



OPTIMIZE POSTAL SPEND

Turn Postal Data into **Insight and Intelligence.**

Integrate postal intelligence directly into your enterprise systems to improve mailing efficiency, reduce postage cost and operational waste, and increase confidence in your communications.

THE EXECUTIVE PROBLEM

Most organizations lack visibility into the real performance of their mail programs. Without delivery intelligence and accurate address data, enterprises suffer operational inefficiencies and:

- High levels of undeliverable mail
- Rising print and postage costs
- Reprint and remail expenses
- Poor insight into mailing performance

The financial impact of these operational inefficiencies is significant:

- \$20B in industry losses from undeliverable mail annually
- Billions of mailpieces returned or destroyed each year
- Operational costs compound across marketing, billing, and customer service
- Complications from failed communications span the entire enterprise

EXECUTIVE OUTCOMES

GrayHair helps organizations optimize postal spend by improving address data quality, increasing delivery visibility, and eliminating wasted mail.

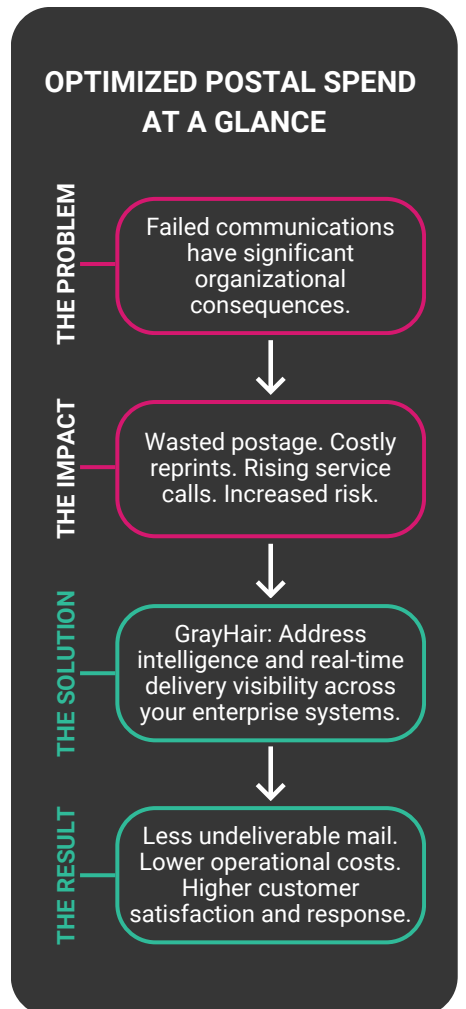
Typical Enterprise Outcomes Include:

- Significant reduction in undeliverable mail
- Lower print and postage costs
- Reduced reprint and remail expenses
- Greater confidence in mailing performance
- Efficient marketing and operational communications

With GrayHair's Mail Tracking and Address Quality Services:

- The postal budget is measurable and controllable
- Mail performance is visible across the organization
- Waste is removed from mailing programs
- Delivery insights improve planning, response, and forecasting

GRAYHAIR MAKES POSTAL SPEND MEASURABLE, MANAGEABLE, AND VALUABLE.



ADDRESS DATA QUALITY IS THE FOUNDATION OF EVERY EFFICIENT MAIL PROGRAM

What "Address Data Quality" Means

Address data quality is the discipline of ensuring that the data behind each mailpiece is accurate, current, complete, and validated against USPS standards before it enters the postal stream. It is the single most controllable variable in mail deliverability. Most organizations underinvest in address data quality processes.



Delivered is Not the Same as Delivered to the Right Person

A mailpiece can clear USPS processing, show a delivery scan, and still fail for many reasons: a wrong address, an outdated record, an occupant who moved six months ago, or the piece arriving at the correct location but not reaching its intended recipient.

A standard hygiene process leaves gaps. Those gaps become undeliverable mail. That undeliverable mail becomes a completely preventable cost.

Standard Address Quality Tools Are Not Enough

Between 1% and 1.5% of the U.S. population moves every month. By the time you finish reading this brochure, millions of address records will go bad in your database.

