GRAYHAIR

Mail Owner Solutions

MailTrak®

MailTrak is GrayHair's industry-leading outbound mail tracking application. This managed service is driven through the US Postal Services Informed Visibility® and uses the Intelligent Mail® barcode (IMb™) to provide valuable insight on the delivery of your mail. This information is delivered via the most sophisticated suite of analytics tools available, which collects, organizes and distills millions of data points into actionable items.

As a mail owner, you get unprecedented mailstream visibility, vendor accountability and InHome delivery day management. When using all elements of GrayHair's mail tracking, you'll know exactly when your mail was delivered to the USPS® and then be able to track that mail - down to the individual piece - to the final destinations. You can use this information to more effectively manage call centers, trigger an email follow up and measure responses.

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

- Documents InHome performance and charts delivery progress to the single piece level
- Delivers compiled scan counts for all versions in a single view
- Delivers industry-leading analytics delivered on your schedule
- Provides single piece or overall performance report options
- Uses geolocation to show the location and status of each mailpiece

Address Hygiene

- Customizable business rules to allow for compliance with USPS and other regulations.
- ROI analytics available for each file processed.
- Suppress mailpieces that will not be delivered.
- Redirect mailpieces to a deliverable address that can generate a response.
- Leverage ACS data across all business units.
- Be able to take advantage of addressing data if the source system cannot be updated.

- Provides CASS™ support to standardize and assign current ZIP Code™ and delivery point codes so you meet USPS regulations and receive your maximum discount.
- Improves deliverability by processing your lists using the NCOALink® service, a secure database consisting of millions of names and addresses of individuals, families and business who have filed a change of address with the USPS.
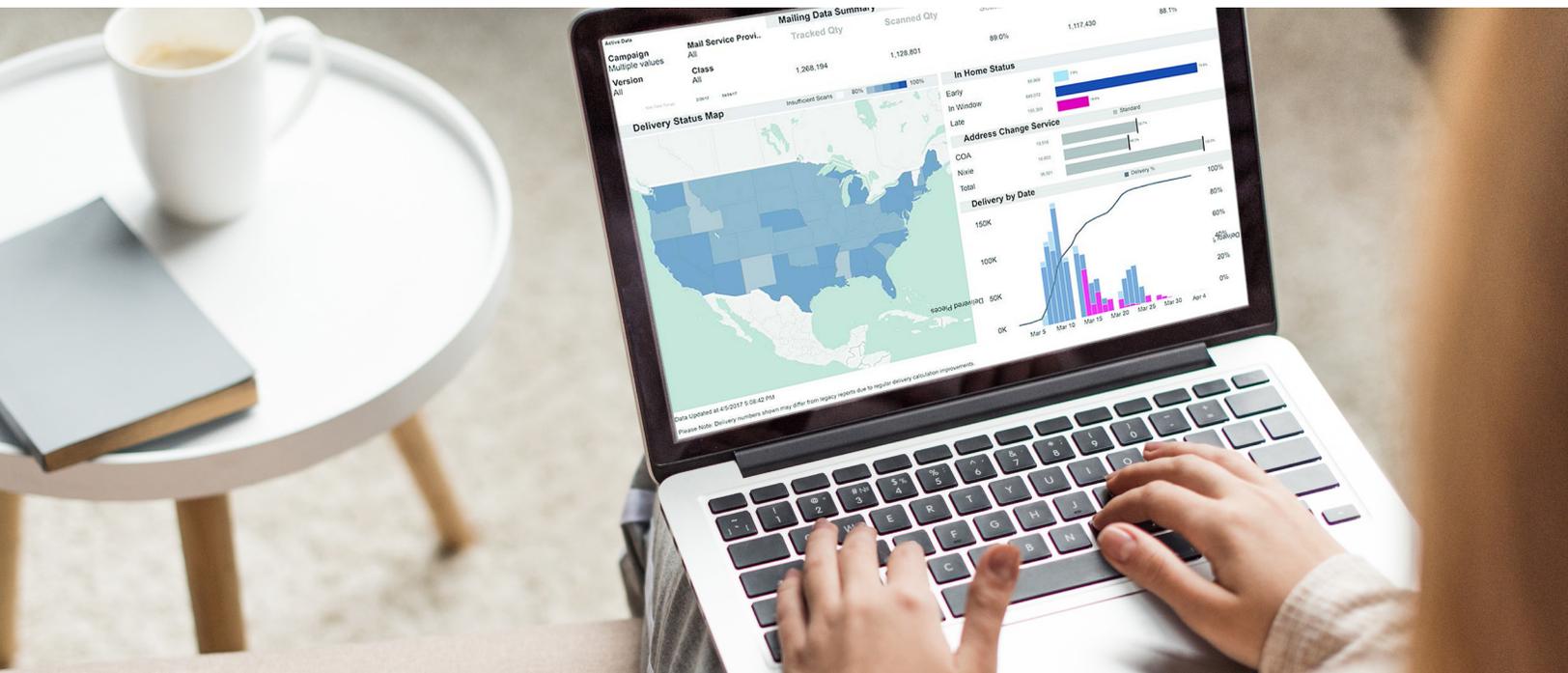
Analytics

See the big picture

Spot delivery problems with just a glance

Find patterns and trends that numbers can't show

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.