



ENHANCE CAMPAIGN EFFECTIVENESS

Campaign Performance **Begins with Delivery**

You cannot convert mail that never arrives. Yet for many enterprises, 5-10% of marketing mail never reaches the intended recipient.

THE EXECUTIVE PROBLEM

Most marketing organizations invest heavily in direct mail but lack:

- Visibility into whether mail is actually delivered and when it arrived
- Confidence that lists are clean, current, and compliant
- Reliable attribution between mail, digital follow-ups, and conversion
- Insight into how delivery failures distort performance metrics

Undeliverable-As-Addressed (UAA) mail drives wasted print and postage spend, inflated acquisition costs, broken customer journeys, and inaccurate performance reporting. **Delivery performance is rarely factored into marketing decision systems.**



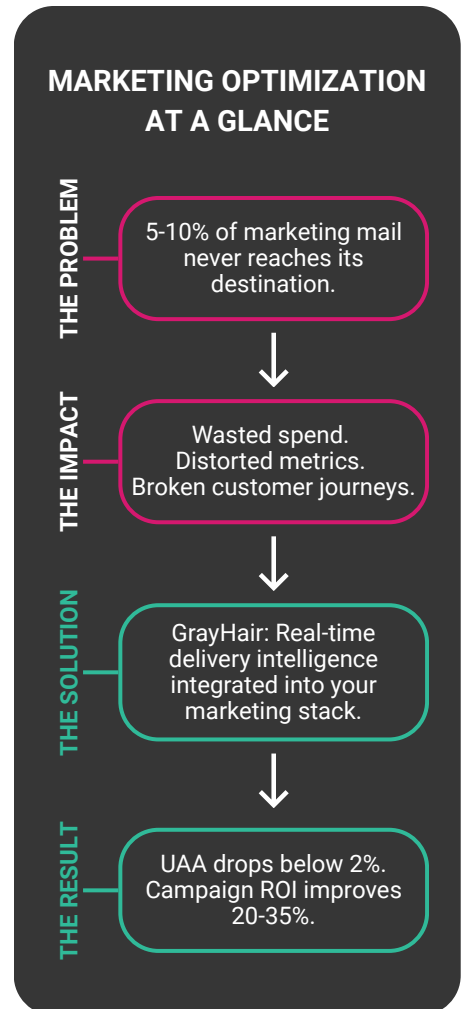
EXECUTIVE OUTCOMES

Direct mail campaigns begin with the certainty that the mail piece will arrive. Through an **Enterprise Postal Data Platform**, GrayHair integrates mail-tracking events, ACS™, undeliverable data, and continuous address-quality intelligence directly into your CRM, CDP, marketing automation, analytics, and attribution platforms. Marketing teams gain proactive visibility into delivery risk and confirmed outcomes. This enables organizations to:

- Reduce UAA rates and eliminate preventable mail waste
- Suppress invalid or high-risk records before campaigns launch
- Trigger digital follow-up with delivery events
- Align campaign timing with confirmed in-home delivery
- Improve attribution accuracy by incorporating delivery confirmation data

When delivery intelligence becomes part of your marketing data ecosystem, spend becomes more efficient, campaigns become more measurable, and customer engagement becomes more reliable.

WHEN DELIVERABILITY IS FACTORED INTO YOUR CAMPAIGN PERFORMANCE, YOU GAIN GREATER ROI, CLARITY, AND CONTROL.



INTRODUCING GRAYHAIR'S ENTERPRISE POSTAL DATA PLATFORM

GrayHair's **Enterprise Postal Data Platform** is a centralized, governed data share that standardizes, enriches, and distributes real-time postal intelligence and insight across enterprise systems. It transforms fragmented mail-tracking, address, and ACS™ data into a secure, integrated asset that powers better campaigns, enterprise-wide analytics, fraud mitigation, customer experience, compliance, and cost optimization.

The GrayHair Enterprise Postal Data Platform Enables:

- Real-time address validation and deliverability insight
- Visibility into mail delivery and in-home timing
- Return mail intelligence that feeds list hygiene and suppression
- Performance analytics tied to actual delivery behavior
- Automated feedback loops that improve targeting and orchestration over time

GrayHair turns postal data into a measurable part of your **performance engine**.

