GRAYHAIR

MARKETING PERFORMANCE

Enhancing Customer Data for Higher Response Rates

OVERVIEW

GrayHair Software's Marketing Performance solutions reduce wasted direct mail spend and improve campaign ROI through advanced address data quality and real-time delivery tracking. We help marketers cut undeliverable rates on first-class mail from industry averages of 2-4% down to 1%—saving millions in postage and printing costs.
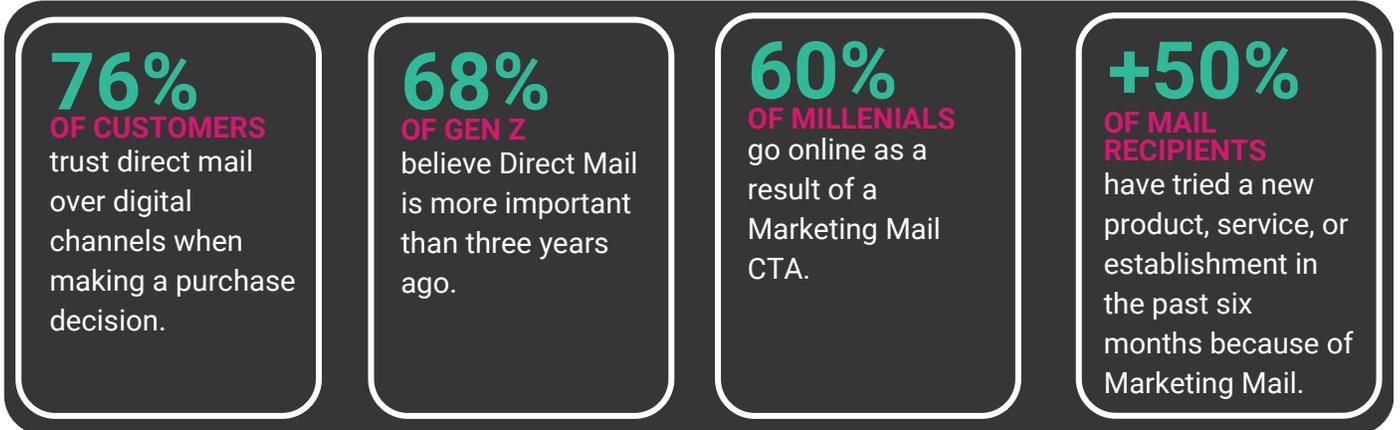
Our solutions provide the delivery visibility needed to coordinate multi-channel campaigns with precision and measure direct mail performance like digital channels, transforming postal data into actionable marketing intelligence.

MARKETING MAIL IS MORE EFFECTIVE THAN EVER
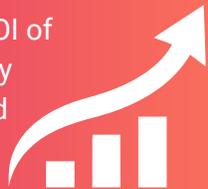**Direct Mail is proven to be the most effective method to gain response from consumers:**

76%
OF CUSTOMERS
trust direct mail over digital channels when making a purchase decision.

68%
OF GEN Z
believe Direct Mail is more important than three years ago.

60%
OF MILLENIALS
go online as a result of a Marketing Mail CTA.

+50%
OF MAIL RECIPIENTS
have tried a new product, service, or establishment in the past six months because of Marketing Mail.

Mail delivery can make or break a campaign's success, but rarely does this data find its way to leadership. It's only when response rates are low that a look back is done to see where things went wrong in the execution. With the right analysis and insight, postal data can reveal previously untapped business intelligence.

Marketers spend months developing direct mail campaigns, refining messaging, design, and calls to action, and ensuring the right audience is reached for maximum impact.

Direct mail receives the highest ROI of 112% across all media, followed by SMS (102%), email (93%), and paid search (88%).

However, the real driver of success often lies in one crucial element: leveraging critical data. By tapping into our valuable data, marketers can significantly enhance performance and achieve stronger results from their efforts.

GRAYHAIR'S CLIENTS OUTPERFORM INDUSTRY AVERAGES

INDUSTRY	GRAYHAIR		SAVINGS POTENTIAL
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**

INCREASE RESPONSE RATES: GREATER DELIVERABILITY
Ensuring Your Mail Reaches Its Destination

What happens when a consumer never has the chance to respond because they didn't receive your mailpiece? This is a common issue, as a significant portion of USPS Marketing Mail ® is deemed undeliverable in every campaign. **Once a marketing mailpiece is sent, it is never returned to the sender**, leaving bad addresses unacknowledged. When mail fails to reach its intended recipient, it compromises the effectiveness of any subsequent communications in a multi-channel campaign.

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 day (77,000 movers). While the use of standard address hygiene tools like CASSTM and NCOALink® is important, the process of maintaining correct address data requires deeper understanding and analysis to make an impact on your organization.