CASS™ validates address formatting. NCOA^{Link®} captures known address changes. But neither accounts for your specific business rules, your program's risk tolerance, or the full complexity of address change data available in the market.

What Level of Address Quality Should You Expect?

GrayHair's clients consistently outperform industry averages in undeliverable mail rates by using a business-rules-driven process that goes deeper than the standard hygiene toolkit.

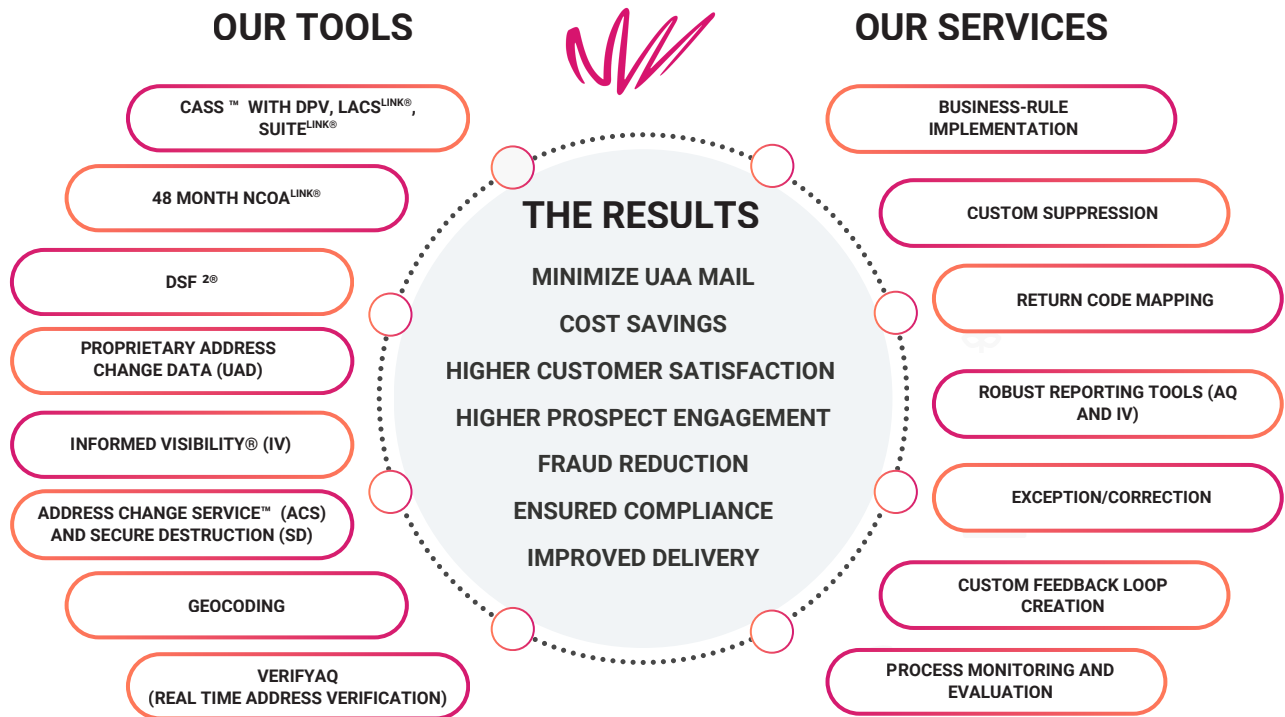
OUR CLIENTS OUTPERFORM INDUSTRY AVERAGES

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

The GrayHair Approach

GrayHair implements a business-rules-driven address-quality process tailored to each organization's specific requirements by combining industry-standard tools with a proprietary address change dataset. **An additional layer of expert services and analysis fine-tunes the results. The outcome is a continuously maintained address asset rather than a periodic hygiene exercise.**



Tools and Services

The tools and services within GrayHair's address data quality ecosystem include:

