

# Addresses Change Constantly

Having bad addresses is costly.

## Just-In-Time Address Hygiene Decreases Costs and Increases ROI

By keeping their undeliverable rates low, GrayHair has helped mailers realize a value of millions of dollars across their operations. We've done this by going above and beyond industry-standard services, such as CASS™ and NCOA<sup>Link®</sup>.

GrayHair's just-in-time address hygiene services help you cut the high cost of mailing by keeping undeliverable-as-addressed pieces from going into print and by providing a new address where applicable to insure the piece gets delivered for the appropriate response. We supplement these services with our proprietary database of undeliverable addresses, representing mail intelligence from over 580 million consumer records.



**40 million Americans move every year.** Many of them do not file a Change of Address with the USPS®.

### Undeliverable Mail Statistics

MAIL TYPE	INDUSTRY AVERAGES	GRAYHAIR CLIENT AVERAGES
Operational	2 - 3%	0.5 - 1%
Marketing (Consumer)	5 - 8%	2%

## Address Hygiene Best Practices



**Address Entry**  
Address Verification



**Database Maintenance**  
CASS, NCOA, Proprietary Hygiene (UAD & HACS)



**Just-In-Time**  
CASS, NCOA, Proprietary Hygiene (UAD & HACS), Suppression



**Updates After Mailing**  
ACS, Secure Destruction

# Standard Address Hygiene (AKA CASS and NCOA) Are Not Enough

To improve your address hygiene to the point where you significantly reduce your returned mail, you must go above and beyond just running CASS and NCOA. Our experts review your addresses as they relate to your business needs. By combining GrayHair's expertise in implementing USPS standard address hygiene with our proprietary address hygiene, and application of business rules, our clients have substantially reduced their undeliverable mail.

Address hygiene is an ongoing process – and best practices need to be repeated – but the right solution quickly pays for itself.

Combined with our industry expertise, we use address hygiene best practices to reduce undeliverable mail quantities.

## KEY ADDRESS HYGIENE BENEFITS

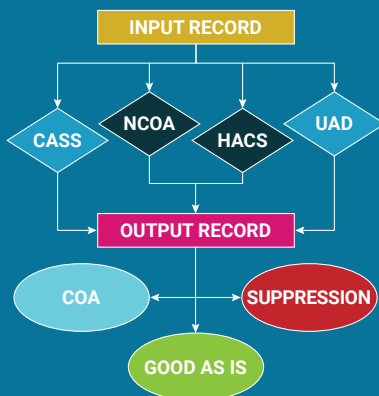
- Ensure compliance (USPS, Patriot Act/BSA, HIPAA, Sec17Ad-17, etc.)
- Get you more postal discounts
- Standardize and consolidate addressing across your vendors
- Increase your response rates
- Decrease your average cost per response
- Improve customer relations
- Use the right address for your business needs

## When old addresses stay in your database they:

- Are harder to get back to current
- Cost more postage (lost discounts)
- Increase your amount of undeliverable mail
- Increase your risks from delivery to incorrect address/recipient

## GrayHair knows address hygiene better than anyone else.

That's why we work with 20 of the largest mailers in the country. It's why we won Aflac's Outstanding Partner of the Year Award.



### HOW IT WORKS

- Run mail files through GrayHair business rules prior to print for address quality scoring
- **CASS Rules** - Identifying records that didn't CASS Code, or had DPV errors, other indicators, 6 different rules
- **NCOA Rules** - Finding new movers, finding undeliverable records, 7 different rules
- **HACS & UAD Rules** - GrayHair proprietary data to identify new moves and nixie records, 8 different rules

### THE BENEFITS

- Catch the latest moves
- Reduce undeliverable mail & increase response
- Suppress bad addresses for cost savings
- Or, add new prospects for same budget \$\$\$ to increase response opportunity

## About GrayHair Software

GrayHair is the trusted partner and provider of mail tracking and address hygiene services to the largest mailers in the country. Our solutions deliver insights and decision-ready business intelligence that enable our clients to define the best mailing practices, enhance customer engagement, increase response rates, and decrease costs per acquisition. With GrayHair, mailers gain the guidance and confidence of 200+ years of collective postal experience and an ally with an understanding of the postal industry's nuances. GrayHair is the advantage for marketing agencies, mail service providers, and mailers in the finance, insurance, retail, non-profit, and utilities industries. For more information visit [GrayHairSoftware.com](http://GrayHairSoftware.com).

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