

# GrayHair Xcelerate

Optimizing Time To Market For Marketers



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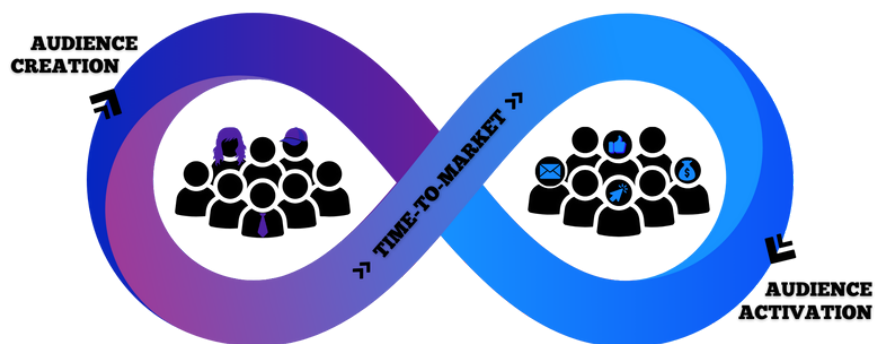
## Your Time To Market Strategy Needs Attention

The challenge of Time to Market (TTM) arises when marketers are launching campaigns quickly in an effort to keep up with market trends, competitor activities, and customer needs. In order to generate market response in a timely manner, this speed must be balanced with the promise of high-quality data, compelling content, and an aggressive approach to omnichannel campaigning.

## GrayHair Background

GrayHair Software (GHS) is a dynamic data and software as a service (SaaS) company with over 20 years experience delivering business-ready intelligence solutions. We excel in solving data-related challenges, offering comprehensive solutions for many Fortune 100 companies. As the leading consumer and provider of postal data, we manage over 150 billion data points annually.

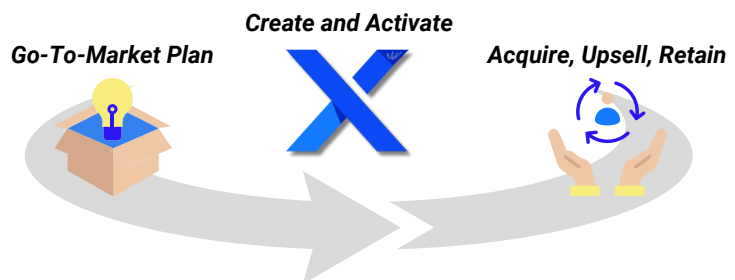
## Introducing Xcelerate



GrayHair Xcelerate (GHX), an exciting extension of our existing services, is a comprehensive marketing performance solution from GrayHair Software. With agnostic data-sourcing and performance-based technology partnerships, GHX reduces lengthy sales cycles while optimizing time to market effectiveness.

## Fueling Faster Time To Market

With the customer buying journey in mind, GHX solves for Time To Market (TTM) derailment through the orchestration of data to delivery. Marketers gain the insight and tools needed to execute on strategies that build stronger, more profitable relationships with their intended audience.



## Solution Overview

The Xcelerate database provides a comprehensive view of 120 million households linked across 31 million businesses. Our platform is scalable and adaptable, encompassing six functional modules that can be combined or applied independently to address diverse business needs.

### Audience Creation

#### Data Quality

- Validate, correct, complete, and enhance postal addresses
- Improve deliverability
- Identity resolution capabilities
- Qualify for USPS discounts

#### Data Enrichment

- Access over 3,000 third-party attributes
- Identify and meet unique customer demands
- Improve retention rates

#### Data Analytics

- Uncover insights from previous campaign performances
- Predict buying trends
- Tailor future strategies

### Audience Activation

#### Direct Mail

- Accurate targeted in-home delivery insights
- Coordinated digital campaigns
- Access to dozens of preferred print and lettershop providers

#### Email Marketing

- Zero third-party data restrictions
- Manage subscription lists, segmentation, and scheduling
- Streamlined integrations with other ESP software

#### Media Marketing

- Custom messages delivered to any device at any time
- Wholesale media spending with zero onboarding fees
- Fierce anti-bot protection

## The GrayHair Advantage

Our five-point approach:



#### Comprehensive

Well-rounded media strategies that encompass content creation, media planning, and media buying to fit the needs of your marketing team.



#### Customized

We take the time to understand your target audiences, campaign goals, and budget allocations in order to deliver the desired results and maximize company ROI.



#### Data-Driven

GrayHair understands the importance of an integrated approach. Our expertise is weighed across social, search, display, and video platforms to engage audiences.



#### Flexible

With consistent evaluation and real-time refinement of strategy, GrayHair gathers and analyzes data trends to make informed decisions for future media campaigns.



#### Transparent

Our team maintains open communication when reporting on metrics, sharing insights, and applying feedback. Client satisfaction is at the core of what we do.