You cannot optimize what you cannot see. GrayHair makes direct mail more **valuable and effective!**

What Changes For Marketing Leaders?

- Mail performance becomes visible, attributable, and improvable
- Digital campaigns align with when prospects and customers actually receive print communications
- Spend shifts from waste to high-confidence reach
- Marketing campaign attribution becomes more accurate!



The Impact:

With GrayHair's Enterprise Postal Data Platform, direct mail becomes a measurable performance channel.

Typical campaign impacts:

- Reduce undeliverable marketing mail from 5 to 10 percent to <2 percent
- Eliminate waste from bad addresses and duplicate records
- Increase campaign ROI by 20-35 percent when mail is coordinated with digital channels
- Increase response and conversion by timing in-home drops and follow-ups to actual delivery
- Lower cost per qualified lead by removing failed delivery from the funnel

OUR CLIENTS OUTPERFORM INDUSTRY AVERAGES

MAIL TYPE	ANNUAL VOLUME	INDUSTRY UNDELIVERABLE MAIL AVERAGE	GRAYHAIR CLIENTS ACHIEVE	POSTAGE SAVINGS OPPORTUNITY *
Transactional	100,000,000	2 - 4%	<1%	\$1,200,000
Marketing B to C	200,000,000	3 - 9%	<2%	\$2,800,000
Marketing SMB	50,000,000	7 - 13%	<4%	\$1,050,000

* Doesn't include production and materials costs

WHEN DELIVERY IS INVISIBLE, PERFORMANCE BECOMES GUESSWORK

Many marketing teams believe they are optimizing performance. In reality, they are optimizing creative, targeting, and spend while operating under broken delivery assumptions. Mail is still treated as:

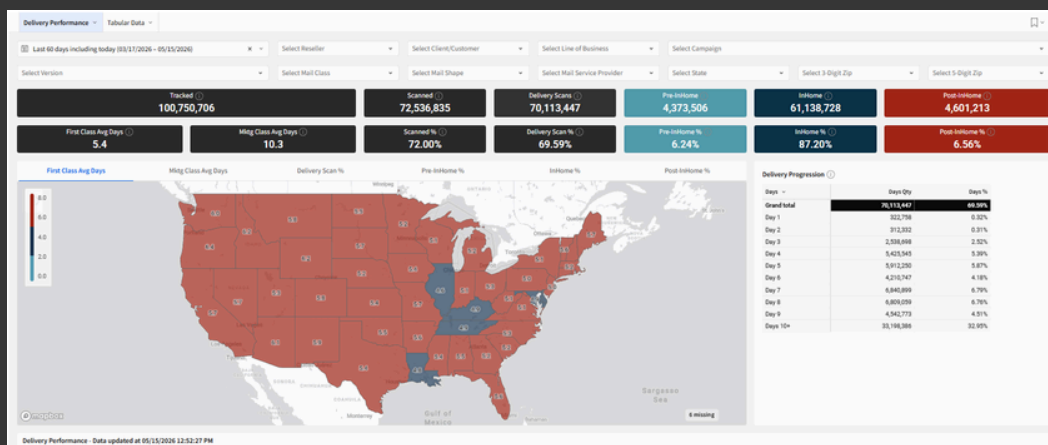
- A static channel
- A cost center
- One-way communication
- Something that cannot be measured

Without delivery intelligence connected to your marketing data ecosystem, performance metrics become distorted:

- Conversion rates are misattributed
- Suppression logic is incomplete
- Omnichannel orchestration is mistimed
- ROI is overstated or misunderstood



GAIN VISIBILITY INTO MAIL PROCESSING AND DELIVERY WITH INTUITIVE, INTERACTIVE DASHBOARDS



Easy-to-access dashboards and reports enable monitoring of campaign performance.

