



GH DIRECT MAIL IQ™

Get More ROI From Every Direct Mail Campaign (And Prove It)

Your direct mail campaigns already generate valuable data about your audience, delivery, customer engagement, and business outcomes. GH Direct Mail IQ™ brings that intelligence together to help your marketing team improve campaign performance, coordinate direct mail with digital channels, and better understand the ROI generated by every campaign.



Better Data → Better Delivery → Better Attribution → Better Decisions → Better ROI

EXTEND THE VALUE OF GRAYHAIR TO YOUR MARKETING TEAM

For 25 years, GrayHair has helped enterprise organizations improve address quality and gain visibility into the mailstream.

GH Direct Mail IQ™ extends that intelligence, now providing even more value to marketers.

The platform connects address quality, mail delivery, digital engagement, transaction data, and marketing technology to help marketers understand what's happening throughout the campaign lifecycle—and use those insights to improve performance.

BEFORE THE CAMPAIGN

Improve Audience Quality.
Start with better address data.

Identify outdated or inaccurate addresses, customer moves, and other data quality issues before they reduce campaign performance. Better audience data means more mail reaches the right customers, and more of your marketing investment has an opportunity to generate a return.

WHILE THE CAMPAIGN IS IN MARKET

Know When Your Mail Arrives.

Gain visibility into campaign delivery and understand when customers are actually receiving your communications. Use actual delivery intelligence, not just estimated in-home dates, to improve campaign timing and identify potential delivery issues.

ACROSS THE CUSTOMER JOURNEY

Coordinate Direct Mail with Digital.

Connect mail delivery with email, SMS, paid media, landing pages, and other customer interactions. Personalized QR codes and digital experiences help bridge physical and digital engagement, while delivery intelligence helps marketers coordinate what happens next. Coordinated campaigns see a 63% increase in response rate.

AFTER CUSTOMERS RESPOND

Connect Campaigns to Revenue.

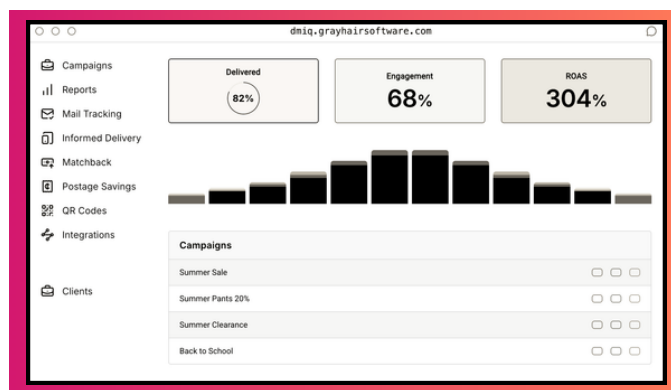
Bring campaign, engagement, and transaction data together to understand business outcomes. Transaction matchback and attribution help identify which customers converted, which audiences performed best, and how much revenue your direct mail investment generated.

MAKE EVERY CAMPAIGN SMARTER THAN THE LAST

GH Direct Mail IQ™ connects address quality and delivery visibility with customer engagement, campaign enablement, and attribution into a single operating environment that enables marketers to measure direct mail with the same confidence they expect from their digital channels. The platform delivers:

- Unique, trackable QR codes printed on each piece, with scans monitored in real time.
- AI-optimized USPS Informed Delivery activation and tracking – marketers get free USPS-delivered email impressions.
- Easy access to USPS postal promotions, where mailers can cut postage costs and improve ROI before the first piece even mails.
- Fast matchback that uses real-time transaction data to prove key success metrics like incremental lift.

Mail service providers use GH Direct Mail IQ™ to deliver performance for the marketers they serve, who see results in real time on dashboards built for modern, omnichannel marketing teams.



YOU ALREADY HAVE THE DATA. NOW GIVE YOUR MARKETING TEAM THE EDGE.

If you're already leveraging GrayHair for address quality, mail tracking, or postal intelligence, you've built a strong foundation. Are you curious how to put that data to work to drive revenue? Ask your GrayHair Account Executive about GH Direct Mail IQ™, or connect us with your marketing leads to see how GH Direct Mail IQ™ will help you get more from every campaign.