CLICK HERE to learn more about how GrayHair saved a leading direct marketing agency $2 million by decreasing return mail and lowering delivery costs.

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 standard industry tools along with a proprietary address change database, second only to the USPS in size. Our address data quality service proactively monitors deliverability, helping to improve campaign ROI by suppressing undeliverable mailpieces and identifying updated addresses, ultimately providing the best results for our clients.
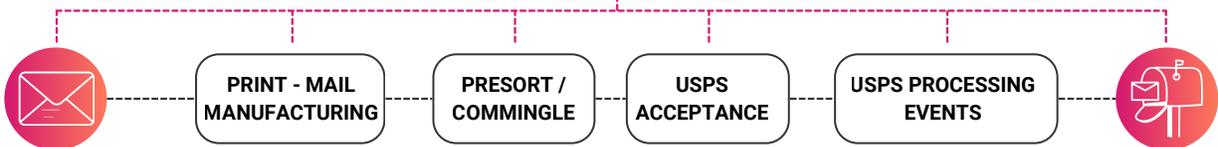
ACCURATELY MEASURING MARKETING MAIL PERFORMANCE
Using Delivery Data to Better Attribute Customer Response to the Right Channel

Marketers are getting more targeted and strategic in their processes for campaigns to be delivered in a timely manner, and are often synced with digital campaigns to increase response. Without monitoring delivery of those campaigns, optimal results may not be generated. Just as email and digital campaigns have a set of analytics marketers rely on to monitor performance and real-time activity, the same can be done with mail campaigns by closely monitoring delivery at each stage of the process.

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THE JOURNEY OF A        PRINT - MAIL      PRESORT /      USPS        USPS PROCESSING    ON - TIME DELIVERY TO
MAILPIECE BEGINS WITH   MANUFACTURING     COMMINGLE      ACCEPTANCE   EVENTS             THE RIGHT PERSON
THE RIGHT ADDRESS
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INCREASE RESPONSE RATES: CONNECTING PHYSICAL & DIGITAL
Integrating Direct Mail with Digital Channels

Integrating physical direct mail with digital marketing creates a powerful, omnichannel approach that significantly boosts campaign response rates. By combining the tactile, personal touch of direct mail with the immediacy and reach of digital channels, marketers can engage customers across multiple touchpoints, enhancing visibility and reinforcing brand messaging.

Additionally, the insights gained from digital interactions can be leveraged to optimize and personalize future mailings, making this integration not only effective for immediate results but also for long-term campaign performance and customer loyalty. This synchronized strategy helps ensure that brands stay top-of-mind, driving conversions while fostering a more cohesive and personalized customer experience.

→ **28%** higher conversion rates.
→ **450%** boost in response rates.
→ **50%** increase in web traffic.
When including a direct mailpiece in your marketing mix.

OMNICHANNEL CAMPAIGNS WITH DIRECT MAIL

EMAIL

COORDINATED CAMPAIGNS: Time emails to coincide with mail delivery, alerting Website Omnichannel Campaigns with Direct Mail Social Media customers about upcoming promotions. USPS Informed Delivery® provides a digital image of mail before it arrives.

WEBSITE

POSTCARDS ALERTS: Remind customers of unpurchased items in their online shopping carts.
QR CODES: These can be tracked for response and ROI data.
PERSONALIZED URLs: Print unique URLs on mailpieces directing customers to customized landing pages for targeted marketing and analytics.

SOCIAL MEDIA

INFORMED VISIBILITY ®: Use USPS Informed Visibility to track when mailpieces reach recipients and trigger targeted social media ads based on that information

