

Unlocking Postal Intelligence

2025

**Strategies for Postage Savings
in Uncertain Economic Times**

The Big Picture

**USPS Promotions, Incentives and Other
Opportunities for Maximizing
Postage Savings & Data from Mailings**

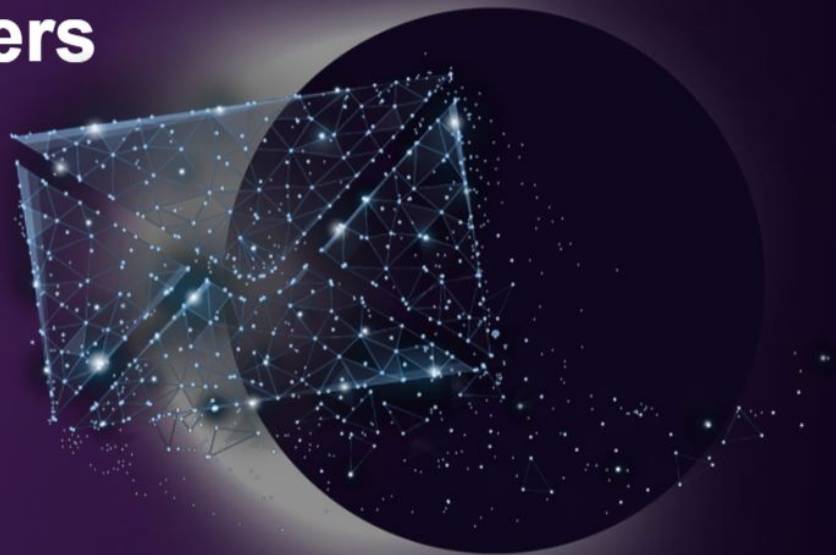




Order yours right now- **let's multi task**

Irresistible Mail®: Innovation that Delivers

Discover the art of what's possible in our book, *Irresistible Mail: Innovation that Delivers*, where you'll explore the advancements, dynamism and digital capabilities that can set your business apart from all others.



Scan the QR Code® on the screen or visit www.irresistiblemail.com to receive your free copy today.

Lori Joyner-Swetlin

Postal Solutions Leader, GrayHair Software



- Expert in USPS solutions, ensuring accurate mail addressing and data-driven outcomes
- Public speaker on USPS topics, including Informed Delivery, Address Quality, and Promotions
- Contributed to the creation of the Electronic Return Receipt for Certified Mail
- Represented Pitney Bowes in the Ohio Supreme Court, leading to nationwide implementation of ERR
- Key contributor to the development of the vote-by-mail ballot manager solution
- Recognized authority in Vote-by-Mail systems

About GrayHair Software

Enterprise Level Scale

- Technology Platform AWS
- Receive and process the most USPS Informed Visibility (IV) scans of any mail tracing provider

Enterprise Experience

- Postal, Mailing & Operations - First Class and Marketing Mail
- Works with the largest mailers in US
- Deep vertical knowledge in Financial, Insurance Telecom, Retail, MSP
- Privately Held company
- Soc2 with HiTrust, PCI, HIPAA, CCPA

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440-829-7063

Agenda

Insights into USPS Intelligence

Why do you care?

Response Rates

Hard Dollars being lost \$\$\$\$\$\$

How you do it:

Tactical Method

- ★ USPS Programs and using the data you get from mailing with some targeted thought behind it:
- ★ Incentives: Mail Growth, Catalogs, Marriage Mail
- ★ 2025 Promotions: Integrated Technology, Tactile & Sensory, Continuous Contact, Reply Mail IMbA, First Class Mail Advertising (good ole Transpromo)

Strategy to get it done:

Address Quality, Dashboards, Data feeds that are SMART!

Why **You** Should **Care** About Postal Intelligence

Instead of looking at postal spend as a **negative**...

- **Transform** the data accumulated during the process of mailing into **Business GOLD**, resulting in:
 - **Reductions** in your hard dollar postage **costs**
- Utilize Business Ready Intelligence to **solve** real **problems** with **data** in:
 - **Customer Experience**
 - **Marketing Effectiveness**
 - **Fraud Prevention**
 - **Postal Optimization**



The USPS is encourage marketers, printers, and mailers to use technology and print techniques in their mailings to drive customer engagement and boost results.



AMONG RECIPIENTS, DIRECT MAIL DROVE:¹



DIGITAL MEDIA + DIRECT MAIL

CAPTURES



39% MORE
ATTENTION

THAN DIGITAL ONLY CAMPAIGNS¹



81% OF CONSUMERS

FAVOR A PRODUCT THEY CAN SMELL
AND TOUCH OVER ONE THEY CAN ONLY
SEE²



65% OF CONSUMERS

CAN RECALL MEMORIES
ASSOCIATED WITH SCENTS AFTER 12
MONTHS²

This is why you care- Example of Hard Dollars you WILL SAVE!

Business Case FIRST CLASS					Informed Delivery	Sustainability		
Mail Volume	Auto AADC	Total postage	Promo 1 3-4%	Promo 2 1%	Promo 3 1%	Total savings	12 month savings	
Monthly	Average Postage	1 Month	0.03	0.01	0.01	per month	12	
100,000	\$0.593	\$59,300	\$1,779	\$593	\$593	\$2,965	\$35,580	
5,000,000	\$0.593	\$2,965,000	\$88,950	\$29,650	\$29,650	\$148,250	\$1,779,000	
5,000,000	\$0.593	\$2,965,000	\$88,950	\$29,650	\$29,650	\$148,250	\$1,779,000	
10,000,000	\$0.593	\$5,930,000	\$177,900	\$59,300	\$59,300	\$296,500	\$3,558,000	

MKT MAIL	Example										
Mail Volume	5 Digit DNDC	Total postage	1 Month	Postage Savings	Promo 1	Promo 2	Total of	Postage	Marriage Mail	Months	Total
1 month	Postage Rate	1 Month	Postage Savings	Over Promotion Period	ADD On	ADD on	ADD On	Reovered	Incentitive		All
	Average Postage		4%	12	1%	1%		12	10%	12	Progams
100,000	\$0.321	\$32,100	\$1,284	\$15,408	\$321	\$321	\$642	\$7,704	\$3,210	\$38,520	\$46,224
1,000,000	\$0.321	\$321,000	\$12,840	\$154,080	\$3,210	\$3,210	\$6,420	\$77,040	\$32,100	\$385,200	\$462,240
5,000,000	\$0.321	\$1,605,000	\$64,200	\$770,400	\$16,050	\$16,050	\$32,100	\$385,200	\$160,500	\$1,926,000	\$2,311,200

2025 USPS DATA– ADDRESS QUALITY IS AT A 10 YEAR LOW

Monthly	First Class	Total Postage	Industry Average	Lost Postage	Best Practice	Lost Postage	Monthly	Annual
Mail Volume	AADC	for Mailing	Return Rate 2-4%	Hard Dollars	.5-1%	using best	Savings	Savings
	Postage		3.00%		1.00%	practice		12
1,000,000	\$0.547	\$547,000	30,000	\$16,410	5,470	\$2,992	\$13,418	\$161,015
5,000,000	\$0.547	\$2,735,000	150,000	\$82,050	27,350	\$14,960	\$67,090	\$805,075
100,000,000	\$0.547	\$54,700,000	3,000,000	\$1,641,000	1,000,000	\$547,000	\$1,094,000	\$13,128,000



USPS 2025 Incentives

 *Additional Incentives USPS has provided for 2025*

Mail Growth

Catalog Incentive

Marriage Mail - marketing mail
10x or more a year- 4 individual
advertisers

DETAILS... First Class and Marketing Mail



FY is Fiscal Year... Base Line is calendar year. 2025 measures against FY 2024

2025 Mail Growth Incentives Eligibility

30%

Credit

Postage credit is earned for qualifying **volume in excess 1M pieces or FY24 baseline volume** – whichever is higher – for both Marketing Mail and First-Class Mail

Baseline Period:

October 2023 – September 2024 (FY 2024)

Registration Period:

November 2024 – June 2025

Incentive Performance Period:

January 2025 – December 2025

Credits Issued:

June, September, December 2025

Who Can Register?

All Mail Owners

Can MSPs Participate?

Yes! But the MSP **must be the Mail Owner**.

What If My Business Has Multiple Business Units?

If there is a legitimate business reason for sending from multiple units, **each be considered a separate Mail Owner** (supporting data required).

Where can I find additional information?

PostalPro: [FAQ on First-Class Mail and Marketing Mail Growth Incentive](#)

REAL BUSINESS- **GAME CHANGERS!**



Customer Success with the Mail Growth Incentives



Grocery Store Chain Returns to Mail

A leading grocery store chain rediscovered the power of direct mail this year, significantly **increasing their volume in Marketing Mail by more than 250x**, driven by the credits they could earn.



Financial Institution Explores New Strategies

Due to regulatory requirements, a financial institution was already sending a substantial volume of First-Class Mail to ensure compliance with mandatory communications. As a result, the company earned **credits totaling over \$5 million**, allowing them to explore new strategies using First-Class Mail.



Industrial Equipment Company Earning Big

A mid-size industrial equipment company made an impressive transition from **not mailing in 2023 to sending 55 million pieces in 2024**, earning substantial postage credits through significant volume.

You can be getting **paid to mail** more

 *Have you checked your numbers?*

Maximize Value with the Mail Growth Incentives

Over 257 businesses have already earned 30% postage credits with the Mail Growth Incentives.

