



# OPTIMIZE POSTAL SPEND

Turn Postal Data into **Financial Intelligence.**

Integrate postal intelligence directly into your enterprise systems to improve mailing efficiency, reduce 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 experience 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 is significant:

- \$20B in industry losses from undeliverable mail annually.
- Billions of mailpieces returned or destroyed each year.
- Operational costs that compound across marketing, billing, and customer service.

## EXECUTIVE OUTCOMES

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

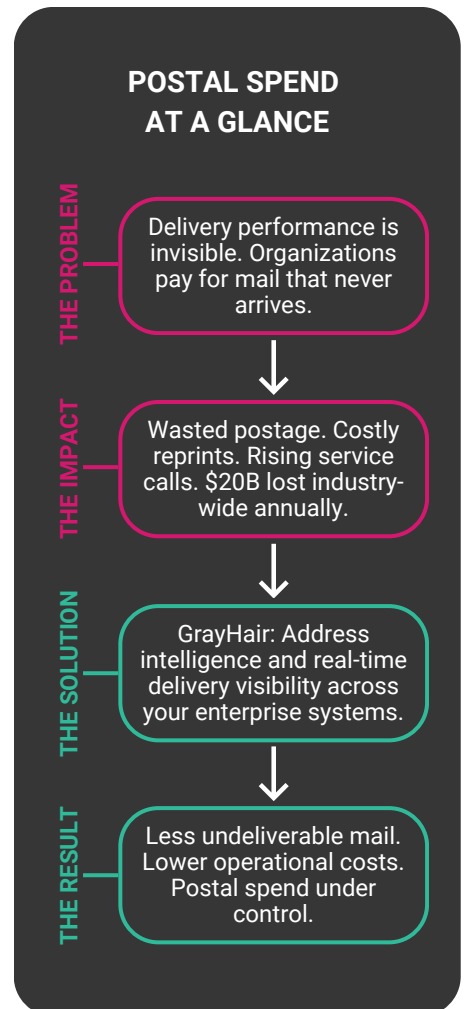
### Typical enterprise outcomes include:

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

### With GrayHair:

- Postal spending is measurable and controllable.
- Mail performance is visible across the organization.
- Waste is removed from mailing programs.
- Delivery insights improve planning and forecasting.

**YOU CANNOT CONTROL POSTAL COSTS WHEN DELIVERY PERFORMANCE IS INVISIBLE. GRAYHAIR MAKES POSTAL SPEND MEASURABLE AND MANAGEABLE.**



## THE SOLUTION: 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 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**.

Postal optimization becomes a **continuous capability** rather than a **periodic cost reduction exercise**.

### Get Better Control Over Postal Spend:

Historically, postal spend has been treated as an unavoidable operational expense. With GrayHair, postal data becomes a strategic intelligence layer that supports decision-making across departments. Organizations gain:

- Greater financial control over mailing programs.
- Improved operational efficiency.
- Enhanced visibility into delivery performance.
- Stronger coordination between marketing, service, risk, and operations.

### Turn Postal Data into Financial Intelligence

GrayHair's Enterprise Postal Data Platform integrates postal intelligence into CRM platforms, analytics environments, customer communications systems, marketing automation tools, and operational dashboards.

Instead of operating in isolation, mail performance becomes part of the enterprise data ecosystem. Organizations gain real-time insight into:

- Mailpiece tracking and delivery events.
- Address quality and change-of-address intelligence.
- Vendor and service provider performance.
- Campaign and job delivery metrics.
- Return mail and Secure Destruction data.

Postal data becomes actionable intelligence that helps organizations control costs and improve operational efficiency.

### What Changes in Mail Operations?

- **Reduced Undeliverable Mail:** Better address validation and ongoing data hygiene eliminate wasted print and postage.
- **Real-Time Delivery Visibility:** Teams can monitor SLAs, spot delays, and resolve issues before they compound.
- **Vendor Performance Management:** Vendor-agnostic data makes it easy to measure and optimize service provider performance.
- **Fewer Reprints and Remails:** Earlier detection of delivery failures breaks the costly cycle of repeated mailings.

## DELIVERY INTELLIGENCE CYCLE

CLEANER DATA

BETTER DELIVERY

BETTER CUSTOMER EXPERIENCE

BETTER MARKETING PERFORMANCE

REDUCED RISK AND WASTE

LOWER POSTAL SPEND

REINFORCES DATA QUALITY

## POSTAL INTELLIGENCE DELIVERED!

Every communication generates signals. Those signals generate intelligence. That intelligence improves the next communication and the one after that. This continuous delivery intelligence cycle creates a **self-reinforcing system that improves communications performance across the enterprise.**

GrayHair transforms complex USPS data into actionable enterprise intelligence with purpose-built tools, deep postal expertise, and seamless integrations.

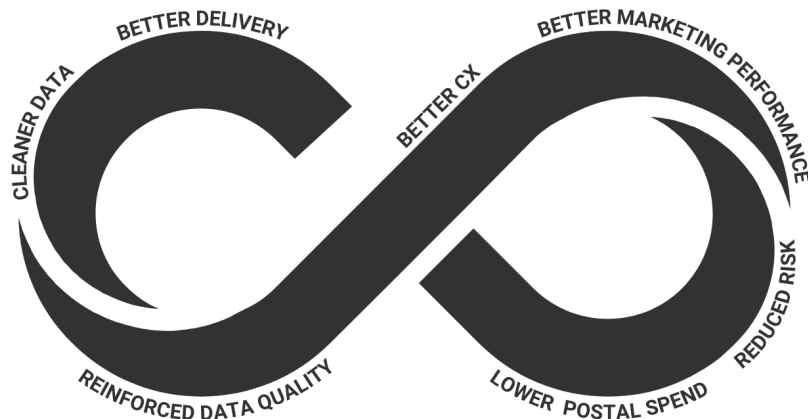
When GrayHair connects directly to your data lake, warehouse, CRMs, and enterprise platforms, postal signals become operational intelligence. This enables AI applications, delivers real-time insights, and improves decision-making across critical functions, including contact centers, marketing operations, compliance, fraud monitoring, and postal operations.

