

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.