- **CASS™ (Coding Accuracy Support System):** Validates and standardizes address formatting to USPS specifications. The baseline requirement for postal discounts and accurate deliverability.
- **NCOA^{LINK®} (18-Month and 48-Month):** Matches addresses against USPS records of individuals and businesses who have filed a change-of-address. GrayHair offers both processing windows to capture recent and longer-term movers.
- **DSF2[®] (Delivery Sequence File, 2nd Generation):** Appends walk sequence, delivery type (residential/business/vacant/seasonal), and receptacle information to standardized addresses – primarily used to qualify mailings for saturation and walk-sequence postal discounts.
- **Address Change Service (ACS™):** An automated feedback loop that returns address correction and undeliverable data directly from USPS processing events, enabling continuous list improvement after each mailing.
- **Secure Destruction:** A USPS program that allows mailers to eliminate physical return mail facilities. USPS securely destroys undeliverable pieces and returns the data electronically, immediately.
- **Proprietary Address Change Dataset:** GrayHair maintains an address change dataset that supplements NCOA^{LINK®}, capturing change-of-address signals not available through standard USPS channels. This is a meaningful differentiator for organizations managing high-velocity address populations.
- **Geocoding:** Converts physical addresses into precise GPS coordinates, enabling market segmentation, routing optimization, and risk assessment by location.

Four Continuous Phases of Data Quality Best Practices

We manage the end-to-end data journey by integrating our full suite of address data quality management tools into your systems:

Phase 1: Real-Time Intake Verification

- **The Application:** Ensure every new address entering your database is immediately validated and standardized. This prevents bad data from contaminating your systems from the start.
- **Tools Applied:** We apply VerifyAQ™ for enhanced address quality insights, ensuring all addresses are deliverable and correctly formatted per USPS

Phase 2: Just-in-Time Pre-Mailing

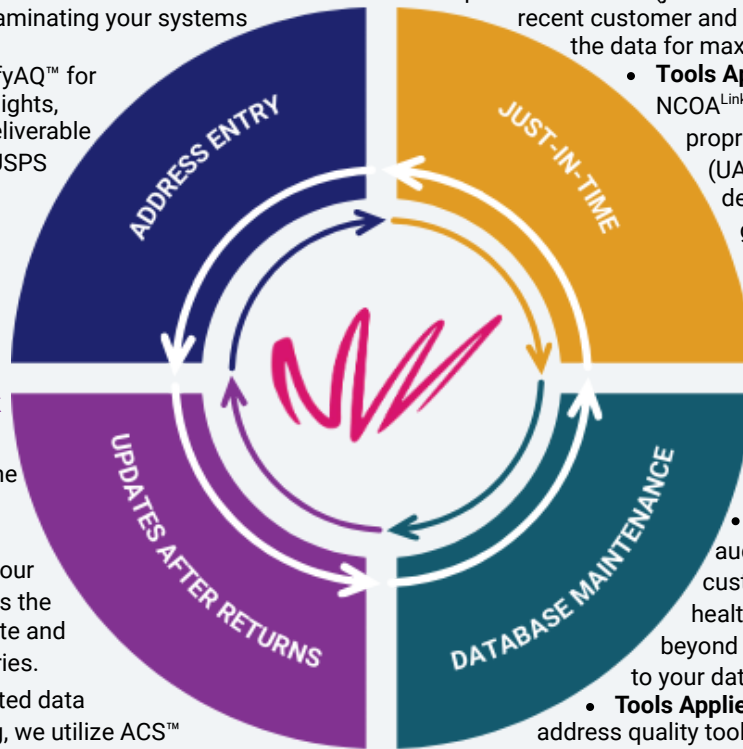
- **The Application:** Optimize every mail file right before it goes to print. This crucial (just-in-time) step captures the most recent customer and address changes and enhances the data for maximum USPS discounts.
- **Tools Applied:** We leverage the CASS™, NCOA^{Link}®, DSF2®, as well as a proprietary change of address dataset (UAD) to enhance segmentation and deliverability, ensuring your piece gets to the correct individual at the correct location.

Phase 4: Returns & Feedback Loop Management

- **The Application:** Automate the processing of all returned or undeliverable mail, using that data to immediately update your customer records. This closes the loop to prevent repeated waste and reduces contact center inquiries.
- **Tools Applied:** Using automated data integration and data mapping, we utilize ACS™ (Address Change Service) and Secure Destruction to manage returns compliantly and efficiently, transforming undeliverable mail into clean, actionable suppression and update records.

