

Managing Informed Delivery Campaign Data

Accessing Informed Delivery Campaign Data with GrayHair's Mail Tracking Platform

Reports, dashboards, and lookup tools that give meaningful insight into your Informed Delivery data, integrated into one single solution.

Advantages of Informed Delivery

The USPS® Informed Delivery program sends an email to consumers each morning with information on mailpieces that will be delivered to them that day. The email contains either a black and white image of each mailpiece, or the mailer can choose to replace it with a customized image and a click-through link. This creates multiple touchpoints that improve response and ROI.

In the background, the USPS is capturing data around email opens and click-through events from all of the users. Subsequently, the USPS will make the email campaign analytics available to mailers for their own data analysis and reporting purposes.

KEY BENEFITS

- Integrates into your current mail tracking report platform
- Streamlines reporting and analysis through a single solution
- Provides support from GrayHair's postal experts
- Accelerates your onboarding and ensuring the success of the program

 **COMING TO YOUR MAILBOX SOON.**

 **MAIL**

[View all mail on dashboard >](#)



WE CARE ABOUT YOUR HEALTH
Learn more about the steps we are taking in response to COVID-19
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FROM: Valpak Cycle 5 - Sam's Club
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View Informed Delivery Data with Mail Tracking Reports

Today the process for mailers to manage and analyze Informed Delivery campaign data and metrics is very manual. It requires multiple steps to synthesize various data streams to formulate the data into meaningful insights.

GrayHair offers a set of reports and lookup tools that provides mailers visibility into who received the custom images, when they opened those emails, and if and when they clicked through the link. In addition, data feed options are available to provide mailers with this information tied back to mailpieces to identify data that will allow them to perform additional tracking and reporting.

Additionally, mailers rely on their service providers to manage their Intelligent Mail® barcodes (IMbs) and many times do not store or have access to them. The Informed Delivery data is made available only at the partial IMb™ level and without that linkage tied to other internal identifiers such as account numbers. Mailers find that without GrayHair's help, they have no way to match the Informed Delivery data back to anything meaningful.

KEY FEATURES

- Visual reports showing the scope and reach of an Informed Delivery campaign within mailing metrics and Informed Delivery-generated behavior patterns like email opens and click-throughs by day of week
 - Availability of Informed Delivery data in Ad Hoc tool to allow for custom reports and feeds to be built by clients (for SelectTrak users)
 - Standard, automated data feed providing all of the Informed Delivery events (opens, click-throughs, etc.) across all active campaigns (for MailTrak users)
 - Visibility of Informed Delivery events at the mailpiece level through our Single Piece Lookup
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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.

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