

# VerifyAQ™

Part of the GrayHair's Address Validation Suite.

## Reduce Undeliverable Packages with GrayHair's Verify Address Quality.

From the leaders in address hygiene and data technology comes the easiest, most accurate way to ensure all aspects of a complete and correct address in one function.

Built by leading data architects, VerifyAQ is a solution for providing real-time validation of customers' addresses and data that enables any application such as your e-commerce site and your call center to get the right information at the right time.

Using VerifyAQ will ensure your customer data is accurate so that you can deliver packages, invoices, and any other communications to the right customer at the lowest available postage.

The solution is part of our Address Validation Suite of Technologies that allows you to incorporate a robust suite of advanced data services into your communications program.

All you will need to do is simply supply a name, address or postal information and VerifyAQ will supply absolutely accurate data every time including full delivery point necessary for USPS shipping. The Verify AQ API provides easy integration with true real time response.

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### WHO

- eCommerce
- Customer Service
- Finance
- Marketing
- Compliance

### WHAT

- Address verification for shopping carts
- Live update of customer records
- Ensure customer billing addressing
- Most up-to-date client records
- Valid addresses needed for compliance mailings

### WHY

- Minimize undeliverable purchases issue
  - Better client relationships
  - More accurate receivables management
  - More accurate ROI
  - Regulatory requirements
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# Address Validation to the Next Level:

We find many systems, websites and data entry screens are not using this simple technology for address validation. Performing upfront data entry validation is best performed at the earliest point of entry - while the client is on the system or talking real-time. Any collection of poor information is nearly impossible to correct after that moment.

The myth has always been - why would a person enter their wrong address? There are many technical reasons but mostly - they are not paying attention, do not know the latest information or their browser or mobile device auto-corrected. This poor data collection leads to customer dissatisfaction on not obtaining product or service, costly re-ship or re-work on the business owner and extra work to correct any problems in batch after the fact.

## We find four major areas of data entry:

- 1 None - no checking or validation
- 2 Moderate - a simple check on either State or City/State/ZIP validation
- 3 Address street checking against street tables
- 4 Full validation of all address



Aflac insurance used  
VerifyAQ for 6 months,  
verified over 500,000 address  
and identified over 20,000 invalid  
addresses at the time of entry.

## KEY BENEFITS

- Provides options for you to monitor and manage your entire mailstream
- Charts exactly when mail was sent and delivered
- Provides access to industry-leading analytics 24/7
- Provides the ability to enable Address Change Service (ACS™)

## KEY FEATURES

- Ensure customer shipping and billing addresses are accurate
- Make your website registrations more accurate
- Ensure client orders and communications are delivered to the right person at the right address

## 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).