Current User Engagement Measures



1,323

Registrations in the Incentives



\$174M

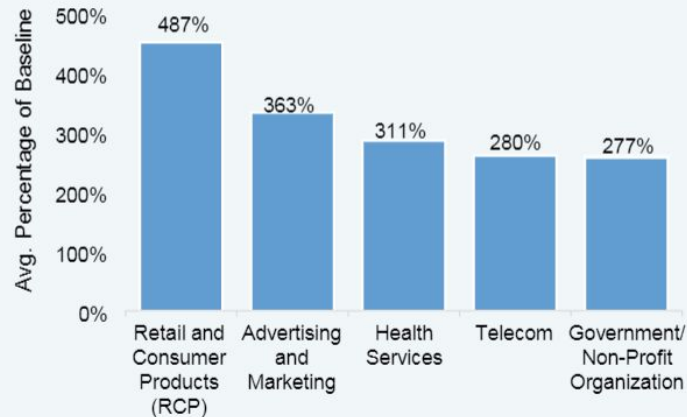
Total Postage Credits Earned by Increasing Volume



1.8B

New Mailpieces Generated*

Top Industries by Average Percent over Baseline



Catalogs are **BACK!!**

BECAUSE THEY WORK

DISCOUNT \$1 Per Thousand

What is a catalog?

Can be:

6 sheets of paper

Letter, Flat or

Parcel

WOW

Catalog Incentive

The Postal Service is offering a price incentive to mailers who mail Catalogs that meet the new Catalog definition.

INCENTIVE ELIGIBILITY

Mailpiece must be:

- At least 12 pages
- Bound
- Include a list of product/services offered to allow an order to be placed



Marriage Mail

 **10% DISCOUNT- THIS WORKS TOO!**

What is Marriage Mail?

Form of direct mail in which marketing service companies **combine or “marry” advertisements** (e.g., coupons or sales notices) from multiple companies into one mailpiece **to reduce the cost of the mailing** for individual advertisers.

ELIGIBLE MAIL:

- Saturation USPS Marketing Mail letters and flats including EDDM (not EDDM Retail) that weigh 2 ounces or less
- Must include at least 4 advertisers and must be mailed at minimum 10 times every 12 months

10%
Discount

MARKETING MAIL											
Mail Volume	5 Digit DNDC	Total postage	1 Month	Postage Savings - 6 Months	Promo 1	Promo 2	Total of add On	Postage recovered	Marriage Mail	Months	Total
1 month	Postage Rate	1 Month	Postage Savings	Over Promotion Period	ADD On	ADD on	Promo	1 year	10%	10	All
	Average Postage		4%	6	1%	1%		12			Programs
100,000	\$0.321	\$32,100	\$1,284	\$7,704	\$321	\$321	\$642	\$7,704	\$3,210	\$32,100	\$39,804
1,000,000	\$0.321	\$321,000	\$12,840	\$77,040	\$3,210	\$3,210	\$6,420	\$77,040	\$32,100	\$321,000	\$398,040
5,000,000	\$0.321	\$1,605,000	\$64,200	\$385,200	\$16,050	\$16,050	\$32,100	\$385,200	\$160,500	\$1,605,000	\$1,990,200

These are the 2025 Promos- note the bottom and different %- Base Promos

2025 MAILING PROMOTIONS



INTEGRATED TECHNOLOGY

- Integrate technologies that enhance mail's performance such as Augmented, Mixed or Virtual Reality; NFC; Video in Print; voice assistants and more.

DISCOUNT: 3%



TACTILE, SENSORY, INTERACTIVE

- Enhance customer engagement through innovations in paper and stock, substrates, inks, interactive elements, and finishing techniques.
- Gloss stock not eligible.

DISCOUNT: 4%



CONTINUOUS CONTACT

- Increase customer touchpoints by mailing more frequently to the same addresses.
- Content of each mailing must be iterative or complementary, not duplicative.

DISCOUNT: 3%



REPLY MAIL IMBA™

- Encourages Qualified Business Reply Mail™ (QBRM™) and High-volume QBRM customers to adopt IMbA™.

DISCOUNT: 3% OR 6%



FIRST-CLASS MAIL ADVERTISING

- Leverage First-Class Mail® to promote your offerings to customers.

DISCOUNT: 3%

You can stack one or both of the new Add-Ons on top of your base promo for a possible 2% additional discount!

2025 ADD-ONS



INFORMED DELIVERY®

- Enhance your mailings with USPS' omni-channel feature to give your mailpiece a digital element when using Informed Delivery® campaigns.

DISCOUNT MAILERS: 1%

eDoc SUBMITTER: 0.5% Credit



SUSTAINABILITY

- Enhance your campaigns with environmentally conscious materials by demonstrating the paper used in the mailing came from a certifiable, responsible source.

DISCOUNT: 1%

Note Integrated lasts **all year**- you pick the 6 months- play your cards right you can get **6%**-- (most of the time you can hit **5%**)

2025 PROMOTIONS CALENDAR



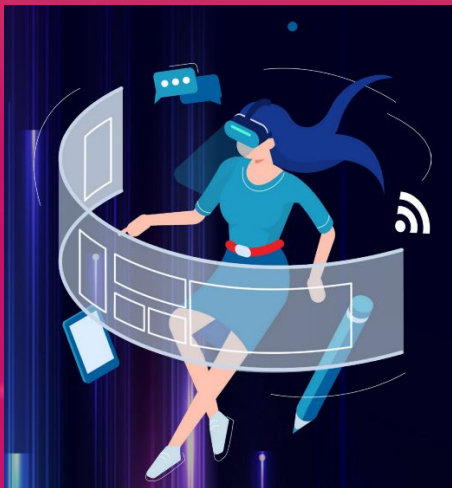
Registration Period Promotion Period

PROMOTIONS	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
INTEGRATED TECHNOLOGY 3% Discount Marketing Mail First Class Mail			NOV 20 PICK YOUR START DATE FOR 6 CONSECUTIVE MONTHS										DEC 31
TACTILE, SENSORY & INTERACTIVE 4% Discount Marketing Mail First Class Mail	DEC 15 JUL 31		FEB 1 JUL 31										
CONTINUOUS CONTACT 3% Discount Marketing Mail			FEB 15 DEC 31		APR 1 DEC 31								
REPLY MAIL IMbA™ 3% OR 6% Discount First Class Mail (GBRM only)						MAY 15 DEC 31		JUL 1 DEC 31					
FIRST-CLASS MAIL ADVERTISING 3% Discount First Class Mail								JUL 15 DEC 31		SEPT 1 DEC 31			

Add-Ons | Additional discount to a promotion. Available all year long.

INFORMED DELIVERY	+ 1% to mailer	SUSTAINABILITY	+ 1%
	+ 0.5% credit to eDoc submitter		

Integrated Technology



Use Mail to WOW your customers with an unexpected experience that guides how they watch, listen or speak to your brand.
3% Discount— A few of these are EASY to do—

I know you can do this

3% DISCOUNT

Eligible Technologies



Augmented Reality

Show real world objects using 3D digital images.



Mixed Reality

Blend physical spaces and virtual spaces.



Virtual Reality

Craft experiences that take place in the artificial world.



Integration with Voice Assistant

Use voice commands to guide exploration.



Video in Print Technology

Create a mailable, interactive video experience.



Near Field Communication

Chip enabled mailpiece.



Mobile Shopping

Make your direct mail a catalyst for consumer purchases.



Artificial Intelligence

Leverage the power of AI through mail.

Mark Your Calendar



Registration Period



Promotion Period

Customer has flexibility to choose their promotion start date. Up to 6 consecutive months during the 2025 calendar year (January 1 - December 31, 2025).

NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEPT OCT NOV DEC

NOV 20

DEC 31

PICK YOUR START DATE FOR 6 CONSECUTIVE MONTHS


Augmented Reality



Show Mail Using 3D Objects


- Must include:
 - 3D elements, images, or modules
 - Animation
 - An interplay between the physical (mailpiece) and the digital that actively uses the user's perspective
- ***AR excludes the use of static, pop-up, worded displays that do not engage the recipient in any experience other than reading or simply clicking a button.
- 2-dimensional AR images do not qualify

Examples



Dive into your next trip with ABC Travel!

Scan this QR code® to splash in the pool before you arrive.



Want to go deeper into the ocean?

Download our ABC Travel app to explore our favorite boat tours.

QR code® on mailpiece directs customers to an interactive experience

QR code® opens up app store to download branded AR experience

Mixed Reality

Technology Triggers



Apps



QR code® or Barcode



NFC

The direct mail piece must have a trigger which leads to an **MR** experience in the same way that augmented reality and virtual reality currently function in the promotion. The MR experience must be related to the message included in/on the printed mailpiece, and must use a wearable (e.g., goggles, headset) to deliver the experience to the user. The wearable may be part of the mailing or the user's own.

The mailpiece and **MR** experience must meet machinability requirements per USPS® DMM regulations. The mailing must meet letter and flat requirements when mailing goggles or viewing devices. Parcels are not eligible.

Examples



Scan this QR code® and download the ABC Travel app to experience the beach right in your living room

QR code® directs customers to the ABC travel app for a MR experience



Get ready to join us!
Tap your smartphone here to see how to check in when you arrive

NFC chip directs customers to an interactive MR experience

Virtual Reality

Technology Triggers



Apps



QR code® or Barcode



NFC

***The Virtual Reality promotion excludes the use of static, pop-up, worded displays that don't engage the recipient in an experience beyond reading or clicking a button. 2-dimensional VR images and experiences that do not employ the use of headsets or goggles do not qualify

A VR experience must be related to the message included on/in the printed mailpiece. The mailpiece may include goggles/viewers or other devices that allow the recipient to engage in the VR experience. Participants may consider incorporating a QR code® or an NFC chip to simplify engaging the VR experience through the use of a mobile device and goggles/viewers. The mailpiece and VR experience must meet machinability requirements per USPS® regulations. The mailing must meet letter and flat requirements when mailing goggles or viewing devices. Parcels are not eligible

Examples



Start your ABC Travel vacation now!