Phase 3: Continuous Database Maintenance & Cleansing

- **The Application:** Regularly audit and enrich your master customer database for long-term health and strategic insights. This goes beyond deliverability to add real intelligence to your database.
- **Tools Applied:** We apply all core and proprietary address quality tools and enrich your data with Geocoding, converting addresses into precise latitude and/or longitude coordinates and linking to U.S. Census demographics, for richer segmentation and market analysis.



With GrayHair, You Get:

- **Cleaner Lists:** Marketing, service, and risk teams operate with more accurate records.
- **Fewer Failures:** Undeliverable mail and failed communications decline.
- **Higher Confidence:** Teams trust what they see in dashboards and reports.
- **Less Rework:** Downstream fixes, reprints, remails, and customer complaints decline.

**FEWER UNDELIVERABLES
MEANS MORE EFFICIENT
SPEND**

**STOP CLEANING DATA.
START IMPROVING IT CONTINUOUSLY.**

Better data does not just support improved outcomes; it also informs them. GrayHair delivers a system for keeping data reliable over time.

MAIL TRACKING PERFORMANCE

VISIBILITY INTO EVERY STAGE OF THE MAILPIECE LIFECYCLE

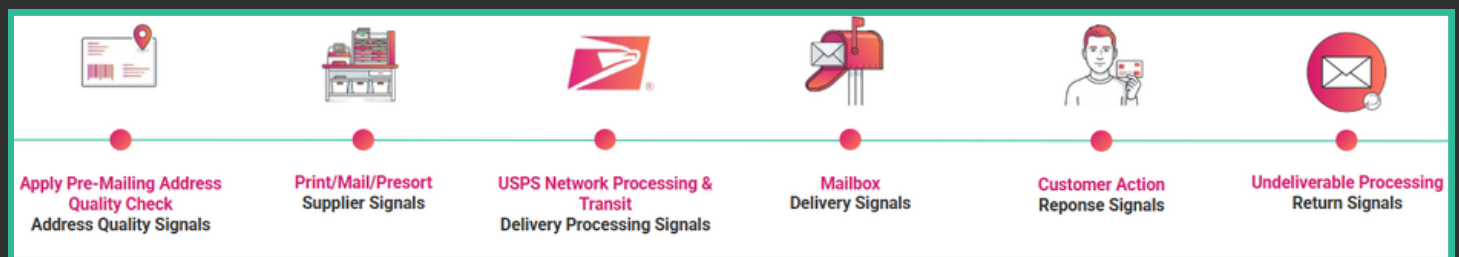
You Can't Manage What You Can't Measure

Most organizations know when a job is processed or a campaign is dropped, yet few know what happens after.

- Did the pieces reach the USPS on time?
- Did processing events confirm expected delivery windows?
- Were jobs running early, in-window, or late?
- Were any pieces redirected or returned?
- Do you have the ability to research a missing mailpiece?

Without answers to those and other questions, mail program performance is essentially unauditible. That means costs rise, problems compound, and Service Level Agreements (SLAs) become compromised. GrayHair closes that visibility gap.

Capturing Events Across the Entire Mailpiece's Lifecycle



GrayHair captures data at every stage of a mailpiece's lifecycle, from print and mail manufacturing through final delivery and reply mail. Every event is timestamped, structured, and made actionable. With GrayHair, you can see:

- Address change patterns
- Delivery failures on sensitive mail
- Return mail tied to regulated communications
- Anomalies that indicate potential fraud or interception

