GRAYHAIR

GH Direct Mail IQ™

Boost Direct Mail Campaign Performance…and Prove It!

GH Direct Mail IQ is built to help Marketing Departments turn every piece of direct mail into measurable digital marketing intelligence across the entire omnichannel customer journey

Omnichannel Direct Mail Needs An Operating System

Currently

- Outdated tools across multiple vendors
- Impossible to track unique mail impressions
- Proving success and ROI requires spreadsheets
- No comprehensive client dashboard for omnichannel campaigns

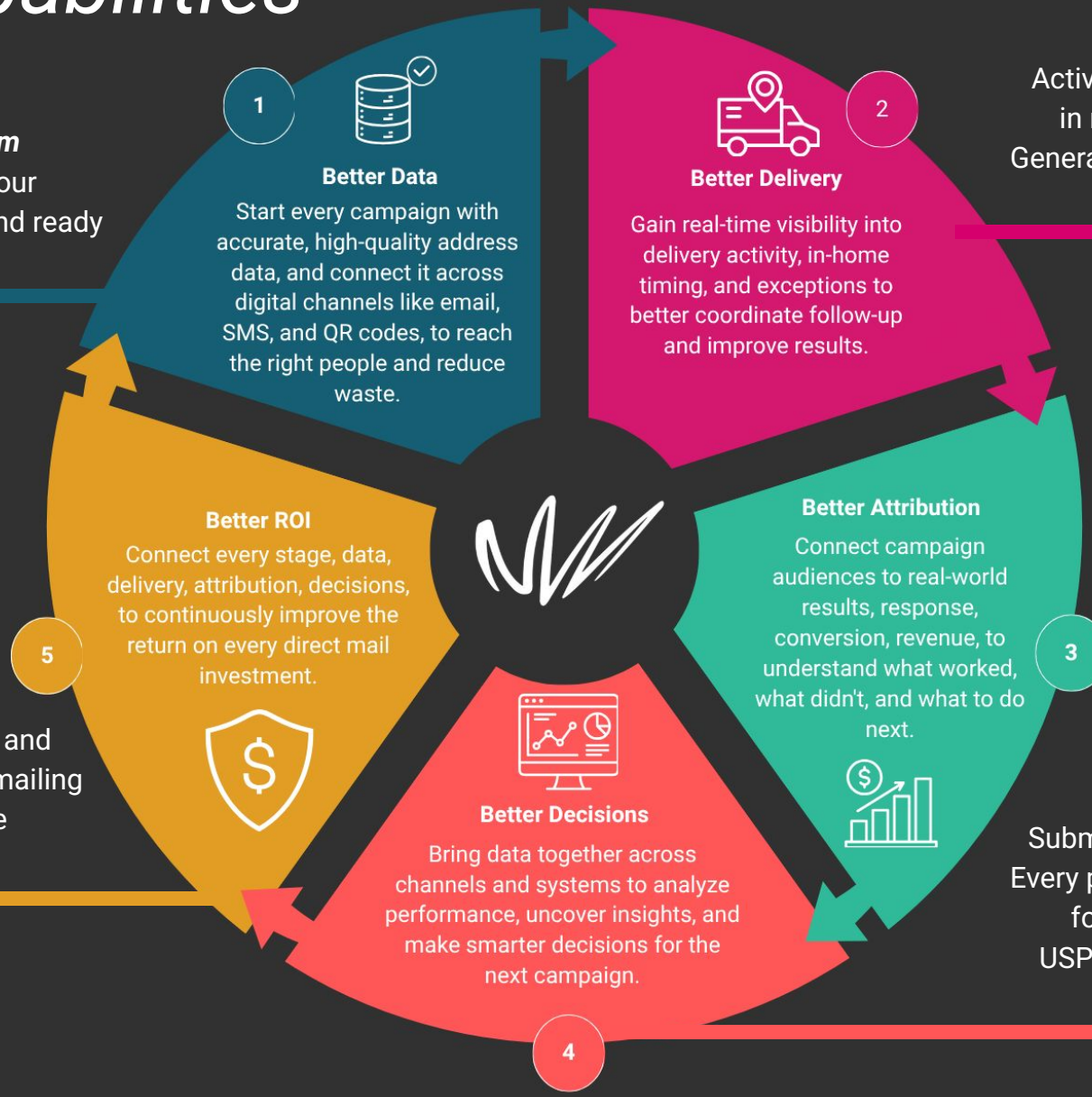
GrayHair's Direct Mail IQ

- A single platform with everything needed to produce and measure high-performance direct mail
- Track every touchpoint for each unique mailpiece including Informed Delivery and QR code impressions.
- Run sophisticated matchback analysis to show exactly which campaigns are driving revenue
- Prove ROI and share campaign status and performance in client-facing dashboards.

The Direct Mail IQ Operating System

Five Core Capabilities

Stop waste before it hits the mail stream
Automated data quality tools ensure your mailings are accurate, standardized, and ready for maximum deliverability.



Prime the mailbox for success
Activate USPS Informed Delivery campaigns in minutes for every direct mail campaign. Generate required images with AI, and monitor results in dashboards.

Every piece, uniquely tracked
Generate unique, trackable QR codes for every single mailpiece. Monitor scans in real time to connect physical mail to digital engagement.

Prove revenue, scientifically
Securely transaction match final sales and conversion data back to your original mailing list to show exactly which pieces drove revenue.

Save on postage
Submit campaigns for USPS approval faster. Every penny matters when delivering great ROI for marketers. Get your campaigns to the USPS for postal promo approval faster than anywhere else.