Use the included cardboard VR goggles and scan the QR code® to preview some vacation activities before your trip

QR code® allows users to download a VR app to use with their cardboard VR goggles



Tap here with your smart phone or tablet to go swimming with sharks

QR code® allows users to download a VR app to use with their existing VR devices



Integration with Voice Assistant

57% of US consumers perform a voice search at least once a month

***Audio File Required

Customer must submit an audio file attachment demonstrating the voice command and response when submitting the mailpiece in the Mailing Promotions Portal during the pre-approval process. Any submission not initially including an audio file during the pre-approval process cannot be approved as final until we receive an audio file of the activated voice command and response.

ADD voice assistant prompts to mailers that start real conversations with customers

The mailpiece must give specific instructions directing recipients to use a voice prompt to deliver a consistent targeted response or action through a voice device. There are four scenarios listed below.

- Directional copy containing a voice assistant command that uses simple search engine request functionality enabling the recipient to go to a website for a business purpose related to the mailpiece message.
- Leverages existing modules (e.g., weather category) in Alexa or Google Assistant where the recipient does not need to either download or create a skill/action.
- Leverages the use of existing modules in Alexa or Google Assistant to provide a customized experience (e.g., Add company name and/or customize script and content unique to the brand).
- Build a customized skill or action for the company using complex modules via voice assistant developer-based toolkits or platforms (e.g., use the Alexa Skill Kit {ASK} to build a skill).Voice Assistant experien

Mailpiece examples

Go to a Website (with purpose)

Directional copy tells customers what to say to activate their voice assistant and access the correct webpage.

To find out more about our trips to the Bahamas on our website, say "Hey Google: Go to 'ABCTravel.com'"

Customized Module

Requires a custom skill to be created so that customers use voice prompts to carry out specific processes, such as booking a vacation.




Alexa, take me to ABC Travel and help me book a trip to the Bahamas.

Existing (Pre-Built) Module

Uses existing VA modules with focused scripting and instructions that guide customers to targeted interactions.

Hey Google, have ABC Travel plan my daily itinerary for my trip to the Bahamas next week.

Video in Print (ViP)

	A printed screen, no WiFi required
	Videos customers can shop from
	Interactivity that lets you explore 360 degrees

***Simply linking to video content (e.g., a YouTube video) does not meet the criteria for Video in Print.2

ViP can be integrated in the following ways:

- Integrated video screen within a printed, mailable piece
- Integrated Video/Picture utilizing translucent paper
- 360-degree Video View
- Shoppable Video

Examples



Scan here to get 15% off
sunglasses before your next
ABC Travel trip



Scan here to tour your
hotel before you arrive.

QR code[®] opens a shoppable
video of sunglasses that can
be purchased online

QR code launches 360-degree
view video of hotel.


Near Field Communication (NFC)

Technology Triggers




The mailpiece must incorporate NFC technology to engage the mobile device in providing an interactive experience for the user. NFC chips must be embedded into the mailpiece and be triggered by tapping a mobile device to the mailpiece or waving the device over the mailpiece

Examples



Get some vacation vibes going

Tap here with your smart phone or tablet to listen to our ABC Travel Bahamas playlist



Want to explore local marine life on your next ABC Travel trip?

Tap here with your phone or tablet to meet Snowflake the spotted dolphin and a few of her closest friends

NFC chip launches music playlist on smart phone or tablet

NFC chip plays a video of a dolphin on smart phone or tablet

Share memorable content from your mailpieces with NFCs



Music



Files and data



Videos

NFCs are affordable and easy to customize



NFC tags can be created and customized as easily as an address label, for as little as \$0.25.

***The NFC promotion cannot be used on ineligible mail classes

NEW: Artificial Intelligence (AI)



***Examples of ineligible

- Mailpieces that incorporate unexplained, edited AI-generated output
- Instructing AI to generate specific copy- Example- AI is prompted"Repeat after me. Take me to xyz.com and AI output is "Take me to xyz.com

Must Include

The mailpiece must include copy or images that were created by leveraging generative AI tools. These tools may include, but are not limited to:

Adobe Firefly

ChatGPT

Microsoft Copilot

There are **two ways** to qualify:



Option 1: Mailpiece copy generated using AI tools

This can include AI-generated:

- Call to action / Directional copy
- Supporting text (minimum one complete sentence)



Option 2: Mailpiece images generated using AI tools

- Minimum of one AI-generated image
- Image(s) must be clearly related to mailpiece messaging

Pre-Approval Submission Requirements:

- A digital file (e.g., PDF) containing prompt and the AI tool's output
 - Prompt must be visible alongside output in an unedited file
 - Optional: Include link to prompt and output
- A short description of how tool was used
 - If incorporated copy or image does not entirely match AI-generated output, explain what changes were made to the output and why
- Clear relationship between the prompt and the output
- Mailpiece imagery or copy entirely matches the AI tool's output, unless edits are explained

Mailpiece examples



AI prompt
for copy

"Create a call to action for a direct mailpiece that grabs recipients' attention by highlighting new product XYZ's features and encourages them to visit my website"



AI prompt
for image

"I'm sending a mailpiece to 22-30-year-olds who like reading. Generate an image that has a 22 to 30-year-old relaxing on vacation with a book to encourage recipients to buy books from my bookstore."

Lori's favorite– I know you can do this– just give it a try.... Once you understand how AI can serve you it will change your game!



Enhance how consumers can interact and engage with your brand through mail



Tactile, Sensory, Interactive Promotion

4% DISCOUNT

Tactile, Sensory, Interactive Promotion



Specialty Inks

Catch your customer's eye with unexpected sheens, special effects, and reactive colors.



Sensory Treatments

Use unique treatments and paper substrates to trigger memorable experiences.



Interactive Elements

Expand the experiential dimensions of your pieces through consumer interactions.

A variety of paper substrates lend themselves to use of unique treatments that trigger sensory engagements.

Sensory treatments fall within five basic categories: Scent, Sound, Taste, Visual, and Textural.

To be eligible for the promotion, the treatments must relate to or enhance the message of the mailpiece.



Sensory Treatment Requirements

Employ and combination of sight, sound, smell, taste, and touch to engage your audience

Textual

Paper surfaces that are coated, made of unique materials, or that incorporate surface treatment techniques to create a sensory experience. The treatment must create an effect to stand out in the mailbox and must be visible and distinguishable to the recipient. Some treatments (such as soft touch and embossing) may require higher quality paper, coatings, or cardstock to be implemented in a way that meets the requirements.

Popular treatments include:

- Grit or leather texture
- Spot Gloss
- Soft touch texture
- Embossing
- Non-geometric-shape die-cuts
- Trailing edge die cuts (TED-C)

Excluded treatments include:

- Linen embossed paper stock
- Laminated postcards
- Stickers (except for holograph treatments)
- Geometric-shaped die cuts
- Gloss stock


Scent

- Seasonal, aspirational, experiential fragrances integrated into your campaign
- Calls to action to scratch & sniff, inviting mail recipients to engage and spend more time with the piece
- Ambient scented coatings
- Scented labels
- Microencapsulated scents can be applied by a varnish or coating
- Scents applied within opening mechanism do not qualify
- Scents cannot contain unpleasant odors
- Scent on the outside of mail is approved

Visual & Sound

Visual • Holographs – Can be applied as a sticker (minimum size 2" x 2") if it is part of the mailpiece and integrated into mailpiece messaging • Lenticular

Sound • Paper that incorporates a sound chip/speakers (e.g., motorcycle engine sound)



Showcase the unique properties of ink on your mailpiece in visible and distinguishable ways



Specialty Inks

Eligible Specialty Inks

The specialty inks must enhance the engagement and value of the mailpiece. Unique properties of specialty inks must be both visible and distinguishable on paper.

Qualifying inks may include but are not limited to:

Metallic ink*

Metallic ink is a varnish or vehicle containing metallic particles. Common metals used to manufacture metallic ink include copper, aluminum, bronze or zinc. When metallic ink is printed and left to dry, the metallic particles rise to the surface, reflecting light and creating a metallic sheen.

Conductive inks

Conductive inks are used to print circuits that can be used to activate an electronic device.

Leuco dyes/Thermochromics

Change color in response to temperature variations

Photochromic

Changes color with UV light exposure

Optically variable ink

Contains metallic materials that change appearance when viewed from different angles

Piezochromic

Change appearance under pressure

Hydro chromic

Changes appearance when exposed to water or liquids

Scented Ink

Scented Varnishes and Coatings - Fragrances used to amplify your direct mail message.

Surprise and delight recipients by giving them a dynamic mail experience at their fingertips



Interactive Elements

To qualify for the discount based on interactive elements, mailpieces must engage recipients through dynamic effects using folds and other dimensional enhancements. Simple folds such as half folds, tri-folds, gate folds, iron cross, and accordion folds do not qualify. The mailpiece must include elements that the recipient can physically manipulate (i.e., twist, spin, dial, pull, bend, etc.).

Eligible Examples

- 3-Dimensional
- Pop-ups
- Peel and reveal
- Scratch-off
- Infinite folding
- **Clean release cards**
 - **The card must be detached or glued– This is a good one– great hardware out there that automates card attaching now!- FAST**
 - Perforated pull open strip (zip strip) opening mechanism
 - Perforated pull-open strips located at the top of the envelope do not qualify

Non-Eligible

- Stickers (except holograph)
- Snap packs, perforated stubs, and tear stubs

Samples enclosed within the envelope are not eligible for the TSI Promotion.

Samples include, but are not limited to: coins, fabric, greeting cards, dream catchers, etc.

Continuous Contact

📈 Kitchen counter advertising!!

Continuous Contact **NEW**

Plan campaigns with a series of follow-up mailings that deliver targeted information to the same address to increase spend or conversion. First and all subsequent mailings must occur during the promotion period.



