



GRAYHAIR

Reseller Solutions

GHSelect®

GHSelect is a quick and easy tool that assigns an IMb™ to each record on your mailing list. It is a management and assignment tool that enables you to encode barcodes that comply with USPS® mandated 45-day unique sequence codes. It requires no upfront software purchase or development costs.

GHSelect offers IMb assignments on jobs not being tracked by GrayHair as well. GHSelect manages the entire sequence-number generation and supports IMb uniqueness for two years, or more depending upon your customers' requirements, which is longer than the minimum required by the USPS.

KEY FEATURES

- Available 24x7x365
- Runs on Windows/Linux/Unix platforms
- Available UI and Command Line interface
- Manages multiple 6- or 9-Digit Mailer IDs easily
- Allows Mailer ID Rollover
- Performs CASS/NCOA and proprietary address hygiene processes optionally
- Creates and manages accounts and reporting access for your customers and contacts



Featured Reseller Solutions

- GHSelect®
- SelectTrak®
- ACS Tracking
- CASS™/NCOALINK®
- Suppression
- List Duplication Elimination
- Universal Address Database
- Historical ACS

SelectTrak®

SelectTrak allows resellers to provide state-of-the-art outbound and inbound mail tracking to clients of every size. This web-based offering is packaged and priced so mail producers can offer the power, reliability and flexibility of GrayHair's industry-leading mail-tracking service.

SelectTrak offers a user friendly, online dashboard that provides end users a complete view into the life of the mailings. Mail data is updated in near real time and delivered via visualizations and reporting that include a wide array of options as well as the ability to produce ad hoc reports. SelectTrak also allows users to enable Address Change Service (ACS™). With SelectTrak, you can offer your clients the ability to track entire outbound mailings or find the location of a single piece within that mailing. They can use the mapping feature to identify the path of a mailpiece. You can also brand SelectTrak with your own logo and product name if desired.

GHSelect/SelectTrak API

The API provides you access to the functionality of GHSelect. This allows you to integrate into your applications the same action currently performed either through our cloud-based user interface or command line. You gain value from the ability to trigger events from your own system integrating customer onboarding and management functions. You can also get up-to-the-minute piece statistics through the API as well.

KEY FEATURES

- Documents InHome performance and charts delivery progress
- Delivers compiled scan counts for all versions on a single page
- Delivers reports through multiple channels
- Schedule reports on your time
- Provides multiple analytical views from a single piece level to overall enterprise
- Offers industry-leading analytics
- Offers single piece lookup
- Contains comprehensive ad hoc reporting capabilities
- Has easy-to-use dashboard display
- Uses mapping to show the location and status of each mailpiece
- Access industry-leading reports 24/7
- Provides the ability to enable Address Change Service (ACS™) and Secure Destruction
- Tracks both inbound/outbound mailpieces
- Allows private label solution of GrayHair's industry-leading service
- Provides simplified billing—flat fees and no minimums

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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124 Gaither Drive, Suite 160, Mt. Laurel, NJ 08054-1719

GrayHairSoftware.com | engage@grayhairsoftware.com | 866-507-9999



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