Solution Features at a Glance

Address Quality	***Stop waste before it hits the mailstream*** – Our automated data quality tools ensure your clients' mailings are accurate, standardized, and ready for maximum deliverability.
Informed Delivery	***Prime the mailbox for success*** – Activate USPS Informed Delivery campaigns in minutes for every direct mail campaign. Generate required images with AI, and monitor results in dash.
Dynamic QR Codes	***Every piece, uniquely tracked*** – Generate unique, trackable QR codes for every single mailpiece. Monitor scans in real time to connect physical mail to digital engagement.
Activate Postage Discounts	***Submit campaigns for USPS approval*** – Every penny matters when delivering great ROI for marketers. Get your campaigns to the USPS for postal promo approval faster than anywhere else.
Matchback Analysis	***Prove revenue, scientifically*** – Securely match final sales and conversion data back to your original mailing list to show exactly which pieces drove revenue.

Across the Journey:
Coordinate Direct Mail with Digital Channels

Coordinate Channels

Connect mail delivery seamlessly with email, SMS, paid media, and landing pages.

Bridge the Gap

Utilize unique, trackable QR codes printed on each piece and AI-optimized USPS Informed Delivery to merge physical and digital engagement.

Optimize Timing

Leverage delivery intelligence to perfectly coordinate what happens next in the customer journey.

RESPONSE DRIVER

Studies show connecting physical mail with digital interactions can drive a 63% increase in response rates.

After Customers Respond:
Connecting Campaigns to Revenue via Matchback & Attribution

Connect to Revenue

Bring campaign, engagement, and transaction data together to clearly understand your business outcomes.

