

Daily Competitive Brief for NaviStone

Date: December 28, 2025

■ Executive Analyst Summary

Lob has appointed new executive leadership, signaling a strategic shift. PebblePost is adapting to new consumer health data regulations, indicating a focus on compliance. PostPilot is expanding its sales leadership, suggesting an investment in growth.

■ Lob

| Metric | Current Strategy |
|---------------|---|
| Value Prop | Lob provides APIs and SDKs that allow businesses to send postal mail and verify addresses programmatically. |
| Key Solutions | Lob's solutions include direct mail automation, address verification, and other related services. |
| Target Ind. | Lob serves various industries, including financial services, healthcare, and e-commerce. |

■ Recent News & Activity

Here are three specific findings about Lob from the last 90 days:

Executive Leadership Appointments: On November 12, 2025, Lob announced the appointment of a new CFO, CPO, and CRO to strengthen its leadership team.

Direct Mail Consumer Insights: A report released on June 25, 2025, revealed that younger generations (Gen Z and Millennials) are embracing direct mail, finding it more trustworthy and personalized compared to digital marketing. 85% of Gen Z and Millennials engage with direct mail.

Real-time Engagement: The State of Direct Mail Consumer Insights report also indicated that 84% of consumers read direct mail immediately or on the same day they receive it, which is an increase from 70% in the previous year.

Lob's core value proposition is bringing the power of digital to direct mail, enabling businesses to build personalized, high-quality direct mail programs at scale. They offer a nationwide Print Delivery Network and an end-to-end automated platform.

■ PebblePost

| Metric | Current Strategy |
|---------------|---------------------------|
| Value Prop | Could not access website. |
| Key Solutions | N/A |
| Target Ind. | N/A |

■ Recent News & Activity

Here are three specific findings about PebblePost from the last 90 days:

New Health Data Regulations: As of December 4, 2025, PebblePost is addressing new Consumer Health Data regulations, offering a guide for brands on the topic.

National Furniture Retailer Success: On November 18, 2025, PebblePost highlighted a success story where a national furniture retailer achieved a 56x iROAS (Incremental Return on Ad Spend) using Programmatic Direct Mail to create year-round demand and boost repeat business.

Will Harrington Appointed CRO: Back on August 21, 2025, PebblePost named Will Harrington as Chief Revenue Officer to accelerate growth in performance marketing and CTV.

■ Postie

| Metric | Current Strategy |
|---------------|---------------------------|
| Value Prop | Could not access website. |
| Key Solutions | N/A |
| Target Ind. | N/A |

■ Recent News & Activity

Here are three specific findings related to "Postie" from the provided search results:

Royal Mail Dog Attacks: Royal Mail reported 2,197 dog attacks on postal staff in the past year, a 2% increase from the previous period. The S (Sheffield) postcode area saw a concerning 61% increase in attacks on postal workers. Royal Mail encourages responsible dog ownership to prevent injuries to postal workers.

Post Office Scandal Legacy Project: The inquiry into the wrongful convictions of hundreds of post office operators is working with the Postal Museum as part of a legacy project. However, some victims are suspicious of the exhibition idea, with some describing initial meetings as a "PR stunt". The Postal Museum aims to partner with those affected to recognize and honor their experiences.

US Postal Service Financial Issues: The US Postal Service is facing financial challenges, having lost over \$100 billion since 2007, including \$9 billion in fiscal year 2025. The Postmaster General is seeking bids for "last-mile deliveries" at 33,000 locations. The GAO has called its business model "unsustainable".

■ PostPilot

| Metric | Current Strategy |
|---------------|---------------------------|
| Value Prop | Could not access website. |
| Key Solutions | N/A |
| Target Ind. | N/A |

■ Recent News & Activity

Here are three specific findings about PostPilot from the last 90 days:

Hiring: PostPilot hired Neal Goyal as Senior Vice President of Sales, to lead its Go-To-Market (GTM) team. Goyal will focus on accelerating direct mail adoption among top Shopify brands and reinforcing PostPilot's position as the go-to direct mail platform in the space. This was announced on October 9, 2025.

Product: PostPilot announced PostPilot Halo, a multichannel attribution feature for direct mail.

Rankings: PostPilot was ranked #80 on the 2025 Inc. 5000.