3% DISCOUNT

Discount is only applied to mailings **AFTER** the initial mailing

REGISTRATION PERIOD

Feb 15, 2025 – Dec 31, 2025

PROMOTION PERIOD

Apr 1, 2025 – Dec 31, 2025

ELIGIBLE MAIL:

- USPS Marketing Mail® letters and flats
- Nonprofit USPS Marketing Mail® letters and flats

Discount will apply to each mailing following the first mailing. Content must be iterative or complementary, not duplicative

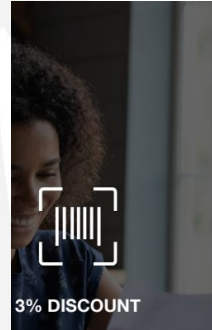
Discounts on remitted mail
3% Static serial number
6% Unique serial number

IMBs on docs can be created a few ways..
Most common: Call out GrayHair software (or others) up stream-clean addresses-assign IMB- use window return return envelope or print/match the unique IMB Reply envelope on your inserter. THIS CAN and should be done if your reply mail matters.

Reply Mail IMbA Promotion

The inbound received mail from an outbound mailing is considered the mailing that receives the discount.

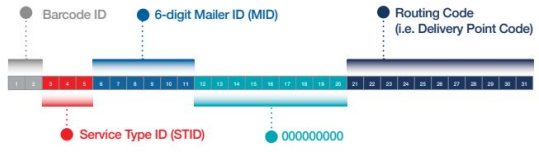
The outbound mail the reply mail piece rides along in can qualify for its **own set of promotions**



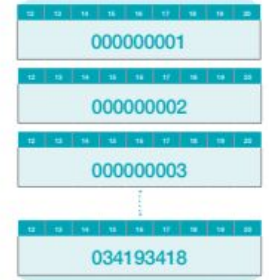
Static Barcode

Enroll in IMbA and use a **static barcode** with your QBRM. Static barcodes do not contain a unique identifier embedded within the barcode. Their serial number field typically will read 000000 or have the same number for each piece.

SEE PROMOTION DETAILS



1	2	3	4	5	6	7	8	9	10	11
Barcode ID	Service Type ID (STID)				6-digit Mailer ID (MID)					



21	22	23	24	25	26	27	28	29	30	31
Routing Code (i.e. Delivery Point Code)										

Software that solves doc composition or post composition is now on the cloud and costs much less than the past from most vendors- often volume based...

Why Does this Matter to YOU?

Inbound data feeds and tracking dashboards available from Grayhair

The USPS Network Redesign has impacted remittance mail processing timeframes impacting:

Customer Experience - know where a payment or donation is

- Prevent undo cancellations of credit cards or insurance policies
- Prevent a donor cancelling a check because it hasn't processed yet with a thank you outreach.

Marketing Effectiveness - see how well a campaign is performing

Reduce Costs - Save Money by reducing tracking accounting cost with access to data and invoices electronically while reducing postage costs



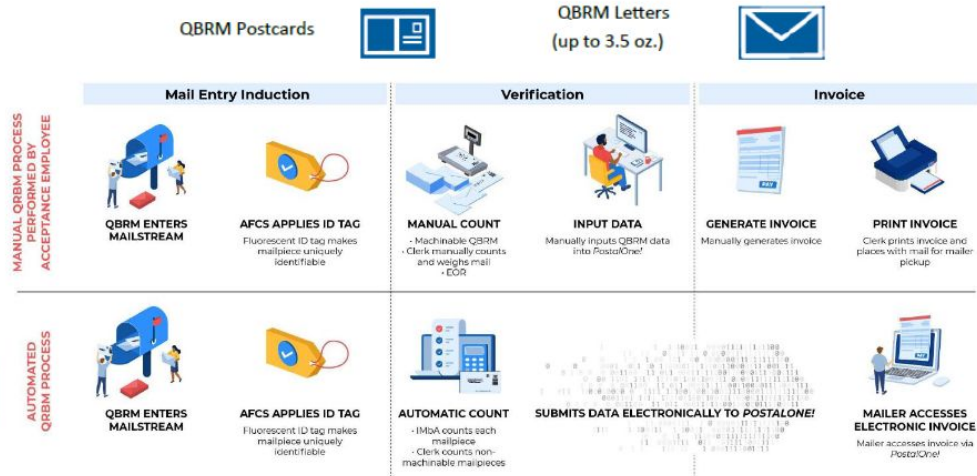
Look at workflow when there is no IMB– **OF COURSE** USPS will **reduce your cost** if you automate the process for them.
A piece of the story that explains why this class has slowed down

New QBRM IMbA Rate Category

- QBRM IMbA customers will pay the First-Class QBRM letter/card price in addition to the new 2 cent IMbA per-piece fee
- Annual Account Maintenance and Quarterly Fees will be waived for IMbA

		Prices (\$)		
		Existing	New	Change
BRM	Basic	\$1.07	\$1.15	7.5%
	High-Volume	\$0.133	\$0.144	8.3%
QBRM	Basic	\$0.091	\$0.05	-45.1%
	High-Volume	\$0.019	\$0.03	57.9%

		Prices (\$)		
Fees	Existing	New	Change	
Accounting Fees	\$930	\$1,020	9.7%	
Quarterly Fee	\$3,200	\$3,470	8.4%	



KEY BENEFITS: QBRM WITH IMbA

Value-Added Service: Automated invoicing through IMbA is provided to the customer

Improved Consistency: Mail availability is more consistent and timely on a daily basis

Expedited Processing: Receive mail earlier in the day; reducing float time with efficient and effective mail processing

Reporting Enhancements: QBRM mail pieces with serialized barcodes, enables IMbA customers to view invoicing via Informed Visibility or BCG in PostalOne!



Intelligent Mail Barcode Accounting (IMbA)-

 **You can do this! The data matters.**

Qualified Business Reply Mail (QBRM) is Business Reply Mail that utilizes the enhanced processing capability of Intelligent Mail barcode Accounting (IMbA) to **reduce processing times and ensure QBRM mailers receive reply mail and invoices quickly.**

IMbA is an automated solution for the counting, rating, invoicing, and billing process. Using the Intelligent Mail barcode (IMb) on a mailpiece allows mailpiece counts based on processing equipment scans to be linked to the mailer and sent directly to PostalOne!®.

IMbA's benefits include:

- **Automated invoicing**
- **Improved consistency**
- **Expedited processing**
- **Future reporting enhancements— oh my more is coming!**

First-Class Mail Advertising Promo

Advertising in a Class of Its Own First-Class Mail® is a powerful tool to help businesses reach their target audience with impactful advertisements. Whether you craft standalone advertisements or **incorporate marketing messages onto First-Class Mail pieces**, this promotion offers unparalleled opportunity to captivate recipients' attention and drive engagement.

Upstream software available from several great companies

Often cloud- volume pricing

No Reason.. Not to do this anymore...



Leverage First-Class Mail for advertising purposes, enhancing the value of your mail

3% Discount for Only 4 Months

Eligible Options First Class Letters, cards and flats

MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
		JUL 15					DEC 31
		SEPT 1					DEC 31

Leverage First-Class Mail to promote your offerings to customers



First-Class Mail[®]
Advertising
Requirements

Marketing Messages- a variety of marketing messages in different categories are listed below, but do not represent a comprehensive list

● Discount Offers

Examples: "Save 10% on your next purchase with this exclusive coupon!"
"Unlock a special 20% discount with your personalized code!"
"Enjoy \$15 off when you spend \$75 or more!"

● Limited Time Offers

Examples: "Act now! This offer expires in 7 days."
"Last chance to save - offer ends this Friday!"
"Hurry! Limited quantities available at this price."

● New Product Introductions

Examples: "Be the first to try our latest product - now available!"
"Introducing our new line of [product category]."
"Discover what's new in [product category] - shop now!"

● Customer Loyalty Rewards

Examples: "Earn double rewards points on all purchases this month."
"As a valued customer, enjoy an exclusive offer just for you."
"Thank you for being a loyal customer - here's a special discount!"

● Event Invitations

Examples: "Join us for our exclusive VIP event next week!"
"You're invited! Attend our product launch party."
"RSVP now for our upcoming workshop - limited seats available."

● Personalized Offers

Examples: "Here's a gift for you, [Customer's Name] - save 15% on your next order!"
"We missed you! Come back and save 20% on your next purchase."

■ Ineligible Marketing Messages

- Content that promotes or suggests mail diversion like "going paperless" or "switching to eBilling"
- Non-marketing messaging, such as a message about paying bills online
- Informational messaging without a marketing message (e.g., hours of operation changed)
- Marketing messaging must be on mailpiece and cannot only be on buck slips, stickers, note cards, etc.

Take your envelope back-saving trees by reducing mail is nonsense!

...and many more possibilities.

Why Does this Matter to YOU?

First-Class Mail Advertising

Customer Experience- Personalized experience with products or solutions that matter to them. Feel good... Build Trust & Loyalty

Marketing Effectiveness- Gain High Visibility and Attention: Mail like bills or statements- gets opened- **cross sell with all the data you have that creates effective targeted personal offers.**

Reduce Costs- Change inserts to onserts reduce printing, storage and management of insert material. Run inserting equipment faster with more efficiency.

Outer envelope qualifies

2 Standalone advertisements using First Class mailpieces



Remember why this matters?-- Hard dollars and now Informed Delivery brings automatic soft dollar impressions for ANY BRAND!

Add-ons Overview

Promotion (3%) + Add-On (1%)
 = Up to 4% Discount on eligible mail

Promotion (3%) + Add-On 1 (1%)
 + Add-On 2 (1%)
 = Up to 5% Discount on eligible mail

- ✓ Increase the Promotion discount by qualifying for 2025 Add-Ons.
- ✓ Add-Ons cannot be claimed alone.
- ✓ Mailers who qualify may leverage one or both Add-Ons in addition to the Promotion.
- ✓ Add-On discounts are added to the Promotion discount percentage on eligible mailpieces.

