



## Direct Mail Facts & Bullets

Direct Mail Marketing Reaches More Customers and Drives More Sales.

If Direct Mail marketing isn't part of your strategy, you're missing out on a huge opportunity to retain and acquire more customers for your business. In

fact, studies prove that Direct Mail marketing:

- Outperforms digital response rates by 600%
- Generates a higher brand recall among consumers
- Is guaranteed to be seen by 90% of your audience

Put your message directly in the hands of your customers and prospective

buyers, for one of the most targeted, highly effective forms of advertising there is to drive response and sales.

Learn why successful businesses rely on Direct Mail to get more customers!

Direct Mail is one of the most effective marketing channels for getting new customers.

Direct mail has an average response rate between 2.7% to 4.4%. Existing customer programs (Retention) usually have a higher response rate than new prospect programs (Acquisition).

Response rates typically increase with frequency and when pairing digital with Direct Mail for an Omni-Channel Direct Marketing program.

Are you sending direct mail?

"According to the Data & Marketing Association, customer response rates have increased year-over-year by 43 percent, and prospect response rates have more than doubled, reporting a 190 percent increase. Even more surprising is where the growing interest comes from: millennials (i.e., the "digital generation"). The United States Postal Service (USPS) found that 47 percent of millennials actually check their physical mailbox each day, and spend nearly twice as much time sorting and reading their mail compared to any other age group. When it comes to the effectiveness of direct mail, USPS found millennials to be the most receptive among all age groups."

12.5 ROAS!

What's old is new again.

This article is talking primarily about financial offers but I'm seeing the same increase in response in many other markets.

Smallbiztrends cites a variety of compelling statistics: "U.S. advertisers spend \$167 per person on direct mail to earn \$2,095 worth of goods sold; a 1,300 percent return."

"In the last three years especially... Response and conversion rates are increasing, as companies look to direct mail to combat digital bombardment and noise on all fronts."

"Direct mail is great at getting leads to visit a webpage, encouraging customers to buy online or collecting information (including email addresses!) from prospects."

Did you know?

The average return on investment for direct mail is \$4.09 for every \$1.27 spent. (Global News Wire)

U.S. advertisers spend \$167 per person on direct mail to earn \$2,095 worth of goods sold; a 1,300 percent return (Smallbiztrends).

The average response rate is between 2.7% and 4.4% to cold prospects, compared to email's 0.6% response rate and much higher when mailed to existing customers (Newswires)

73% of American consumers prefer being contacted by brands via mail because they can read it at their own convenience. (Small Biz Genius)

More than 40% of direct mail recipients read or at least scan the mail they get. (Small Biz Genius)

Direct mail volume has increased in the U.S., up from 67 million in 2020 to 70 million in 2021, an increase of 4.7%. (Statista)

Postcards have increased in popularity, with envelope packages dropping 15% in the last year. (Whoismailingwhat.com, "25 Direct Mail Trends for 2021")

There was a 49% increase in sales and 125% increase in customer inquiries who received both email and postal mail. (Harvard Business Review)

A survey of more than 500 marketers found almost two-thirds see "good" (59%) ROI from direct mail campaigns. (Marketing Charts)