MAKE POSTAL INTELLIGENCE PART OF YOUR ENTERPRISE MARKETING DATA

GrayHair's Enterprise Postal Data Platform brings postal intelligence directly into your CRM, CDP, marketing automation, analytics, fraud systems, and customer communications platforms. With GrayHair, mail stops being something you send and hope for the best. It becomes something you can see, measure, and improve. GrayHair turns postal data into a measurable part of your marketing performance engine:

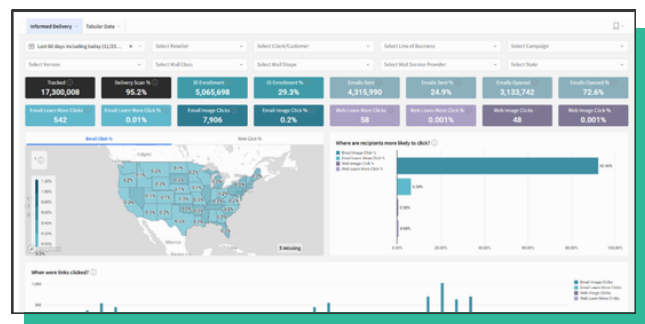
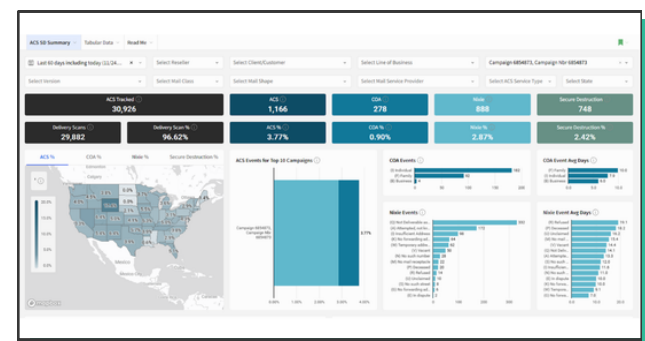
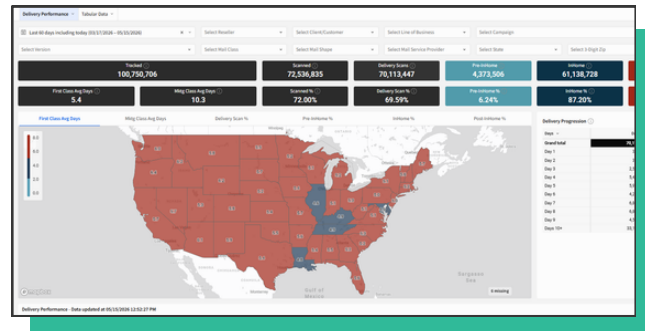
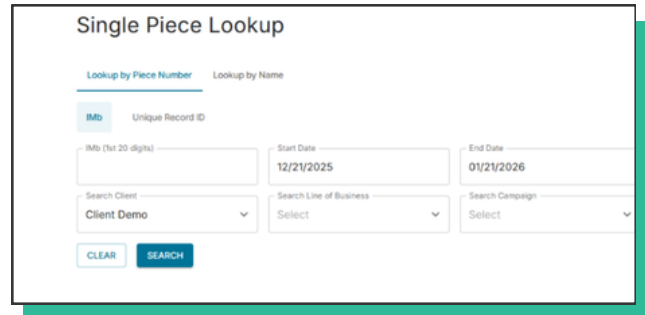
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- Visibility into mail delivery and in-home timing
- Return mail intelligence that feeds list hygiene and suppression
- Performance analytics tied to actual delivery behavior
- Automated feedback loops that improve targeting and orchestration over time
- Better coordination between physical and digital campaigns

GrayHair's Mail Tracking Solution

The GrayHair Enterprise Mail Tracking Solution replaces fragmented tools with complete mailstream control and end-to-end visibility from print to delivery. Five integrated capabilities deliver actionable intelligence:

- The 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
- Single Piece Lookup provides instant delivery status for any mailpiece
- Managed Data Intelligence transforms raw postal data from Informed Visibility, Informed Delivery®, ACS™, and Secure Destruction into business intelligence

