GRAYHAIR

Informed Delivery Program

Overview

The USPS® allows mailers to participate in the Informed Delivery® (ID) program by providing the ability to replace the black and white image that the consumer receives with a color image replacement as well as a click-through link. Informed Delivery sends an email to consumers each morning with images of mailpieces that will be delivered to them that day.

In the background, the USPS is capturing data around email opens and click-through events from consumers. Subsequently, the USPS makes the raw data available to mailers for data analytics and reporting purposes including response and ROI.

GrayHair offers reports and lookup tools that provide mailers visibility into who received the substituted color images, when they opened their emails, and if and when they clicked through the link. In addition, data feed options are available from GrayHair to provide mailers with actionable information tied back to mailpiece attribute to identify data that will allow them to perform internal analysis

GrayHair Informed Delivery Solution

Today the process for mailers to self-manage and analyze Informed Delivery campaign data and metrics is very manual. It requires multiple steps to consolidate the information in a way that provides meaningful insights.

In addition to the reports, dashboards, and lookup tools offered by GrayHair, data feed options will be available to provide mailers with this information tied back to identifying data that will allow them to perform analytics.

Mailers typically rely on their service providers to manage their Intelligent Mail® barcodes (IMbs) and many times do not store or have access to associate them in their own systems. The Informed Delivery data is made available only at a partial IMb level and without a way to tie it back to mailer back-end systems, there is no way to match the Informed Delivery data back to anything meaningful.

GrayHair Key Advantages:

- Integrates into your current GH report platform
- Single solution streamlines reporting and analysis
- Support from GrayHair's postal experts
- Helps accelerate your onboarding, ensuring success of the program
- Maximize postal discounts

GrayHair Key Features:

- Visualizations showing scope and reach of ID campaigns within mailing metrics and ID generated behavior patterns (email opens and click-throughs) by day of week

- Standard, automated data feeds providing all of the Informed Delivery events (opens, click-throughs, etc.) across all active ID campaigns and including pkg, job, and client identifiers (client account number or sequence number)

- Visibility of Informed Delivery events at the mail-piece level in our Single Piece Lookup tool

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.