

# Marketing Performance

Enhancing Customer Data for Higher Response Rates



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[Click Here](#) to learn more about how GrayHair saved a leading direct marketing agency \$2 million by decreasing return mail and lowering delivery costs.

## GrayHair Background

GrayHair Software (GHS) is a dynamic data and software as a service (SaaS) company with over 20 years experience delivering business-ready intelligence solutions. We excel in solving data-related challenges, offering comprehensive solutions for many Fortune 100 companies. As the leading consumer and provider of postal data, we manage over 150 billion data points annually. Renowned for delivering exceptional client service, we unlock the hidden value of customer data, enhancing essential business processes, including marketing performance, fraud prevention, customer experience, and mail operations.

## Marketing Mail is More Effective Than Ever

Direct Mail is proven to be the most effective method to gain response from consumers.

- ▶ **76% of customers** trust direct mail over digital channels when making a purchase decision
- ▶ **68% of Gen Z** believe Direct Mail is more important than three years ago
- ▶ **60% of Millennials** go online as a result of a Marketing Mail CTA
- ▶ **Over 50% of mail recipients** have tried a new product, service, or establishment in the past six months because of Marketing Mail

**Mail delivery can make or break a campaign's success**, but rarely does this data find its way to leadership. It's only when response rates are low that a look back is done to see where things went wrong in the execution. With the right analysis and insight, postal data can reveal previously untapped business intelligence.

Direct mail receives the highest ROI of 112% across all mediums, followed by SMS (102%), email (93%), paid search (88%)

Marketers spend months developing direct mail campaigns, refining messaging, design, and calls to action, and ensuring the right audience is reached for maximum impact. However, the real driver of success often lies in one crucial element: leveraging critical data. By tapping into our valuable data, marketers can significantly enhance performance and achieve stronger results from their efforts.

# INCREASE RESPONSE RATES: GREATER DELIVERABILITY

## Ensuring Your Mail Reaches Its Destination

What happens when a consumer never has the chance to respond because they didn't receive your mailpiece? This is a common issue, as a significant portion of USPS Marketing Mail® is deemed undeliverable in every campaign. **Once a marketing mailpiece is sent, it is never returned to the sender**, leaving bad addresses unacknowledged. When mail fails to reach its intended recipient, it compromises the effectiveness of any subsequent communications in a multi-channel campaign.

Achieving the highest levels of address data quality can be a challenge due to the intersection of USPS® requirements, your specific business requirements, and the substantial number of individuals moving each day (77,000 movers). While the use of standard address hygiene tools like CASS™ and NCOA<sup>Link</sup>® is important, the process of maintaining correct address data requires deeper understanding and analysis to make an impact on your organization.

Our advanced processes go beyond industry standards to provide the highest levels of address data quality. We combine our process with industry-leading expertise to implement a business rules-driven process that leverages standard industry tools along with a proprietary address change database, second only to the USPS in size. Our address data quality service proactively monitors deliverability, helping to improve campaign ROI by suppressing undeliverable mailpieces and identifying updated addresses, ultimately providing the best results for our clients.

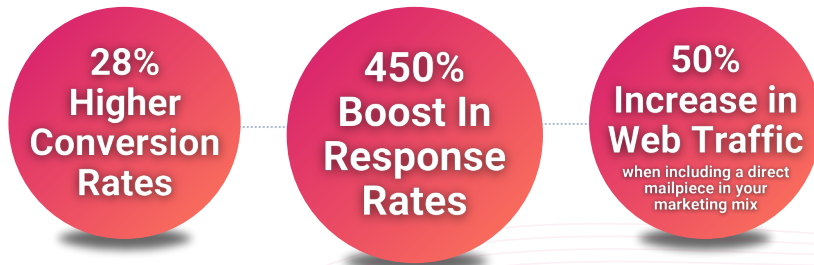
### OUR CLIENTS OUTPERFORM INDUSTRY AVERAGES

INDUSTRY	GRAYHAIR		
5 - 10%	<2%	MARKETING (CONSUMER) 300,000,000 PIECES	\$8.437 MILLION
2 - 4%	<1%	OPERATIONAL 100,000,000 PIECES	\$1.875 MILLION
10 - 25%	5 - 8%	MARKETING (SMB) 50,000,000 PIECES	\$3.750 MILLION
AVERAGE UNDELIVERABLE MAIL			SAVINGS POTENTIAL

