions provide actionable insights that enable our clients to gain visibility into critical communication processes, enhance customer engagement, minimize risk and target marketing efforts more precisely.



Enterprise-Wide Impact

GrayHair's comprehensive solutions tackle organizational challenges from end to end, providing support across every facet of your business. GrayHair's embeds diversity and inclusion into its culture that extends into our hiring practices, vendor selection and overall solutioning of the problems our customers face. As a small business this helps us integrate and work with the best in any industry or class of business.



Customer Centricity

GrayHair teams are agile when tailoring our services to align with the unique needs of each client. Our commitment to our customers is reflected in every aspect of our business, from product development to customer support. Our award winning customer support and service team goes above and beyond to not only ensure the client's success they also unlock operational efficiencies and deliver beyond expectations on a daily basis.



Data Privacy & Security

Our team is dedicated to upholding the utmost standards of data privacy and security, exemplified by our adherence to rigorous certifications such as SOC 2 with HITRUST, HIPAA, PCI-DSS, and CCPA compliance.



Expertise

As the leading Address Quality and Postal Data expert in the United States, our team boasts over 100 years of combined postal industry experience. We employ data scientists, full stack, AI/ML and data specific engineers that continuously build and enhance our features and applications. Our cloud scalability and reliability experience lets us handle large data sets and derive complex solutions from our customer's data along with other specific data sets needed. Our best in class partner network enables us to expand our solutions beyond the boundaries that typically hold others back from the insights we provide routinely.