TEXT

TEXT-TO-MAIL INTEGRATION:
Send marketing offers via text that lead to personalized direct mail packages tailored to recipient preferences, capitalizing on high engagement rates.
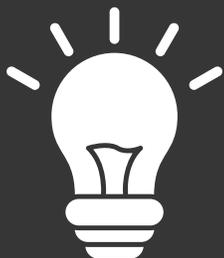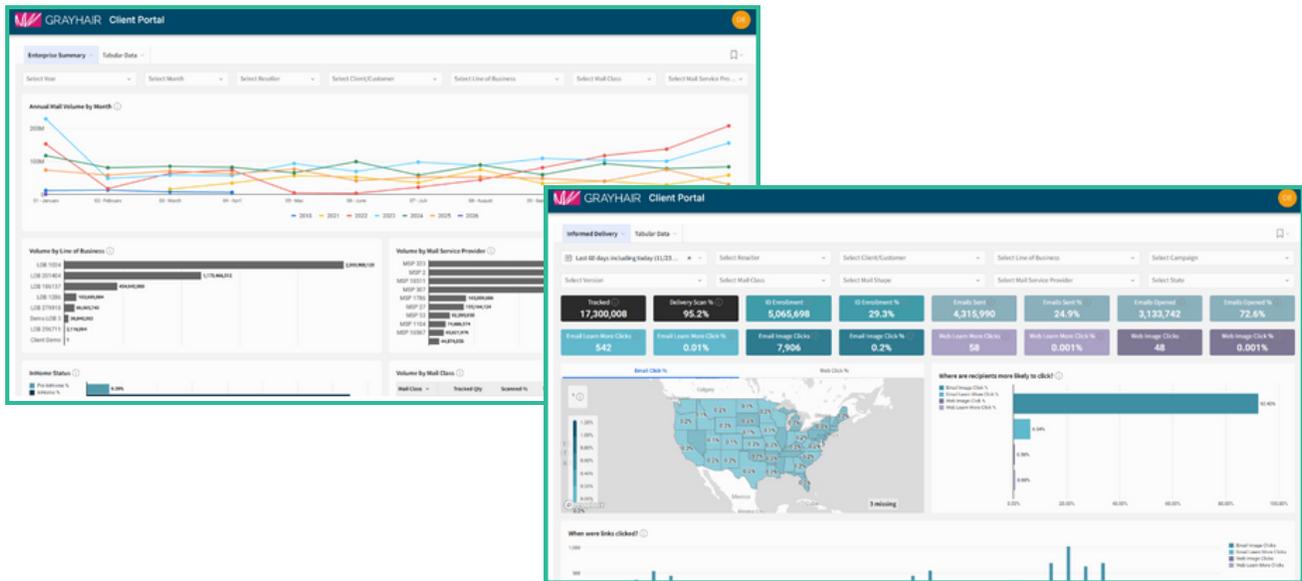
MAIL TRACKING PLATFORM

The GrayHair Enterprise Mail Tracking Platform is a unified engine that replaces fragmented solutions with complete mailstream control and end-to-end visibility from print to delivery.

Five integrated capabilities deliver actionable intelligence:

- **IMB** (Intelligent Mail Barcode) enables precise piece-level tracking.
- **Visualization** converts real-time data into interactive dashboards and reports.
- **Automated Data Integration** seamlessly flows information into existing CCM, CRM, and ERP systems.
- **Managed Data Intelligence** transforms raw postal data from Informed Visibility, Informed Delivery, ACS, and Secure Destruction into business intelligence.
- **Single Piece Lookup** provides instant delivery status for any mailpiece, empowering contact centers with immediate answers.

Together, these capabilities provide unparalleled control, visibility, and strategic intelligence across all mail operations.
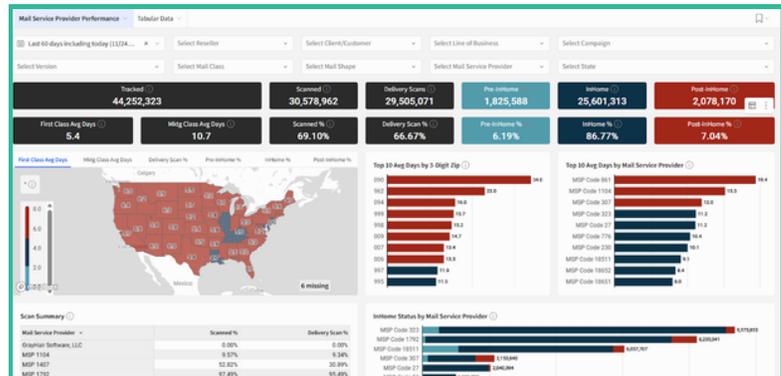

INFORMED DELIVERY ® SPOTLIGHT

With this USPS service, you can give your audience a digital preview of their physical mail before it arrives, engaging them via email and interactive content. We seamlessly integrate Informed Delivery into your campaigns and guide you through USPS promotions that offer substantial postage discounts, so your direct mail is more cost-effective, coordinated with digital, and ROI-driven.

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

We provide easy-to-access dashboards and reports of delivery event data that marketers can leverage to coordinate future multi-channel campaigns. Attributes collected from customer activity can be used to achieve a greater response from target audiences.

Contact us and learn more about how GrayHair can enhance your marketing performance and unlock the hidden value of your customer data.

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About GrayHair Software

GrayHair Software helps the largest financial services, banking, insurance, telco, and healthcare organizations integrate more than 125 billion complex enterprise postal data points (including real-time mail tracking, address quality, and location intelligence) directly into core customer and prospect data platforms. As a result, GrayHair clients achieve dramatic outcomes, including improved marketing campaign performance, enhanced customer communications, reduced undeliverable mail and postal spend, strengthened compliance and fraud measures, and enhanced contact center performance.