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

## GRAYHAIR'S DELIVERY INTELLIGENCE CYCLE CONTINUOUSLY IMPROVES COMMUNICATIONS PERFORMANCE.

### What Changes in Daily Operations

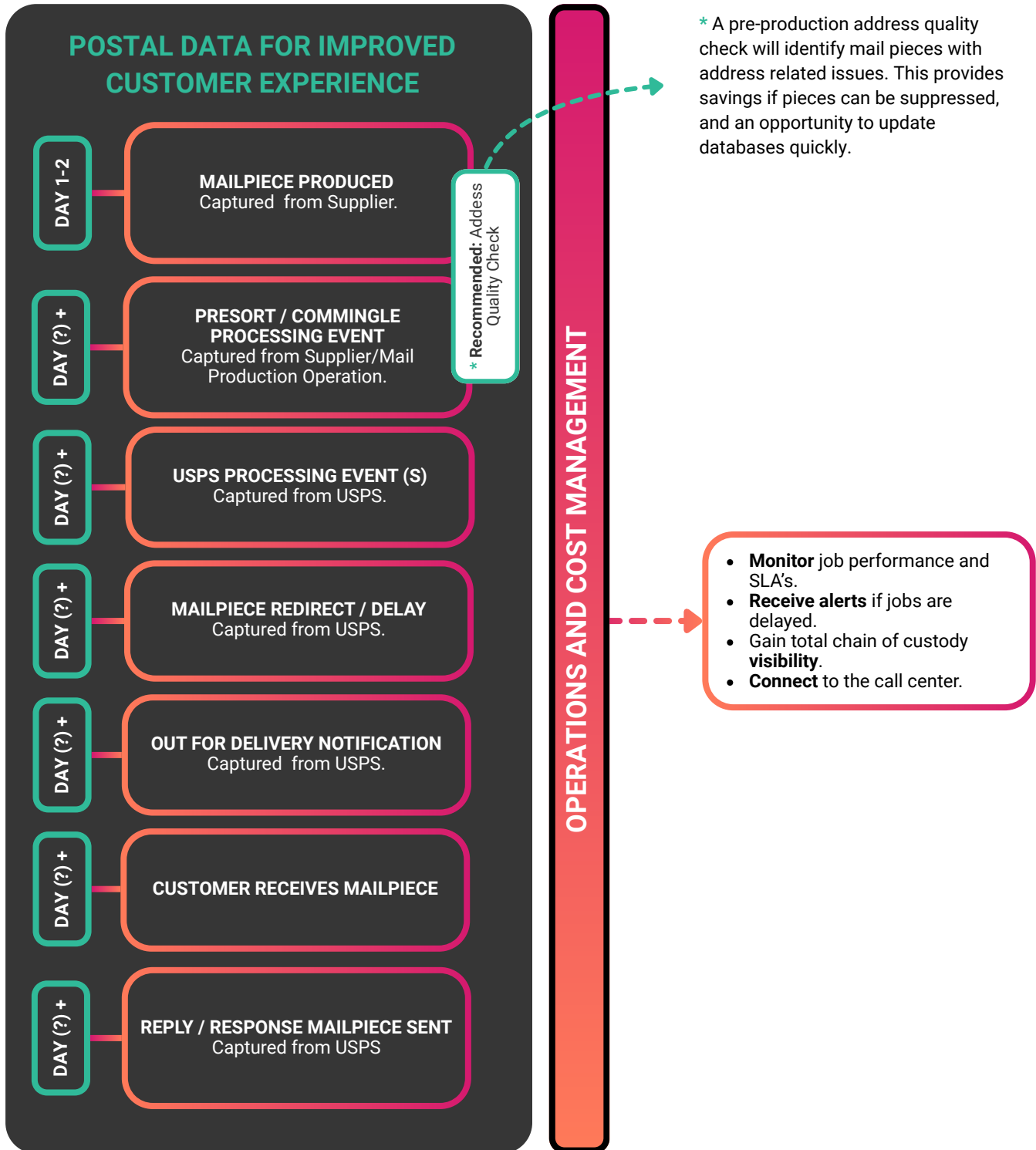
- **Optimized Postal Spend:** Fewer reprints and remails → reduce waste and service-driven costs.
- **Data Quality:** Clean addresses reduce failed delivery → prevent avoidable CX issues before they occur.
- **Fraud and Risk:** Delivery intelligence protects high-value mail → reduced fraud-related service events.
- **Marketing Effectiveness:** Campaigns (actually) reach customers → service teams work better.
- **Customer Experience:** Fewer delivery failures → happier customers.



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# MAIL BECOMES A CONTINUOUS INTELLIGENCE SYSTEM

Starting with accurate address preparation, GrayHair captures data as mail enters the postal stream, tracks processing events, predicts in-home delivery, and confirms delivery outcomes. When delivery failures occur, return mail intelligence provides critical feedback that improves address data and operational decisions. This intelligence flows directly into enterprise systems such as CRM, marketing platforms, contact centers, and risk systems. Each communication generates insights that strengthen the next. Over time, the cycle improves deliverability, reduces wasted spend, enhances customer experience, supports fraud detection, and enables more effective marketing and operational decision-making across the organization.





## 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

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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.