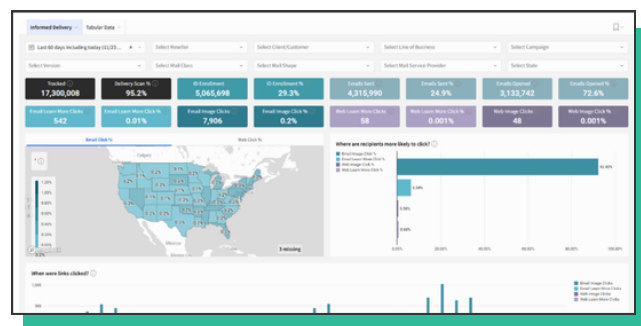
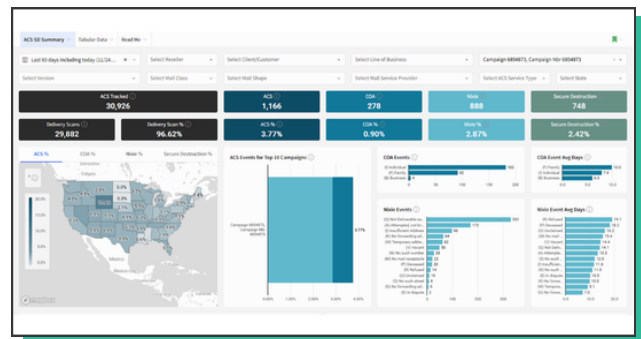
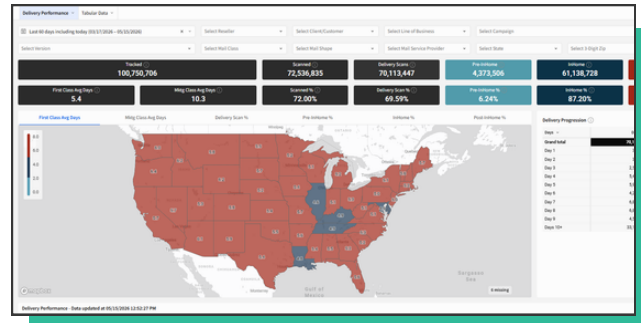
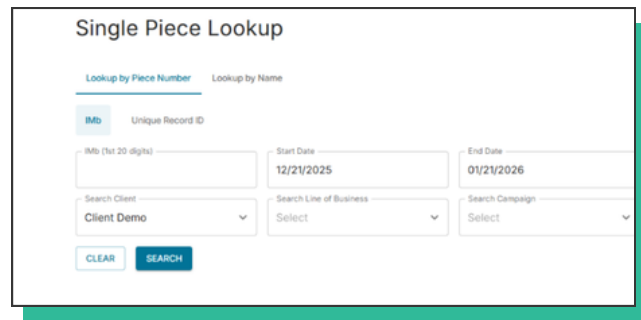
With GrayHair, You Can Expect:

- **Earlier Detection:** Suspicious delivery patterns are surfaced before fraud escalates.
- **Fewer Loss Events:** High-risk destinations are suppressed or flagged.
- **Stronger Compliance:** Support audits with proof of delivery and visibility into failures.
- **Better Cross-Team Coordination:** Risk, CX, and Operations work from the same delivery truth.

Dashboards and Reporting

GrayHair delivers data through intuitive, interactive dashboards and customizable reports.

- **Single Piece Lookup:** Real-time location status for an individual mailpiece. Used by call center teams to answer customer inquiries immediately, without manual research or carrier follow-up.
- **Job or Campaign and Job Performance Dashboard:** Monitor overall job status in real time. See what percentage of a campaign has been delivered, identify pieces running early, in-window, or late, and compare delivery performance against industry benchmarks. Projected in-home delivery dates are available at the job level for campaign coordination.
- **Vendor Performance Dashboard:** GrayHair is vendor-agnostic. That means unbiased, direct visibility into how each mail service provider is performing against SLAs, scan rates, and delivery outcomes. Compare vendors and hold them accountable with data.



Informed Delivery® Integration

GrayHair seamlessly integrates USPS Informed Delivery® into direct mail campaigns.

Informed Delivery® gives recipients a digital preview of their physical mail before it arrives, extending the campaign's reach into the email channel without additional list investment.

GrayHair guides clients through USPS promotions that offer postage discounts for Informed Delivery® participation, making campaigns more cost-effective while generating digital engagement data for attribution, segmentation, and future targeting.

The Standard for Postal Intelligence

GrayHair Software serves the country's largest organizations, processing over 125 billion postal data points annually. Our Address Data Quality Tools, Processes, and Mail Tracking Solutions deliver the actionable intelligence enterprises need to eliminate failed communications and drive measurable ROI.