	Auto AADC	Total postage 1 month	Promo 1 3-4%	Promo 2 1%	Promo 3 1%	Total savings	6 month savings
Mail Volume	Average Postage		0.03	0.01	0.01	per month	6
100,000	0.593	\$59,300	\$1,779	\$593	\$593	\$2,965	\$17,790
1,000,000	0.593	\$593,000	\$17,790	\$5,930	\$5,930	\$29,650	\$177,900
5,000,000	0.593	\$2,965,000	\$88,950	\$29,650	\$29,650	\$148,250	\$889,500
10,000,000	0.593	\$5,930,000	\$177,900	\$59,300	\$59,300	\$296,500	\$1,779,000



Enhance your mailings with USPS' omni-channel feature to give your mailpiece a digital element when using Informed Delivery campaigns

1% Discount on:

- First Class letters, cards and flats
- USPS Marketing Mail letters and flats
- Nonprofit USPS Marketing Mail letters and flats

.5% Discount for eDOC submitter

ADD-ONS: Informed Delivery

Think full color, clickable Ride-along Images in an email message with a 64% open rate. These messages can take users directly to the target URL of your choice, straight from their inbox to action.

Through Informed Delivery®, business mailers can conduct a marketing campaign that reaches their target audience via email.

- 31% of the US Homes are enrolled - Every new mover or mailer is automatically enrolled by USPS 67 Million Users
- 62.9% of those households open their Informed Delivery email every day between 6-9 am- 3x higher open rate than average rate across industries
- 85% sign in at least once a week
- The email stays open for an average of 1 minute 33 seconds
- 64% of those user have an income over 100K

MAKE SURE YOUR MARKETING DEPARTMENT GETS THIS INFORMATION- PLEASE!!!!!!!

INFORMED DELIVERY® PROMOTION CAMPAIGN ELEMENTS

USPS PRODUCT MANAGEMENT

THREE CAMPAIGN ELEMENTS

- Ride-along Image with CTA
- URL
- Representative image

ADD-ONS: SUSTAINABILITY

Demonstrate the paper used in your mailings is responsibly sourced and sustainability produced by exhibiting an eligible certification

1% Discount on:

- First Class letters, cards and flats
- USPS Marketing Mail letters and flats
- Nonprofit USPS Marketing Mail letters and flats

Mailers must qualify for and demonstrate one of the following certifications:

1. **Sustainable Forestry Initiative** - **Most North American Paper Manufacturers qualify**
2. Forest Stewardship Council



3. Submit a Certificate for Review with URL

How to Participate

1. Submit pre-approval via Mailing Promotion on Business Customer Gateway with and eligible certification. - The promotions team will review certifications and confirm eligibility
2. If you have already registered, sign up for the Sustainability Add-On on the Business Customer Gateway. Make sure to do this at least two hours before sending your mail
3. Prepare your postage statements and submit them electronically. - Reminder: You must be eligible for and claim a promotion when claiming ad Add-On, by using the correct Type I (incentive) two-letter characterist code ST (Sustainability)
4. Send your mailing and remember to keep a hard copy for your records.,

Why Does this Matter to YOU?

Marketing Mail Rate


The Tactile, Sensory, & Interactive (TSI)

Customer Experience- Encourages mailers to excite their customer's senses by incorporating innovative techniques into their First-Class and Marketing Mail

Marketing Effectiveness- New developments in papers and paper stocks, substrates, finishing techniques, and inks can be incorporated into mailpieces to create a multi-sensory experience through special visual effects, sound, scent, texture, and even taste! Features like pop-ups, infinite folds, and other dimensional treatments encourage interaction and drive customer engagement.

Reduce Postage Cost **HARD DOLLARS**

Marketing Mail					Informed Delivery	Sustainability		
	5 Digit DNDC	Total postage	Promo 1 TSI Promo	Promo 2 1%	Promo 3 1%	Total savings	6 month savings	
Mail Volume	Average Postage	1 month	0.04	0.01	0.01	per month	6	
100,000	\$0.321	\$32,100	\$1,284	\$321	\$321	\$1,926	\$11,556	
1,000,000	\$0.321	\$321,000	\$12,840	\$3,210	\$3,210	\$19,260	\$115,560	
5,000,000	\$0.321	\$1,605,000	\$64,200	\$16,050	\$16,050	\$96,300	\$577,800	
10,000,000	\$0.321	\$3,210,000	\$128,400	\$32,100	\$32,100	\$192,600	\$1,155,600	



Why does this Matter to you?

The Role of Haptics

in Memory Recall and Sensory
Perception

Talk to your Marketing
Department– The game is
usually about response rates-
you mail for a reason

How do you make your mail
matter the most and get the
response you want?...

It is all about the **Gray Matter**

Benefits:

1. **Enhanced Memory Recall:** Touch-enabled papers can elevate memory recall as they engage multiple senses.
2. **Neurological Engagement:** Tactile experiences stimulate the brain's somatosensory system, forming stronger neural pathways.
3. **Boosts Learning:** Interactive papers improve cognitive functions which aid in faster and deeper learning.
4. **Emotional Connection:** Sensory papers help in forming a strong emotional connection, reinforcing the information's impact.
5. **Sensory Intrigue:** Different textures grab attention and curiosity, helping information stand out and ensuring attention to content.
6. **Multisensory Simulation:** Sensory papers that utilize visual and tactile experiences can activate multiple brain areas, promoting greater memory encoding.



NOW

**WE GET INTO WHY
THIS REALLY
MATTERS...**

**HARD DOLLARS ARE
GREAT BUT THE
GAME IS WON WITH
USING YOUR
MAILING DATA AND
TURNING IT INTO
ENTERPRISE GOLD**

The Intelligence piece of the game

First- get your address **right** in the beginning- **right before you mail**- around 77,000 people move every day...

Make sure you put your IMB on at the beginning of the process so you know who needs the data you mine..

THEN your enterprise will have access to dashboards and data feeds
This is how you can enhance your, or your clients

- Customer Experience
- Marketing Performance
- Fraud Prevention
- Postal Optimization



Data Becomes Business Ready

Dashboards and Single-piece-look up

Our portal contains intuitive and interactive dashboards that allow for fast decision making based on visual cues and a graphic representation of your data.

Dive deeper into solving problems and identifying opportunities by accessing information not easily spotted in traditional reporting.

Data Feeds

Customer Experience: Enhance service delivery through timely and efficient mailing, providing consistent updates to clients.

Marketing Effectiveness: Utilize detailed and real-time postal data for strategic decision making, improving marketing campaign outcomes.

Fraud Prevention: Monitor the mailing process closely to prevent unauthorized access, ensuring the integrity and security of the mails. MAIL FRAUD is at an all time HIGH! Recent Federal Alerts issued!--- YOU CAN WORK TO PREVENT THIS- OTHERS ARE....

Postal Optimization: Leverage data insights to streamline mailing operations, reducing postage costs and boosting overall efficiency.

**Appendix- Examples of
Dashboards & Datafeed Use Case
Set an appointment with
Lori Joyner-Swetlin
lori@grayhairsoftware.com
440-829-7063**



Latest USPS Stats: Address quality is at a 10 year Low... - that is crazy

	First-Class					Marketing*				USPS
	Forwarded		Not Delivered			Forwarded		Not Delivered		Additional
	Volume (000)	% Mailed	Volume (000)	% Mailed	% As Waste	Volume (000)	% Mailed	Volume (000)	% Mailed	Costs (000)
FY2012	1,027,451	1.48%	1,509,692	2.17%	4.20%	20,386	0.026%	3,994,450	5.01%	\$ 1,318,170
FY2013	964,552	1.45%	1,480,321	2.22%	5.05%	24,890	0.031%	4,101,230	5.07%	\$ 1,270,660
FY2014	927,991	1.44%	1,450,121	2.25%	4.60%	22,905	0.028%	4,010,686	4.99%	\$ 1,252,747
FY2015	921,637	1.46%	1,471,100	2.32%	6.36%	17,260	0.022%	3,867,789	4.83%	\$ 1,263,066
FY2016	902,159	1.45%	1,448,971	2.33%	7.11%	17,347	0.021%	4,266,698	5.27%	\$ 1,283,947
FY2017	821,573	1.38%	1,332,687	2.23%	7.61%	15,221	0.019%	3,808,619	4.86%	\$ 1,205,883
FY2018	785,161	1.37%	1,333,267	2.32%	9.48%	15,431	0.020%	3,601,358	4.66%	\$ 1,210,950
FY2019	792,594	1.42%	1,474,229	2.65%	11.51%	15,507	0.020%	3,592,824	4.75%	\$ 1,264,912
FY2020	733,792	1.39%	1,492,831	2.82%	16.43%	13,481	0.021%	2,891,769	4.51%	\$ 1,323,816
FY2021	773,344	1.52%	1,497,335	2.94%	14.38%	13,196	0.020%	3,154,070	4.76%	\$ 1,389,167
FY2022	734,948	1.50%	1,517,152	3.09%	15.75%	11,597	0.017%	3,145,314	4.69%	\$ 1,361,719
FY2023	515,824	1.12%	1,439,155	3.12%	16.51%	9,402	0.016%	2,271,091	3.82%	\$ 1,325,542

*NOTE: not all UAA Marketing mail is counted by the USPS

Best 4 Years

Middle 4 Years

Worst 4 Years - with worst year in Bold

Mailing Industry / Business Impact \$20+ Billion Annually

- FC Forward & MKT – 2023 partially impacted by external factors
- COA process change => increase in COA quality
- Cycle O, by design, has a positive impact on Marketing Not Delivered
- Multiple mailers seeing increase in Undelivered rates – especially with deficient addresses

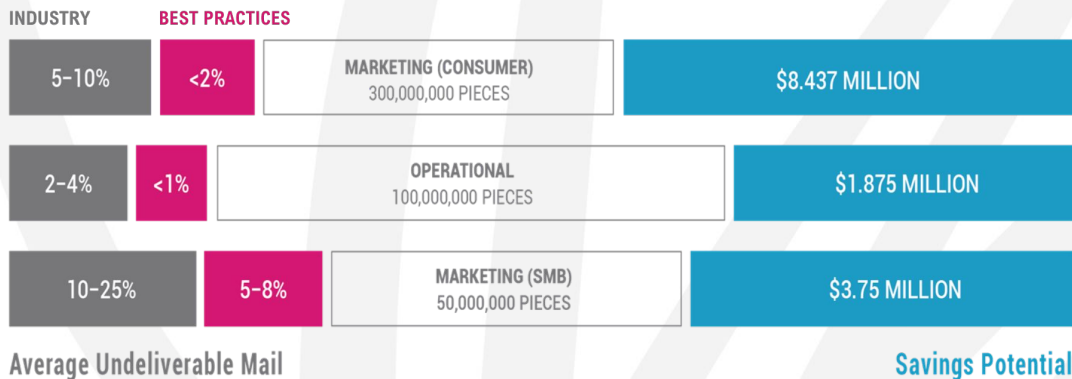
Why do YOU care?

