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Lettershop
Logistics
Marketing
Not For Profit
Other
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Retail
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Shipping
Software
Statement Processors
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Case Study:**Tracking business reply mail generates faster response analysis and streamlined fulfillment****Problem**

Unable to track early responses to a mail campaign.

- A large mid-western property and casualty insurance company wanted an early indication of the response rate to its direct mail campaign. The campaign used a business reply envelope. The insurer had to wait until its fulfillment center processed early returns before it could make a preliminary analysis of the campaign's effectiveness.

Solution

Mail Trakback™ from GrayHair Software, the leading provider of USPS tracking services, was the solution.

Using the USPS Confirm Program, Mail Trakback™ assigns an "Origin" Intelligent Mail Barcode (IMB) to the business reply envelopes for each fulfillment center and offer. As the mail travels through the postal service, the USPS processing facilities scan the IMBs, recording them along with a date/time stamp, the facility's ZIP code, and other postal data. GrayHair Software downloads the scans throughout each day, matching the codes to the fulfillment center and offer. GrayHair then produces easy to understand reports for the client that show the reply envelope counts as soon as they enter the mail system, not days later when the fulfillment centers receive them.

Work flow

1. Client determines how they want their business reply envelope response broken down and which fulfillment locations to use.
2. A Mail Trakback™ Intelligent Mail Barcode (IMB) is created for each response grouping and fulfillment location.
3. The IMB is printed on each business reply envelope (BRE).
4. The USPS processing facilities scan the BREs as the campaign recipients mail them back, recording the envelopes IMB, date and time of the scan, and other data.
5. GrayHair Software downloads the scan data continuously each day from the USPS.
6. GrayHair Software analyzes the raw scan data and provides the client a summarized daily scan count for each group. Demographic, geographic, lifestyle and psychographic data are appended to the client data as needed, in real time. This gives the client an early indication of the effectiveness of its campaign, and the response rates of different customer demographics.

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Benefits

- **Timely information:** Client receives delivery reports as mail enters the postal system.
- **Independent confirmation of BRE responses:** The client no longer depends on the fulfillment centers for response data. The Mail TrakBack™ reports can be used to verify that the centers process all responses.
- **Early response estimates:** The client now has estimated response counts prior to mail processing, and an early indication of response rates by customer demographic.
- **Advance notice of volume to fulfillment centers:** The client is able to give fulfillment centers advance notice of incoming mail volume.

About GrayHair Software

GrayHair Software, Inc., is an independent, enterprise-wide Confirm service provider. With more than ten years of mail tracking experience, GrayHair is the largest provider of USPS tracking services. GrayHair processed more than 25 billion tracking scans in 2006, and project 35 billion for 2007. The company tracks mail for the largest banks and credit card issuers in the US, works with almost every significant mailer in the US, and is the preferred vendor of the largest mail houses, printers, and letter shops.

GrayHair provides capabilities available nowhere else, including exception reporting, rules-based reporting, and fraud reporting. Founded and managed by executives from the industries it serves, GrayHair views things from the mailer owners' perspectives. GrayHair has developed over 400 different scan data report formats to meet the varied needs of different industries and types of mailers. Clients benefit from clear, *actionable* reports that enable them to develop effective mail campaigns and manage their InHome windows.

GrayHair Software's president, Cameron Bellamy, is the foremost expert in the US on the USPS CONFIRM Program and PLANET coding. The executives of GrayHair are active members of the major standards committees, including MTAC, Mail.dat, and Confirm. GrayHair Software is building the future with the postal service, partnering with clients, creating a more intelligent process for tracking campaigns while optimizing response rates.

