



GRAYHAIR

Customer Address Verification Data Solution

Augment your customer data platform with our real-time verified addressing solution, enabling you to reach the right people every time.

Enhance Your Customer Data Quality

Gathering data from multiple systems is a huge task - and normalizing and enhancing the data with accurate and relevant information is almost impossible. With our verified addressing solution, you can own a single source of truth across your customer data.

We offer verified consumer and business addresses by tracking and updating our database every time a change of address has been detected. We make this real-time database available to you so you can augment your database and help to power every customer interaction.

According to the USPS®, an average of 1.5 - 2.0 million Americans move each and every month. Ensuring you have the most current address for all of your communications keeps you Move Update compliant and allows your message to reach your customer.

GrayHair provides the address hygiene services that you need to keep your data current, correct, complete, and compliant. Updated physical addresses help you ensure accurate customer data and identify a vacant, invalid, incomplete, or just plain wrong address.

KEY BENEFITS

- Augments identity profiles and mapping to allow for more consolidations and a true 360-degree view of your customers
- Verifies business and consumer addresses to ensure your customer data is complete, correct, and current
- Allows you to make more informed, actionable business decisions with verified real-time data
- Provides cleaner mailing lists for future use and stops incorrect addresses from being mailed
- Uses accurate and timely address change updates to improve mail deliverability and response rates
- Improves mail deliverability and response rates
- Keeps you compliant with federal, state and USPS® regulatory requirements
- Enriches analytic insights for better predictive modeling

Trusted, Verified Real-Time Data of Business and Consumer Physical Addresses

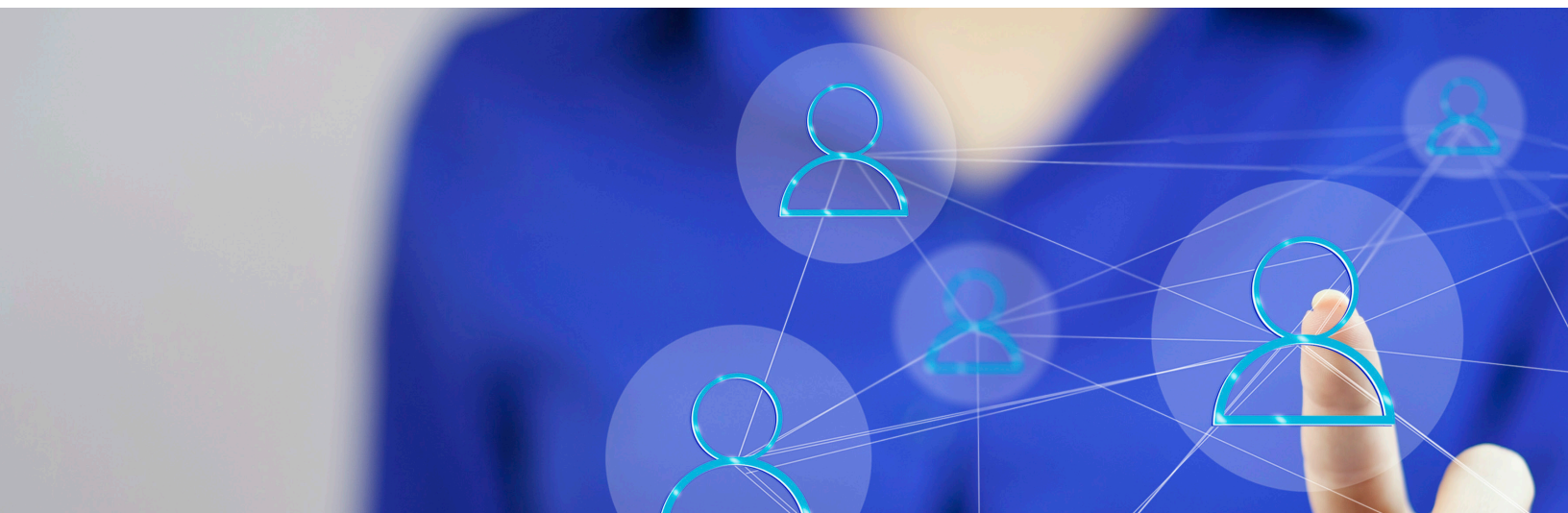
Our solution helps data providers enhance the management of their data with a single data feed from a secure server. We provide a gateway to many unique datasets with a single integration, providing a simplified workflow to verify and update your customer data.

When you can access the most accurate data with what you know about your customers, you will be able to deliver meaningful customer experiences to them. Enhance your communication campaigns, improve ROI, and scale your efforts by leveraging our verified real-time data.

Augment fragmented or inaccurate customer data with a single data feed. Our data enhancement solution is built from data sources across multiple industries, which are maintained and updated on a continuous basis, providing the highest level of accuracy while still being privacy compliant.

KEY FEATURES

- Corrects and standardizes addresses increasing mailpiece deliverability
- Provides the most current addresses on file for updating your records
- Presents the best practices for address hygiene backed by our addressing expertise
- Reduces the cost of mailing to the wrong or incorrect address
- Accesses a secure data exchange of physical address changes that are validated against a trusted source



About GrayHair Software

GrayHair is the trusted partner and provider of mail tracking and address hygiene services to the largest mailers and mail service providers in the country. GrayHair solutions deliver insights and decision-ready business intelligence that enable its clients to define best mailing practices, enhance customer engagement, increase response rates, and decrease cost 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 www.GrayHairSoftware.com.