BAD ADDRESSES ARE AT AN ALL TIME HIGH!

COVID and bad practices have us in a mess..

More of your Mail is Not being Delivered

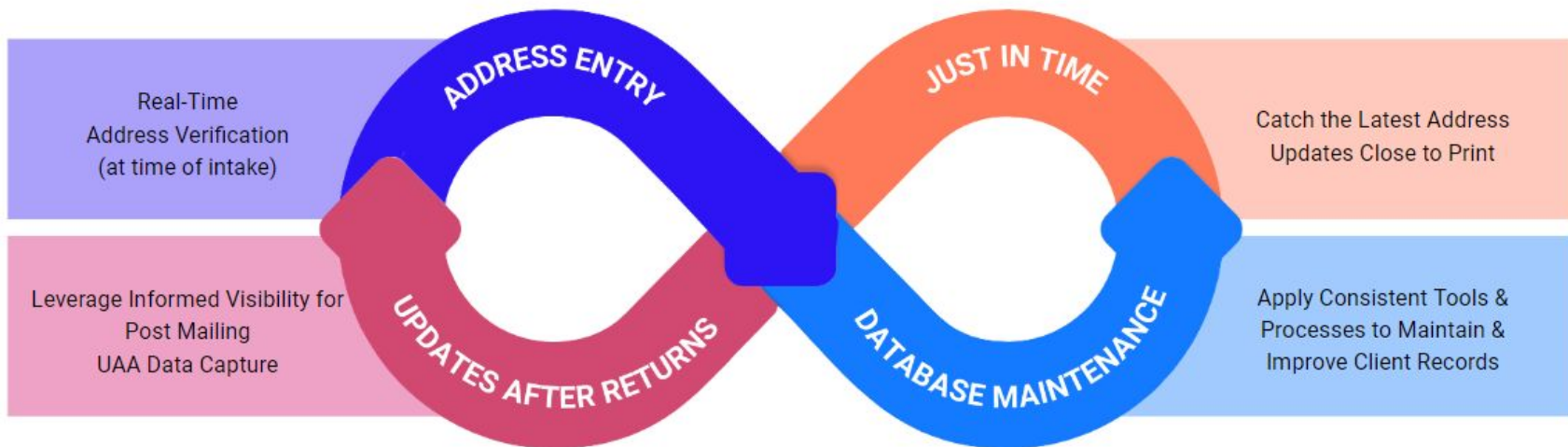
GREAT NEWS!!!! We can help and have the best business practices figured out for you...
Let's chat! **THERE are BIG dollars at stake**



There are many ways to get to these practices..



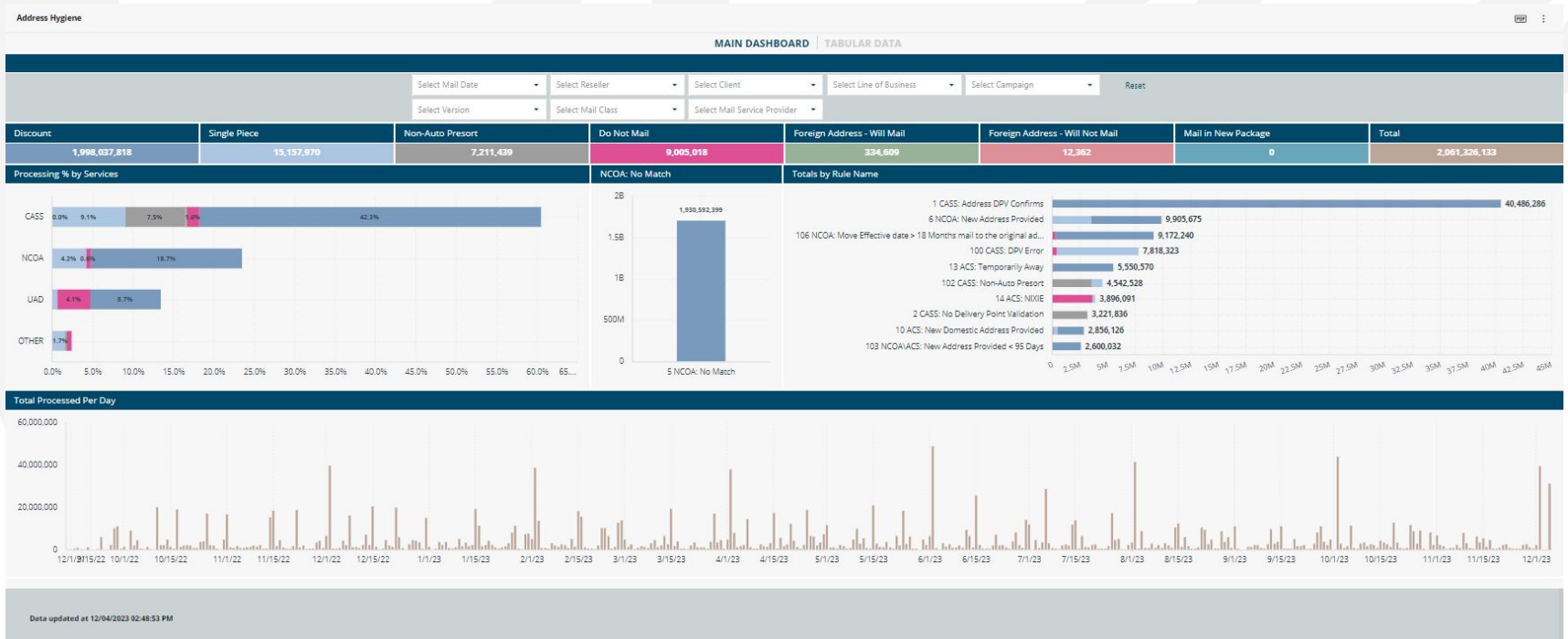
GrayHair Best Practices for Address Data Quality



Some of my favorite dashboards...

ADDRESS HYGIENE

Shows the results of your files that used the GrayHair address quality process. You are able to see details, by process, as to how much mail qualified for postal discounts, how many undeliverable addresses were found, how many pieces were suppressed, and more.



INFORMED DELIVERY

Shows how your Informed Delivery campaigns are performing from both an interaction and delivery perspective. How many recipients are just opening the email, how many then click on the image, and when are they doing this? GrayHair combines USPS tracking data with Informed Delivery data to provide the important metrics in a single view.



ACS™ /SECURE DESTRUCTION SUMMARY

Shows COA, Nixie, and Secure Destruction metrics by Line of Business, Campaign, and Version. There are graphical, map, and tabular views available in order to get a full understanding of your undeliverable mail.