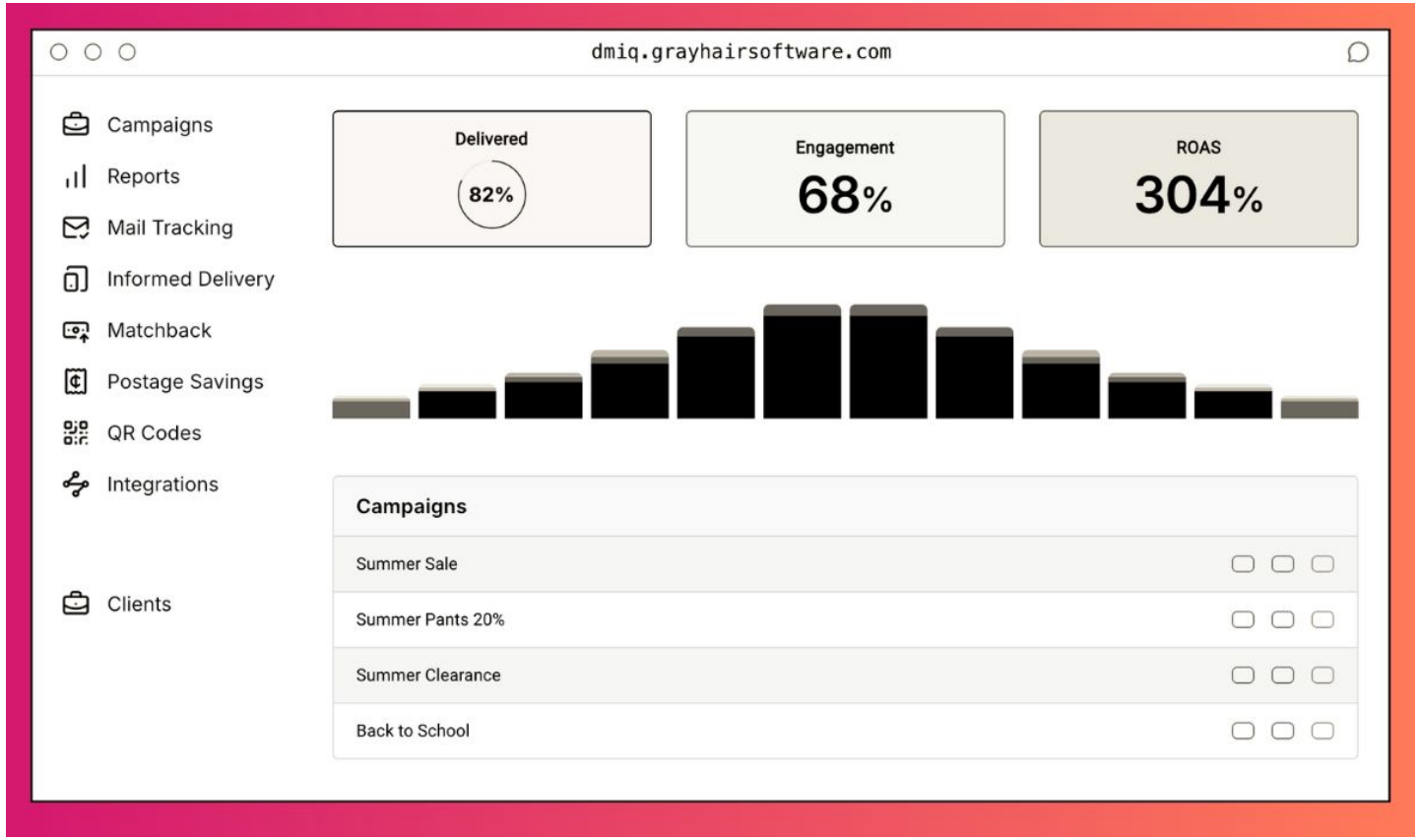
- **Connect to Revenue:** Use transaction matchback and attribution to identify which customers converted and which audiences performed best.
- **Prove Success:** Leverage fast matchback using real-time transaction data to prove key success metrics like incremental lift.

ROI CONFIDENCE

Evaluate direct mail ROI and revenue contribution with the exact same confidence and precision you expect from your digital channels.

Campaign Dashboard

Dashboards Built For Modern Marketers



Modern marketers expect digital campaign dashboards. GrayHair delivers that for direct mail with real attribution and marketing analytics!

GRAYHAIR

POSTAL DATA IS ENTERPRISE DATA

It's time to treat it with the strategic importance it deserves.

Connect with GrayHair **today** and let us help you design a plan to achieve maximum, disproportionate value from your postal data.

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