## INCREASE RESPONSE RATES: CONNECTING PHYSICAL AND DIGITAL

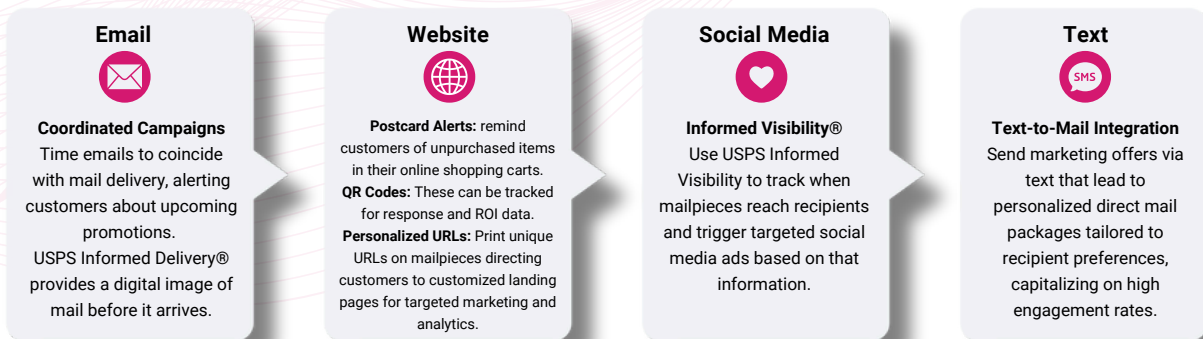
### Integrating Direct Mail with Digital Channels

Integrating physical direct mail with digital marketing creates a powerful, omnichannel approach that significantly boosts campaign response rates. By combining the tactile, personal touch of direct mail with the immediacy and reach of digital channels, marketers can engage customers across multiple touchpoints, enhancing visibility and reinforcing brand messaging.



Additionally, the insights gained from digital interactions can be leveraged to optimize and personalize future mailings, making this integration not only effective for immediate results but also for long-term campaign performance and customer loyalty. This synchronized strategy helps ensure that brands stay top-of-mind, driving conversions while fostering a more cohesive and personalized customer experience.

### Omnichannel Campaigns with Direct Mail



### Informed Delivery Spotlight

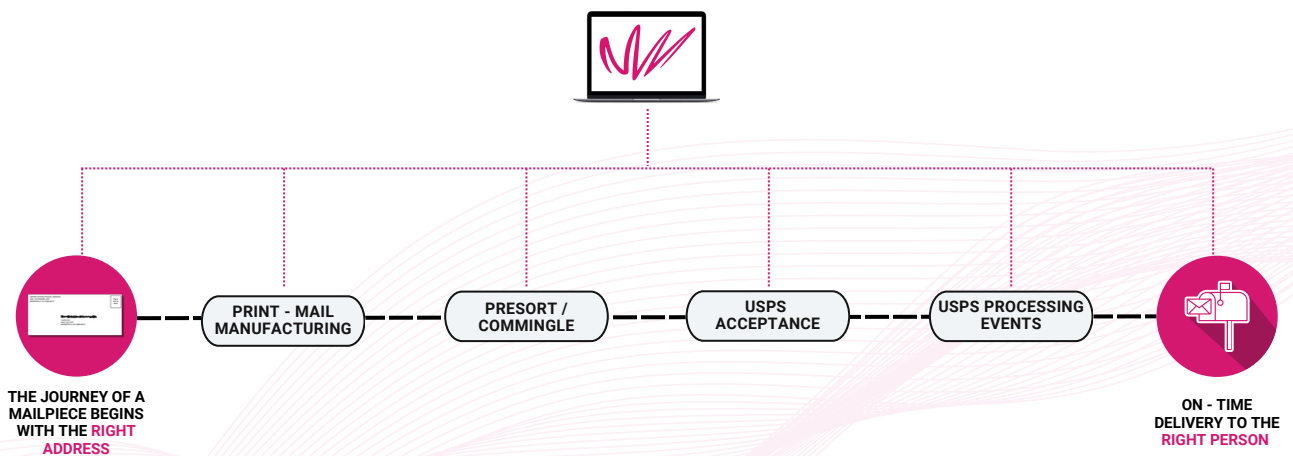
With the Informed Delivery® service from the USPS, you can provide your audience with a digital preview of their physical mail before it arrives, allowing you to engage with recipients through email and interactive content. We can assist in seamlessly integrating this service into your campaigns, ensuring that your digital impressions align with your physical mail, increasing customer engagement and response rates. Additionally, we guide you through the USPS promotions that offer substantial postage discounts for incorporating technology-driven solutions like Informed Delivery. Our team helps you identify and apply for the most relevant USPS promotions, so you can reduce mailing costs while enhancing campaign impact. By combining GrayHair's expertise in postal optimization and digital integration, your direct mail campaigns will be more cost-effective, engaging, and ROI-driven.