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

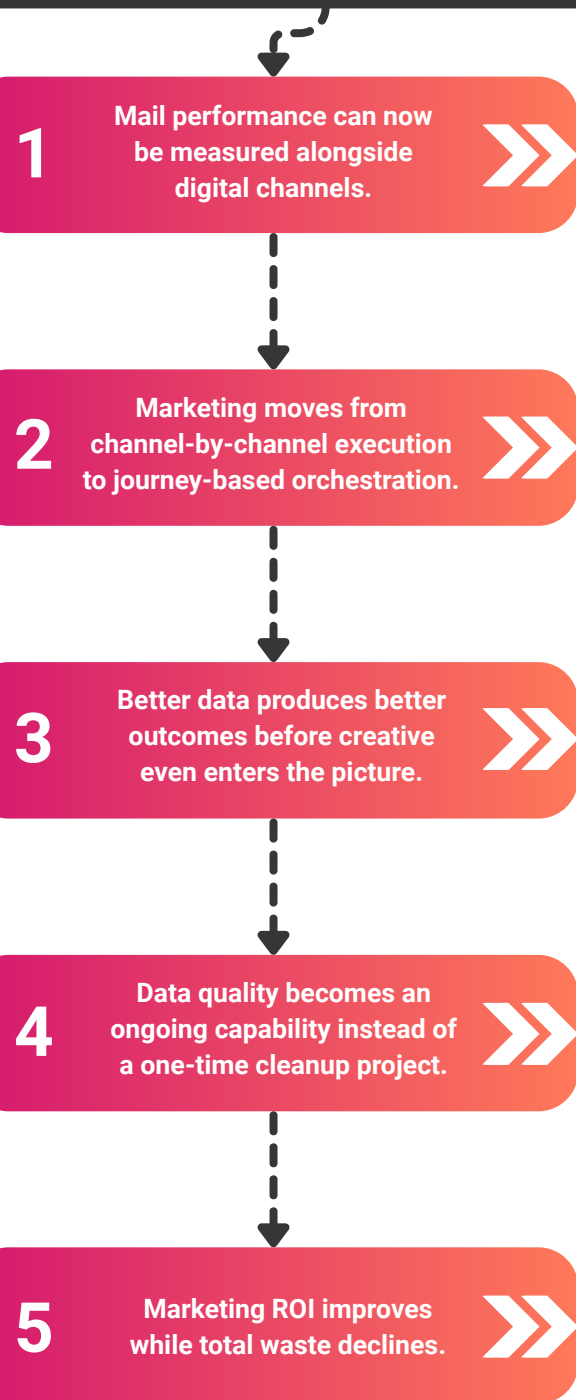


INFORMED DELIVERY® SPOTLIGHT

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 and coordinated with digital campaigns.

FROM CAMPAIGN GUESSWORK TO PERFORMANCE DISCIPLINE

When postal intelligence is embedded into your marketing stack, several things change:



Measurement and Attribution

You gain visibility into:

- What was actually delivered
- When it reached the household
- How delivery timing correlates to response
- Which segments fail due to poor address quality

Omnichannel Orchestration

Delivery signals can trigger:

- Timed digital follow-ups
- Coordinated email and SMS messages
- Call center readiness
- Retargeting windows based on when the mail actually arrives

Precision Targeting

Better address intelligence improves:

- List accuracy
- Household targeting
- Suppression logic
- Segmentation quality

Better Address Quality Improves Campaign Performance

Marketing lists improve continuously through:

- Address validation
- Change-of-address intelligence
- Return mail feedback loops

Optimize Postal Spend

- Undeliverable mail is eliminated
- Waste is removed
- Budgets shift toward addresses that can be reached with confidence



INTEGRATIONS. CONNECT GRAYHAIR.

GrayHair transforms complex USPS data into actionable enterprise intelligence with purpose-built tools, deep postal expertise, and seamless integrations. When GrayHair connects directly to your data lake, warehouse, CRM, and enterprise platforms, **postal signals become operational intelligence**. This enables AI applications, delivers real-time insights, and improves decision-making across critical functions, including contact centers, marketing operations, compliance, fraud monitoring, and postal operations.



The Postal Data Center of Excellence (PDCoE)

GrayHair combines technology, process, and expertise to help organizations operationalize postal intelligence.

Tools + Process + Integrations = Outcomes

Delivered by People through the PDCoE – **Postal Data Center of Excellence**

The PDCoE helps enterprises:

- Design delivery intelligence systems
- Implement address quality governance
- Integrate postal data into enterprise platforms
- Continuously improve communications performance

STOP GUESSING. START KNOWING.

Customer communications are only effective if they reach the customer. GrayHair makes reach visible, measurable, and actionable so marketing can perform with confidence.

Transform marketing effectiveness by connecting postal data intelligence to decision-making.

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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.