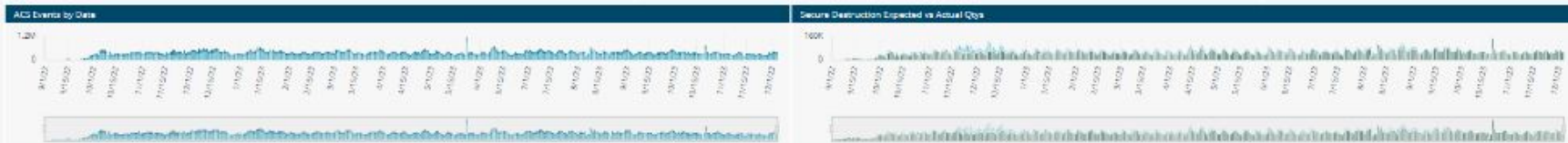
ACS SD Summary

88 |

MAIN DASHBOARD | TABULAR - ACS ONLY | TABULAR - ACS WITH SD

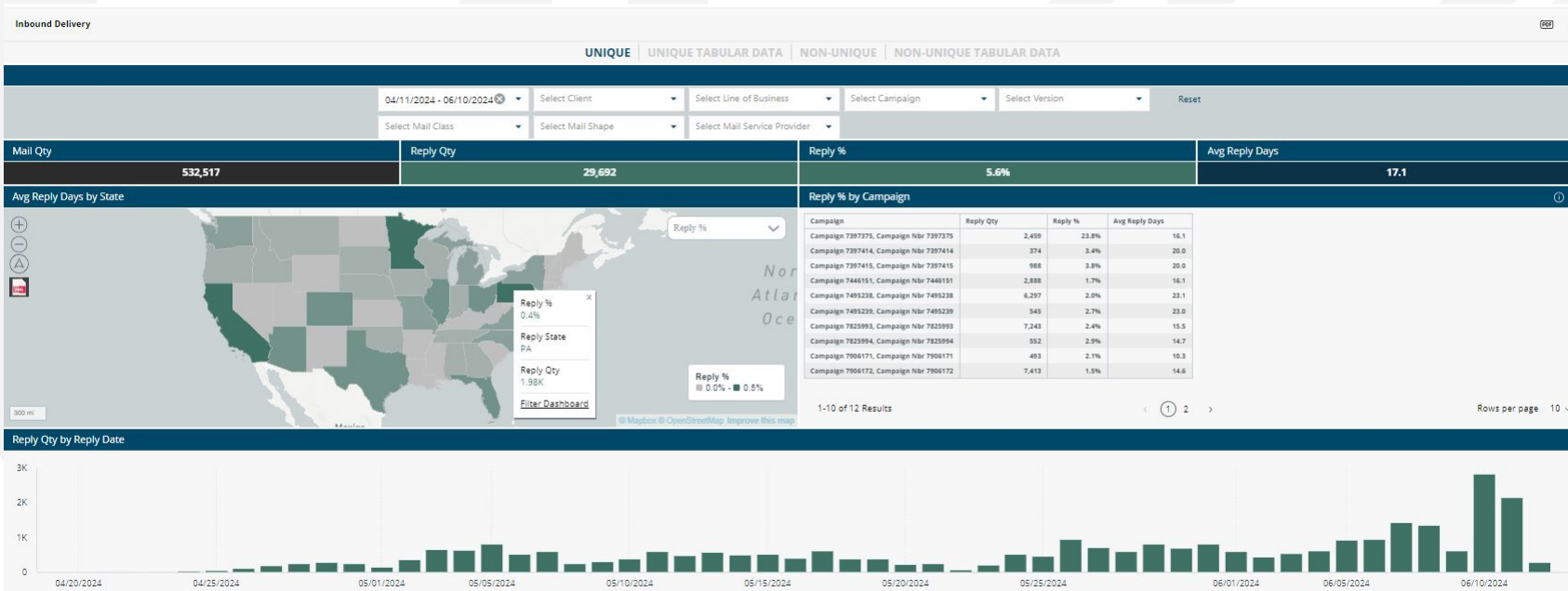
Select Mail Date | Select Passer | Select Client | Select Line of Business | Select Campaign | Filter
 Select Version | Select Mail Class | Select Mail Shape | Select Mail Service Provider


Transmit		ACS	COA	Nixie	Secure Destruction
6,289,342,865		178,381,542	49,832,479	138,428,863	24,579,899
Delivery Score	Delivery Score %	ACS %	COA %	Nixie %	Secure Destruction %
5,443,131,837	88.62%	2.84%	0.79%	2.94%	1.25%



REAL DATA FROM from Your REPLY MAIL

This dashboard shows how much of your inbound (remit) mail is getting delivered back to you. Based on your original mail date, you are able to see the average days it takes to receive the reply. Whether you're using Unique or Non-Unique remit barcodes, you will have insight into your travel times by campaign and version.





**Dashboards
are great
but I think the
real value is in
DATAFEEDS!**

DATA and making it usable is the most important piece of the entire data/print/mail solution and holds the **Highest Return On Investment of anything- this I know...**

The value changes according to Industry and Persona

Examples of advanced data use that I think are **really cool**~

Mail Fraud- Clients receive data feeds every six hours tracing credit cards

- **Substantial fraud is occurring due to “covid gangs” infringing your bank portal to apply for a new credit card**
- **After that, they return a few days later and change the address for delivery**

We Detect address changes while cards are in flight and send a direct feed, inform fraud to deactivated these cards, and client experience about the reason

Informed Delivery-Service sign-up is 32.9% of the US addresses and increasing. Amazing open rates at 65% daily, 85% weekly

- **We dispatch a data feed characterizing who opened the ID and which/if any element were clicked on**
- **THIS IS GOLD** in marketing- a significant single that is in the journey of communications and sales!



Data & Insights to Support the Enterprise

CALL CENTER

Decrease response time and improve client experience



MARKETING

Increase campaign ROI



REMITTANCE

Payments visibility for staffing and revenue forecasting



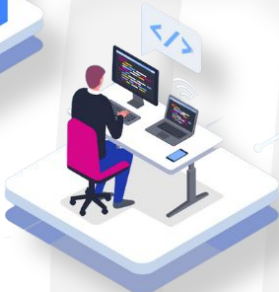
POSTAL AFFAIRS

Visibility, Control, Insight, and Compliance



FRAUD

Proactive monitoring and alerting to reduce risk

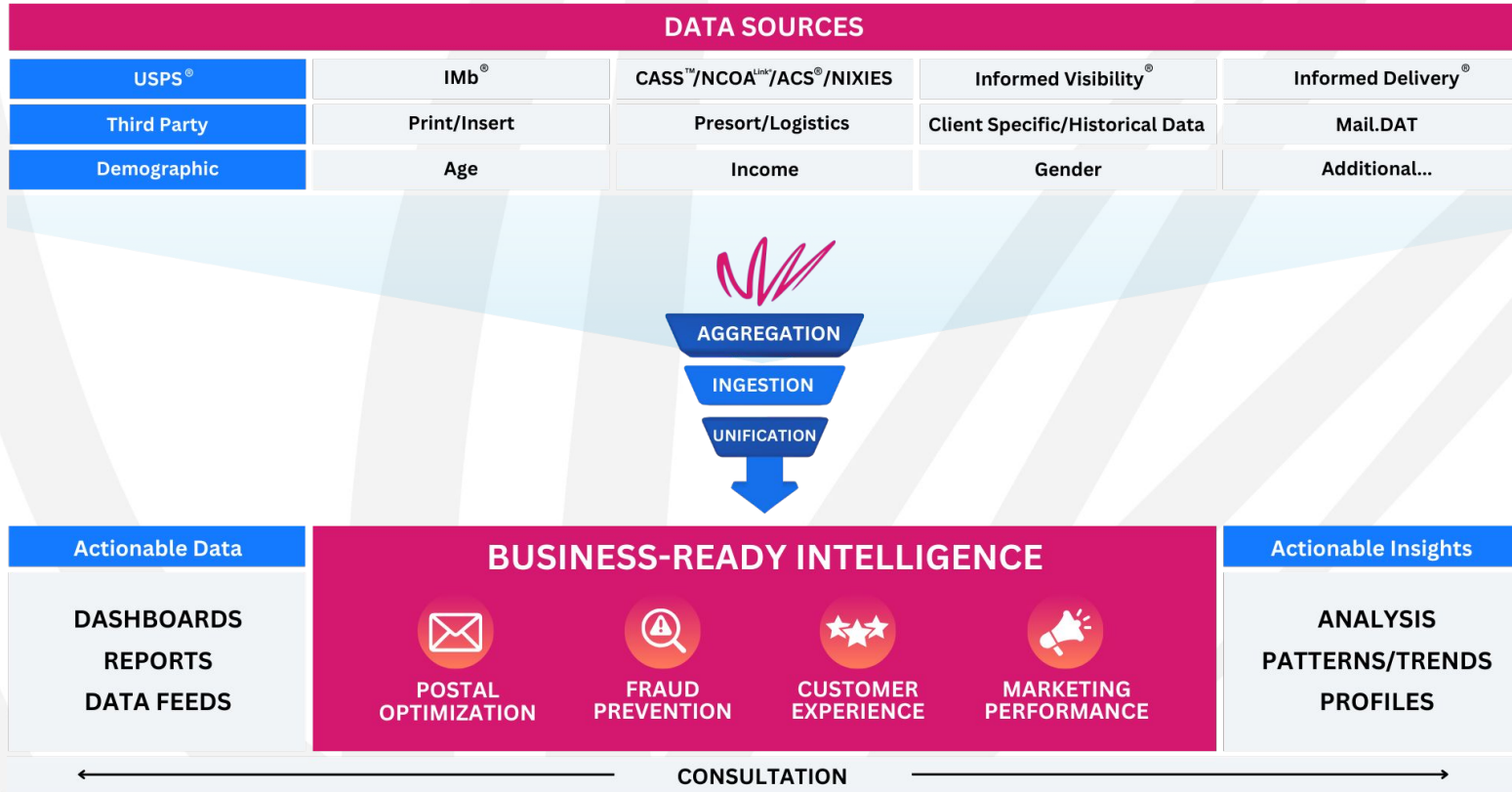


OPERATIONS

SLA performance management (inbound and outbound mail), Reduced undeliverable mail/costs



Business-Ready Intelligence Solutions





Business Overview

WHO IS GRAYHAIR?

GrayHair Software is a dynamic data and software as a service company with over 20 years experience delivering Business-Ready Intelligence (BRI) solutions. We excel in solving data-related challenges, offering comprehensive solutions for the nation's largest companies.



COUNTRY'S LEADING

consumer and provider
of postal data



MANAGING 150 BILLION

data points and tracking
over 25% of all US mail



UNLOCKING HIDDEN VALUE

of customer data, enhancing
essential business practices



Business Overview- the best part!

THE GRAYHAIR MISSION

Expertly tackle challenges and create unique outcomes for our clients by leveraging data-driven insights and embracing a relentless problem-solving mindset. Beyond our commitment to client centricity, GrayHair is dedicated to . . .