# ACCURATELY MEASURING MARKETING MAIL PERFORMANCE

## Using Delivery Data to Better Attribute Customer Response to the Right Channel

Marketers are getting more targeted and strategic in their processes for campaigns to be delivered in a timely manner, and are often synced with digital campaigns to increase response. Without monitoring delivery of those campaigns, optimal results may not be generated.

Just as email and digital campaigns have a set of analytics marketers rely on to monitor performance and real-time activity, the same can be done with mail campaigns by closely monitoring delivery at each stage of the process.



### Gain Visibility into Mail Processing and Delivery with Intuitive, Interactive Dashboards

We provide easy-to-access dashboards and reports of delivery event data that marketers can leverage to coordinate future multi-channel campaigns. Attributes collected from customer activity can be used to achieve a greater response from target audiences



### Did the Mail Arrive On Time?

Critical for coordination for multi-channel campaigns and attribution modeling.

### Projected Delivery

Know when a mailpiece will be delivered for a "trigger" event.

### Leveraging Informed Delivery

Increase response and activity

# AUDIENCE INSIGHTS

## Leveraging your Audience Analytics to Optimize Campaigns

Gaining audience insights involves understanding the demographics, behaviors, motivations, and interests of your target market. Here's how we analyze audience segments:



Each of these techniques provides a unique perspective on audience behavior and motivations, enabling a comprehensive understanding of your target market. Partnering with us means gaining access to cutting-edge AI technology and expertise for more impactful decision-making.



# THE GRAYHAIR ADVANTAGE

## Data-Driven Solutions For Every Challenge



### Best In Class

For over 20 years, GrayHair Software continues to be the platinum standard of mail tracking and address data quality services. Our teams serve the country's largest companies, processing over 150 billion data points annually.



### Data-Driven

Our Business-Ready Intelligence (BRI) solutions provide actionable insights that enable our clients to gain visibility into critical communication processes, enhance customer engagement, minimize risk and target marketing efforts more precisely.



### Enterprise-Wide Impact

GrayHair's comprehensive solutions tackle organizational challenges from end to end, providing support across every facet of your business. GrayHair's embeds diversity and inclusion into its culture that extends into our hiring practices, vendor selection and overall solutioning of the problems our customers face. As a small business this helps us integrate and work with the best in any industry or class of business.



### Customer Centricity

GrayHair teams are agile when tailoring our services to align with the unique needs of each client. Our commitment to our customers is reflected in every aspect of our business, from product development to customer support. Our award winning customer support and service team goes above and beyond to not only ensure the client's success they also unlock operational efficiencies and deliver beyond expectations on a daily basis.



### Data Privacy & Security

Our team is dedicated to upholding the utmost standards of data privacy and security, exemplified by our adherence to rigorous certifications such as SOC 2 with HITRUST, HIPAA, PCI-DSS, and CCPA compliance.



### Expertise

As the leading Address Quality and Postal Data expert in the United States, our team boasts over 100 years of combined postal industry experience. We employ data scientists, full stack, AI/ML and data specific engineers that continuously build and enhance our features and applications. Our cloud scalability and reliability experience lets us handle large data sets and derive complex solutions from our customer's data along with other specific data sets needed. Our best in class partner network enables us to expand our solutions beyond the boundaries that typically hold others back from the insights we provide routinely.