We hold SOC 2 with HITRUST, HIPAA, PCI-DSS, and CCPA certifications, and our team brings over 100 years of combined postal industry experience, including data scientists and AI/ML engineers dedicated to solving the problems most vendors do not touch.



SOC 2



CCPA



HITRUST

TRANSFORMING POSTAL INTELLIGENCE INTO ENTERPRISE ROI

Postal Data Is an Enterprise Asset

A tracking event is not just an operational record; it is an actionable signal:



Fraud Detection and Prevention: Delivery intelligence flags anomalies that correlate with mail theft and fraud. When high-value mail is redirected to an unrecognized address, or when delivery is not progressing within expected parameters, GrayHair surfaces those signals in time to act. Organizations in financial services and banking use this capability to protect card mailings, account documents, and sensitive correspondence.



Contact Center Performance: Call center representatives gain real-time access to mailpiece location data and delivery status. When a customer calls to ask where their statement or card is, the answer is available immediately. Average handle time drops. Escalation rates drop. Customer experience improves.



Remittance Operations: GrayHair monitors incoming mail to support remittance staffing and cash flow management. By tracking inbound payment mail, including payments, critical documents, and financial correspondence, operations teams can anticipate volume, allocate staff, and reduce float.



Marketing Effectiveness: Delivery confirmation data connects the physical mail channel to digital campaigns. Marketers can coordinate email follow-up to the confirmed delivery window rather than guessing. Informed Delivery engagement data identifies recipients who previewed a piece before it arrived, enabling precise attribution and future targeting. Multi-channel campaigns that include direct mail report a 12% higher ROI than digital-only programs. Delivery intelligence makes that lift measurable and repeatable.



Client and Customer Experience: Proactive delivery notifications, triggered by actual delivery event data, reduce inbound inquiry volume and increase satisfaction. Customers who are told their statement, card, or document is arriving tomorrow call less and trust more.



Regulatory Compliance: For insurance organizations, GrayHair provides USPS acceptance data for policy cancellation notifications via the Intelligent Mail Barcode (IMb). This eliminates the cost of USPS Certificate of Mailing service while maintaining the documented proof of mailing required for regulatory compliance.



Customer Address Data Quality: Cleaner address data produces better delivery. Better delivery produces a better customer experience. Better customer experience supports stronger marketing performance. Reduced waste lowers postal spend. Lower postal spend reinforces investment in data quality. able to feed undeliverable mail info back to host databases and repositories to remove bad data from workflows and systems, preventing future undeliverables etc.



Return Mail Operations: USPS Secure Destruction removes the cost and complexity of physical return mail handling. Undeliverable pieces are destroyed by USPS, and electronic records are returned to GrayHair immediately. Address correction data is available faster. Return mail facility costs are reduced. Database hygiene improves with each cycle.

The organizations that extract full value from postal data are the ones that route those signals into the systems where decisions get made: CRM platforms, contact centers, marketing automation, compliance workflows, and fraud systems. GrayHair makes that integration possible.

TECHNICAL INTEGRATION

POSTAL INTELLIGENCE, BUILT INTO YOUR ENTERPRISE

The GrayHair Enterprise Postal Data Platform

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

GrayHair integrates directly with:

