

## § Assurety Consulting & Solutions

**CATEGORY:** AI and Analytics

**PRODUCT:** Assurety Analytics and AI Solutions

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**ASSURETY ANALYTICS AND AI SOLUTIONS:** From Postal Data to Predictive Intelligence. Software. Analytics. AI. Postal Intelligence. One partner focused on helping you move commercial mail, track performance, improve targeting, reduce risk, and make better decisions.

Commercial mailing, parcel delivery, direct marketing, logistics, and postal operations are no longer driven only by production speed. They are driven by data quality, delivery visibility, campaign intelligence, operational predictability, fraud awareness, and the ability to act before problems become expensive. Assurety Consulting and Solutions helps organizations move from disconnected data and reactive reporting to integrated analytics, AI enabled decision support, and practical automation that improves how commercial mail and parcels are planned, entered, tracked, measured, and optimized.

**ANALYTICS ASSURETY:** At the center of this analytics ecosystem is AnalyticsAssurety™, Assurety's business intelligence and decision support platform for the postal, parcel, and direct marketing industries. AnalyticsAssurety™ helps organizations connect operational data, tracking data, Informed Visibility® data, Informed Delivery® data, Mail.dat® data, customer data, accounting data, point of sale data, and other business information into dashboards and analytics that support better decisions. The platform is designed to help leadership, operations, logistics, marketing, and customer service teams understand customers, revenues, costs, service quality, USPS programs, tracking performance, campaign activity, and operational exceptions in one connected view.

**TrackingAnalytics Infinity™** extends this value through a SaaS cloud based tracking and predictive analytics experience for commercial mail and parcel visibility. It helps organizations move beyond basic tracking by turning USPS scan events, Mail.dat® data, facility history, delivery patterns, and operational signals into early, on time, and late delivery predictions. With interactive dashboards, delivery projections, exception and delay detection, facility performance views, custom dashboards, and mail owner reporting, TrackingAnalytics Infinity™ helps commercial mailers, mail owners, and service providers strengthen customer service, manage in home delivery expectations, as well as time sensitive in-bound deliveries to fulfillment centers, identify at risk mail and parcels, and support more informed logistics decisions.

**ON-PREMISES CONTROL:** For organizations that require on premises control, Assurety also supports analytics and tracking models that can operate inside the customer's own en-

vironment. This allows clients to maintain control of infrastructure, data governance, access, and security while still benefiting from Assurety's postal data expertise, dashboards, predictive models, and integration capabilities.

Assurety's AI services expand this ecosystem beyond dashboards. AI-TrainingAssurety™ brings real time, AI powered guidance directly into AIMSplus™, helping commercial mailing teams get immediate answers, follow step by step instructions, troubleshoot issues, reduce downtime, improve accuracy, and shorten onboarding time. It supports new users, experienced users, and internal teams by making product knowledge easier to access, reducing dependency on tribal knowledge, and helping staff perform complex Mail.dat®, USPS compliance, and operational workflows with more confidence.

Assurety also provides AI agent development, AI powered user assistance, data engineering, advanced analytics, business intelligence, and machine learning services for organizations that need custom solutions. These services can support fraud detection, consumer insights, mail tracking intelligence, operational analytics to optimize postage and delivery performance, customer profiling, marketing optimization, and secure data pipelines. **Assurety's AI and analytics work is practical, not theoretical. It is focused on solving business problems such as delayed deliveries, scattered data, customer retention issues, revenue leakage, limited visibility, lack of technical subject matter experts, inefficient tracking, and limited data driven decision making.**

For marketing and growth teams, Assurety's analytics capabilities help connect physical mail performance with digital engagement. MarketingAnalytics™, InformDAnalytics™, and ProspectingAnalytics™ can help organizations understand audience segments, campaign reach, open and click behavior, delivery timing, geographic performance, and address level or ZIP level opportunity. This helps mail owners and marketers improve target address lists, align digital follow up with actual mail delivery, measure campaign effectiveness, identify stronger market opportunities, and make direct mail more valuable as part of an omnichannel strategy.

**ProspectingAnalytics™** supports data driven market identification by combining postal, geographic, demographic, product, ZIP code, NAICS, and volume based insights into decision support dashboards. It is designed to help organizations identify opportunity areas, refine prospecting strategies, and improve targeting while respecting data governance, privacy, and security boundaries.

Assurety's analytics and AI capabilities also extend into security, risk, and oversight use cases. Assurety has experience with fraud detection models, cross border eCommerce fraud risk management, revenue assurance, address analytics, parcel and mail analytics, and operational intelligence.

*See Assurety listing in Database/Postal Software.*

**CONTACT:** To learn more call (866) 750-4924. Or visit [www.AssuretyConsulting.com](http://www.AssuretyConsulting.com).