



Make your Intelligent Mail even smarter with today's most advanced mail tracking solution

With the new USPS Intelligent Mail system, businesses can follow their mail through the postal system straight to delivery. A smart option.

Now, with MailTrak, your Intelligent Mail can be even smarter—giving you more invaluable information than ever before. With real data so accurate, up-to-date and instantly actionable, many commercial mailers have already saved millions in improved responses and more efficient operations.

MailTrak is the only automated mail tracking solution that lets you pinpoint the location of each mailing from initial entry into the mail stream to its actual in-home delivery date. Then, its powerful online tracking and analysis tools gives you unprecedented intelligence to make expertly-informed decisions like never before :

- Know exactly when your mail was sent and delivered.
- Schedule mailings to arrive on specific in-home dates.
- Instantly measure response—by state, by city, even to specific addresses.
- Accurately predict increases in call center volume and fulfillment centers.
- Trigger follow-up efforts precisely when they're most effective.
- Monitor and coordinate your lettershop and logistics vendors.

For greater results, just add knowledge.

Understanding the connection between in-home delivery dates and response is the key to improving mailing success. MailTrak gives you unmatched insight — helping you identify exactly when customers are most receptive to your offer, evaluate whether mail delivered mid-week will work better than on weekends, and zero in on actual in-home dates that will be most effective for future mailings.

Now you'll know for certain if shipping delays have suppressed response. You'll see exactly where efficiency problems exist so you can address improvements immediately with the USPS and lettershops. You can test delivery options—from first class to drop ship—comparing everything from costs to consistency.

In fact, there's no limit to the newfound knowledge you can gain with MailTrak. Whether your business is financial services, publishing, consumer electronics or retail ... if you're in marketing, operations, fulfillment or facilities management...only MailTrak provides you with the customized data, real-time learning and insightful analysis to raise your success rates to all-new levels.

Heights which can only be reached with Higher Intelligence.

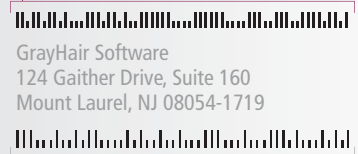
Key benefits:

- Pinpoint delivery
- Predict responses
- Audit performance
- Avoid Correspondence overlap
- Evaluate campaign trends

What are these Postal Codes?

The USPS Confirm Program uses several "bar" codes to track mail through the postal stream.

PLANET Code

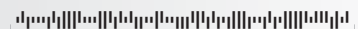


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POSTNET code

PLANET Code: a series of long and short bars that appear above the address block scanned by the USPS sorting equipment. Data collected—date, time, postal location and USPS operation code—is sent to GrayHair Software several times a day.

POSTNET Code: a series of long and short bars that typically appears below the address block scanned by the USPS sorting equipment. Data collected—actual delivery address—is used in conjunction with PLANET code to form a unique value to help follow mail through the postal stream.



Intelligent Mail Barcode

Intelligent Mail Barcode: The newest code used by the USPS Confirm Program, it is a series of long and short bars that rise above and below a fixed horizon line. It should be placed above the address block.

Also scanned by the USPS sorting equipment, it contains much more information than any other code allowing for greater uniqueness and tracking ability. Data collected—the equivalent of both POSTNET and an expanded PLANET code—is sent to GrayHair Software several times a day.



Discover. Devise. Mobilize.

MailTrak turns intelligence into actionable plans for success.

From in-depth analysis on individual mail pieces to summarized overviews of entire campaigns, MailTrak helps you learn, plan and take advantage of opportunities you may have never even known about. Uncover new strategies for raising response, forecast in-home dates to fine tune follow-up efforts, detect potential problems affecting your delivery cycle.

Only MailTrak gives you the global view and granular details for breakthrough results. With over 450 industry-leading reports — most of them customizable to the unique needs of your business.

VERSION SUMMARY

Get the big picture on every version of your campaign, or isolate specific areas where improvement is needed. From average delivery days to percent delivered in the in-home window, MailTrak makes it easy to monitor performance.

Scan % Breakdown				
	+ 7 Days	7-10 Days	+10 Days	
1%	6.7%	53.0%	39.7%	27
1%	0.2%	16.5%	83.3%	4
8%	0.2%	14.9%	84.9%	4
8%	0.2%	18.8%	81.0%	4
8%	0.2%	19.2%	80.6%	4
3%	0.0%	2.9%	97.1%	6
0.2%	0.2%	54.8%	44.8%	1

Travel Days (Calendar)			
	Min.	Max.	Avg.
3.0	28.0	11.0	
6.0	28.0	14.8	
6.0	28.0	14.7	
6.0	28.0	14.6	
8.0	28.0	17.2	
6.0	28.0	13.2	

EMD Report

Ever feel like your mail ends up in a black hole somewhere? MailTrak gives you the real data behind Electronic Mail Data, so you'll know exactly where and when delays affect delivery.

Days from 8:00am to 1st	Days from 8:00am to Last
8.8	4.9
3.6	4.7
5.7	7.2
3.3	5.9
3.4	4.3
5.2	4.3
4.3	5.4
2.9	3.7
14.9	16.0
5.3	3.4
6.8	3.7

DELIVERY CURVE

Review delivery history by day, month, quarter or more — with at-a-glance reports that quickly let you assess peaks, delivery patterns, possible problem areas and more importantly if you've hit your in-home window.

Important features:

- Sets the industry standard for scan quality
- Built around client's diverse mailing methods
- Only completely independent supplier of mail tracking
- Receives USPS updates several times a day
- Automatically reports issues to USPS
- Supports Intelligent barcode

About GrayHair Software:

GrayHair Software has been an innovator in the mail industry since 2000, developing products to improve and automate the tasks that business mailers routinely perform. Its solutions address critical activities such as postage payment and reconciliation, mail processing and tracking and print production. GrayHair Software offers ongoing client care and fast, professional and informed technical support. For more information, visit www.grayhairsoftware.com.

Keep track with MailTrak

- Call 866.507.9999**
- www.grayhairsoftware.com**