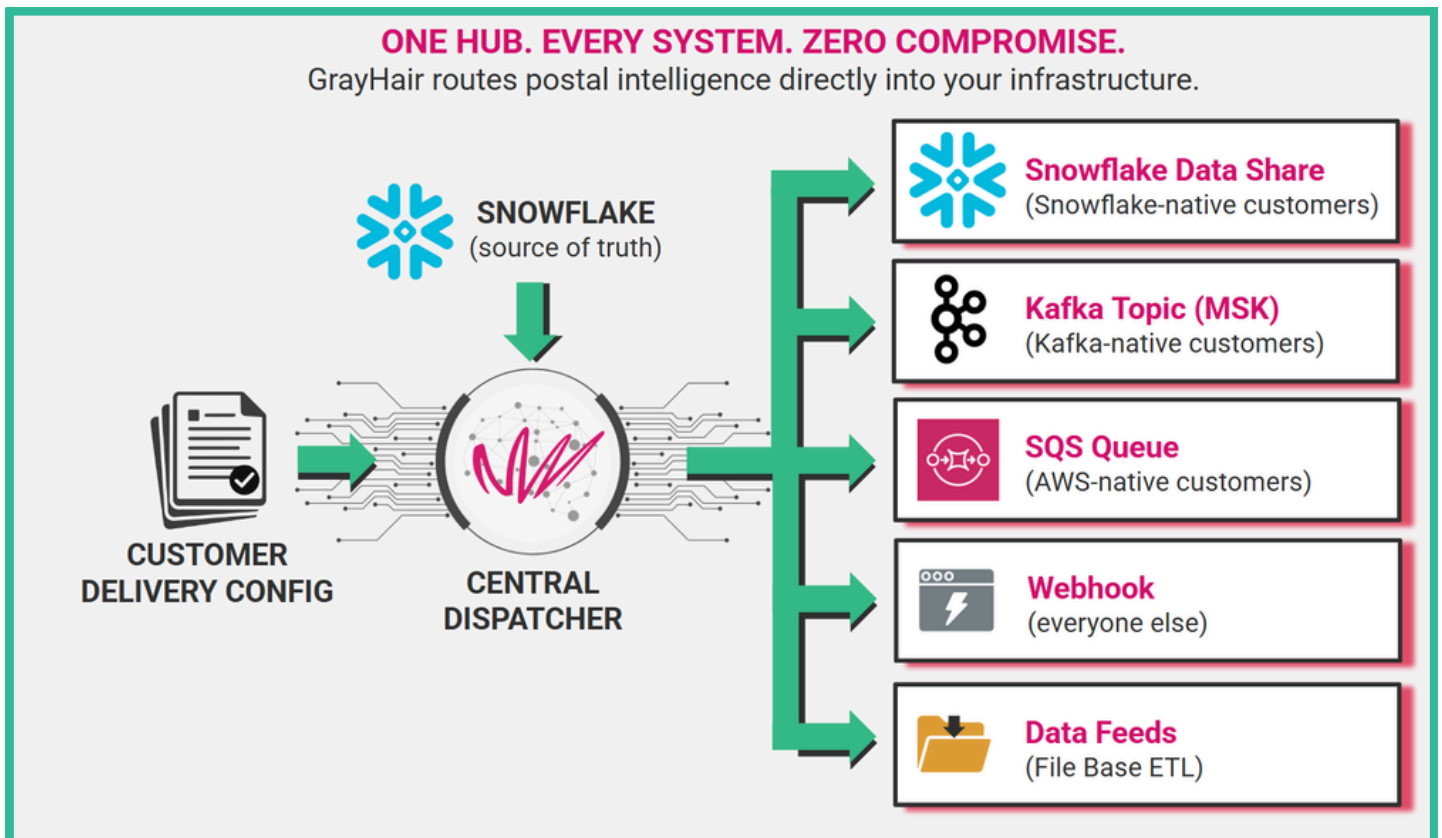
- CRM platforms
- Data lakes and warehouses
- Marketing automation tools
- Customer communications systems
- Operational and executive dashboards
- Contact center platforms
- Risk and compliance systems

Instead of postal data living in a reporting silo, mail performance becomes part of the enterprise data ecosystem. Every delivery event, every address change, every return mail record flows into the systems where it can drive decisions.

Mail Piece Status API

The Grayhair Mail Piece Status API makes it easy to search and track individual mail pieces in real time using USPS Intelligent Mail Barcodes (IMb) and other identifiers. You can retrieve current delivery status, mail dates, addresses, and predicted delivery information, all within defined rate limits. Learn more and access the full documentation:

[CLICK HERE](#)





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

UNDELIVERABLES? UNACCEPTABLE!

Undeliverable mail costs the industry \$20B a year. GrayHair gives organizations the address intelligence and delivery visibility needed to eliminate waste and get more from every mailpiece.

Optimize postal spend by **connecting delivery intelligence** to your enterprise data ecosystem.

CONTACT US

☎ 866-507-9999

✉ engage@grayhairsoftware.com

🌐 grayhairsoftware.com



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.