**CORPORATE
PHILANTHROPY**



**ENVIRONMENTAL
SUSTAINABILITY**



**DIVERSITY, EQUITY
& INCLUSION**



Who We Work With

Finance



Insurance



Managed Service Providers & Partners



Diversified



Telecommunications

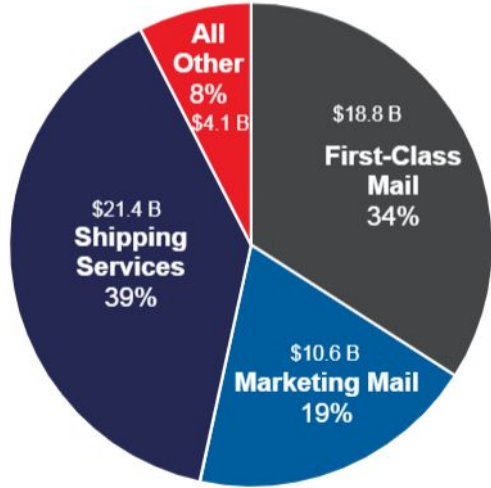


Great information to store in your gray matter

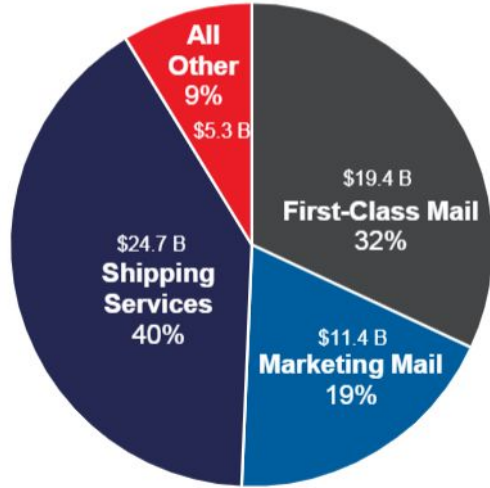
USPS Delivering For You

While USPS product mix continues to shift, mail remains highly effective in helping reach your customers

REVENUE DISTRIBUTION: FY20 Q1 – Q3



REVENUE DISTRIBUTION: FY24 Q1 – Q3



First-Class Mail and Marketing Mail have declined as a percentage of total USPS revenue from 53% in FY20 Q1 – Q3 to 51% in FY24 Q1 – Q3.



You can't get better than this right now

Direct Mail's Value To The Consumer

Trust

76%

of customers trust direct mail over digital channels when making a purchase decision¹

- ✓ Offers a tangible, credible experience that fosters trust
- ✓ The physical nature of mail pieces instill confidence in recipients

Reliability

90%

of Millennials believe that direct mail is reliable²

- ✓ Predictable delivery and physical presence, offering a dependable means of communications
- ✓ Reliably reaches recipients, ensuring that messages are seen and considered

Personalization

88%

of marketers believe that personalization helps deliver a superior customer experience³

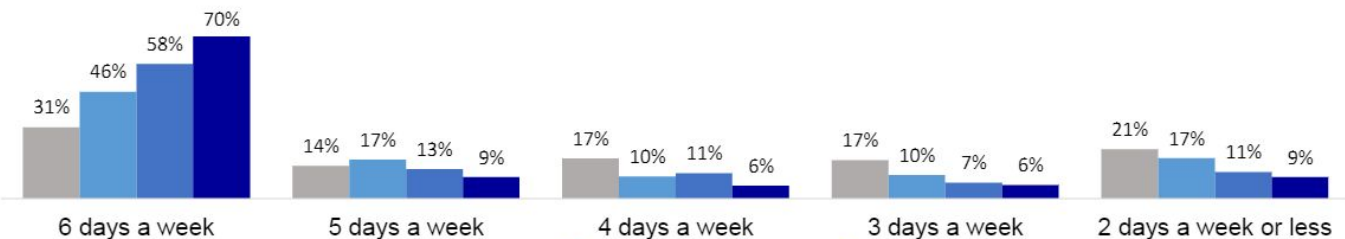
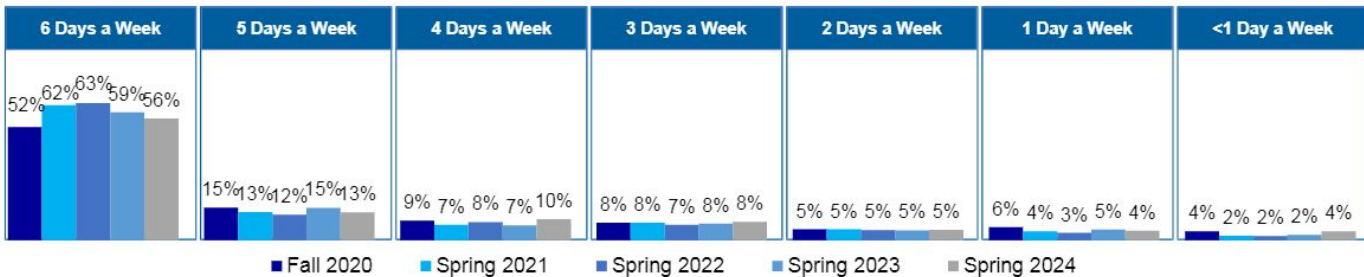
- ✓ Transforms generic messages into tailored experiences
- ✓ Captures attention, drives engagement, and forms better connections

What would you pay to have **your logo** sit on someone's kitchen counter?

What happens at your home?

Value of the Mailbox

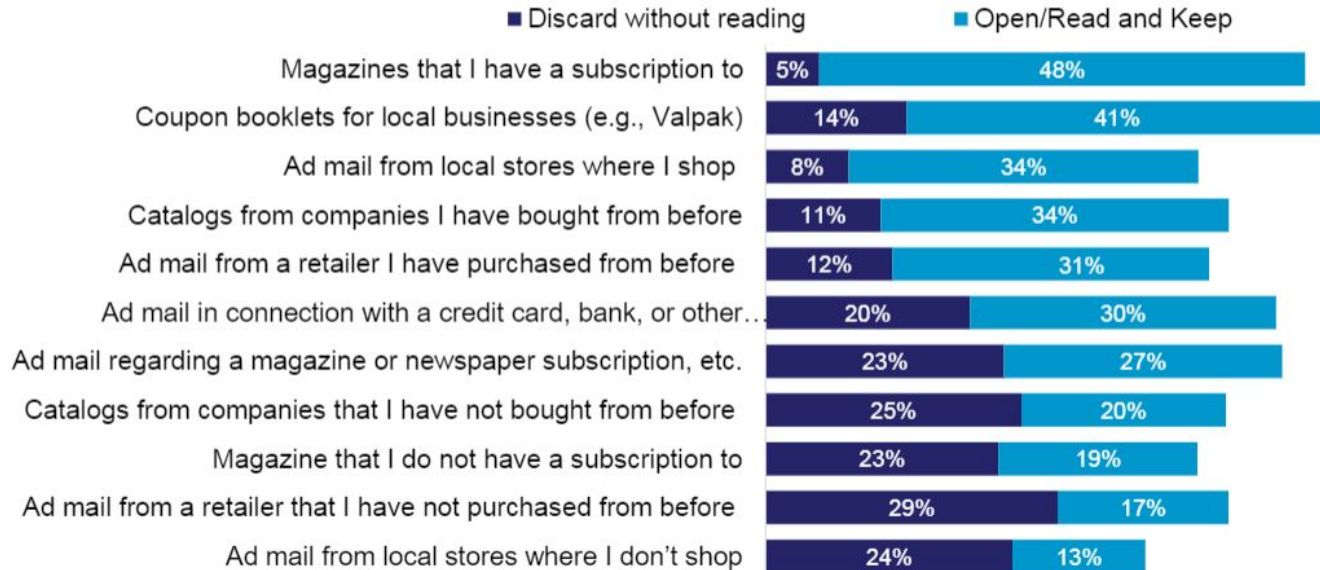
Most consumers continue to check their mail daily, especially Boomers and Gen X.



Good stuff to know! REAL business!!!

Open Rates By Type Of Mail

With respect to opening, reading, and keeping mail, magazines are highest followed by coupon booklets for local businesses





“Views” are changing - what is yours?

Direct Mail Across Generations



68% of Gen Z believe that Direct Mail is more important than three years ago¹



60% of Millennials go online as a result of a Marketing Mail call to action¹



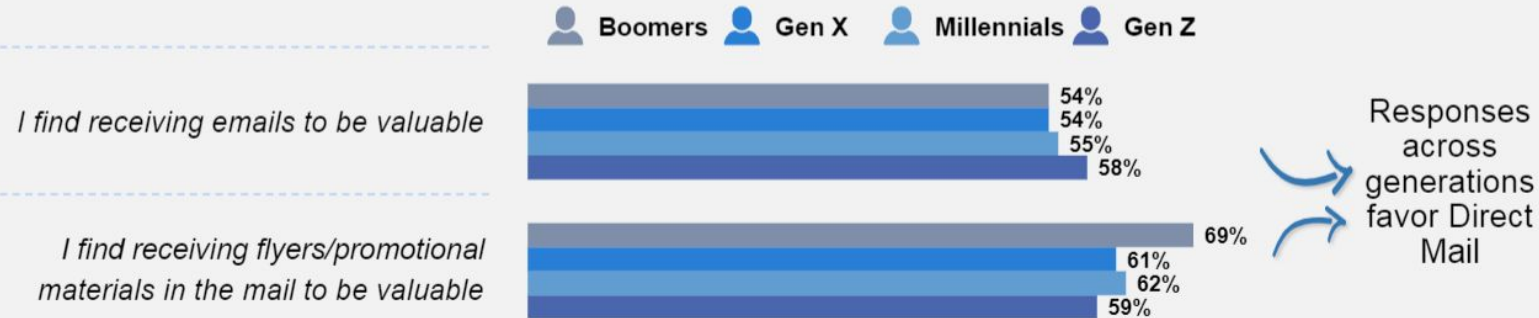
70% of Boomers check their mail daily¹

Are you ready to **GROW** your business?

Direct Mail Resonates With Recipients

Over half of mail recipients have tried a new product, service, or establishment in the past 6 months because of Marketing Mail¹

Agreement with Statement About Receiving Advertising From Companies About Their Products¹





\$\$\$'s are in the budget already!

Making an Impact Through Direct Mail

Direct Mail represents a healthy share of U.S. ad budgets as the 5th largest marketing channel by spend.

Source: Winterberry Group: Direct Mail in the United States (March 2023)





Next presentation- Informed Delivery
THE Highest consistent open rate of
anything in the United States!
Let's chat soon!

Impact of Channel Integration

