# GRAYHAIR

# ACS™

**Improve response rates and reduce costs.**

## Send Mail to the Correct Address Every Time with ACS™

Address Change Service (ACS™) is a post-mailing process used to update address information and allows mailers to receive change of address (COA) information electronically. ACS provides you with a list of undeliverable addresses and a reason why the mailpieces could not be delivered to those addresses. Since updates are made electronically, it significantly reduces the number of manual address notifications and updates, making it an efficient and cost-effective address correction service.

ACS™ satisfies the Move Update requirement for First-Class Mail® and Standard Mail® discounts, when the returned data is used to update your address list within 95 days of your mailing date. With the most up-to-date information, you'll be able to increase response rates and customer satisfaction.

## KEY BENEFITS

- Reduce the volume of Undeliverable-as-Addressed (UAA) mail

- Eliminate manual address correction costs

- Standardize database information across your organization with electronic updates

- Select electronic or automated address change information for specific mailings

- Choose when to retrieve fulfillment of time-sensitive information

- Retrieve address change information electronically via a secure system

## 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.

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