

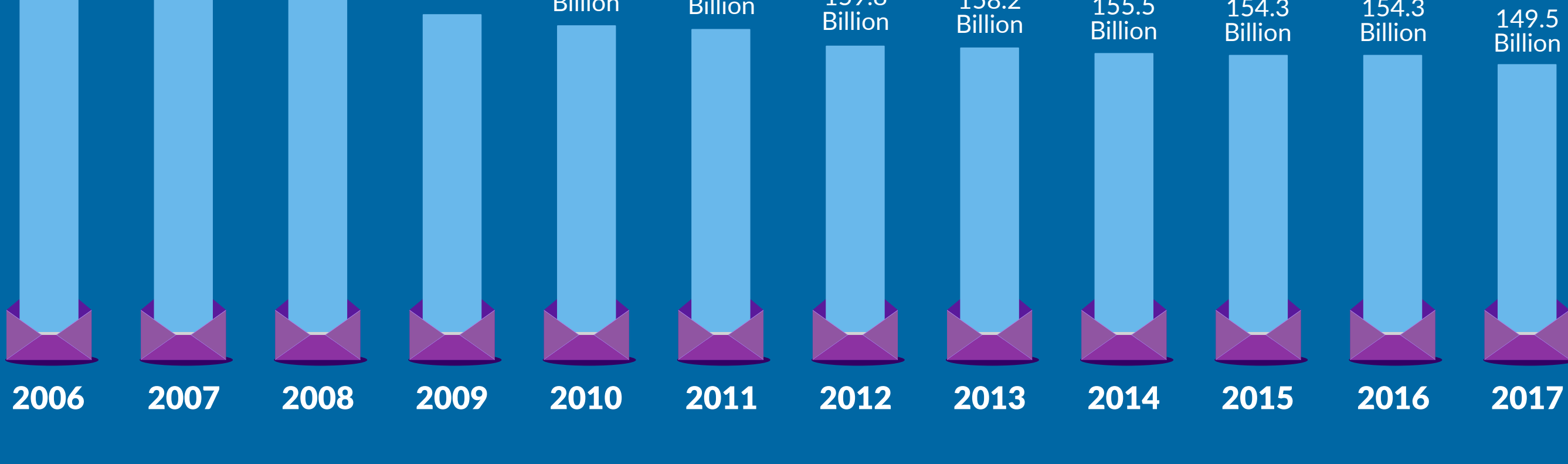
IS DIRECT MAIL DEAD?

Direct Mail in a Digital and Personalized World

In the age of digital marketing, you might think traditional forms of advertising - like direct mail - are going the way of the dinosaurs. Let's see if there's any truth to that...

IT'S TRUE, MAIL VOLUME IS DECLINING...

29.85% Decline in Total Mail Volume Since 2006



...BUT DIRECT MAIL RESPONSE RATES AREN'T

Thanks to improved targeting and personalization, direct mail response rates are still competitive.



DIRECT MAIL CONNECTS WITH YOUR AUDIENCE

It's Personal

Personalizing direct mail with your prospect or customer's name **increases your response rate by 135%.**

It's Engaging

Your potential **customers' brains are 20% more engaged and motivated** by print advertising like direct mail.

It's Trustworthy

56% of people feel print advertising is the most trustworthy form of marketing.

It's Memorable

People are 70% more likely to remember a business seen in print vs. online.

DIRECT MAIL GETS ATTENTION

People Aren't Bombarded By Direct Mail

@
107
Emails Received
Per Person Per Day

BUY NOW
63
Display Ads Seen
Per Person Per Day

✉
2
Pieces of Mail Received
Per Person Per Day

So They Open It
66% of direct mail is opened vs. 17.62% of emails

And They Take Action
79% act on direct mail offers immediately vs. 45% that act on email offers immediately

DIRECT MAIL + DIGITAL = THE PERFECT MARRIAGE

Direct mail lifts the response rate of other channels by **450%**

Direct Mail + Digital = **28%** higher conversion rates

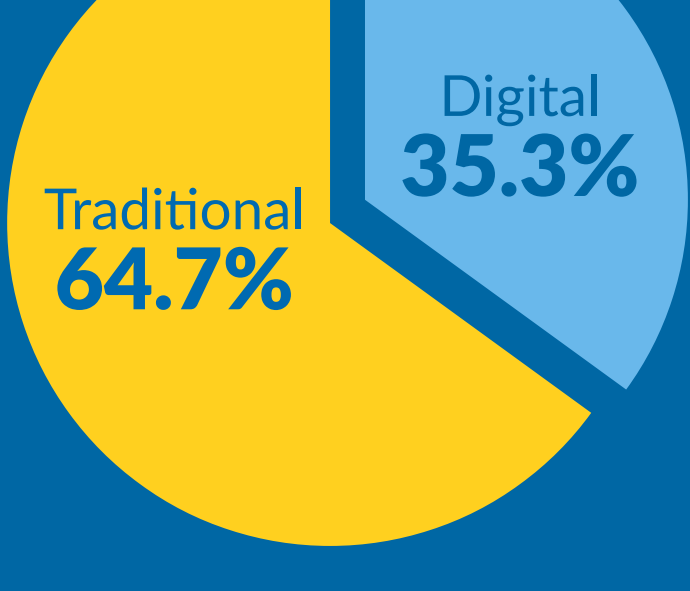
Direct Mail + Digital Ads = **118%** higher response rates than direct mail alone



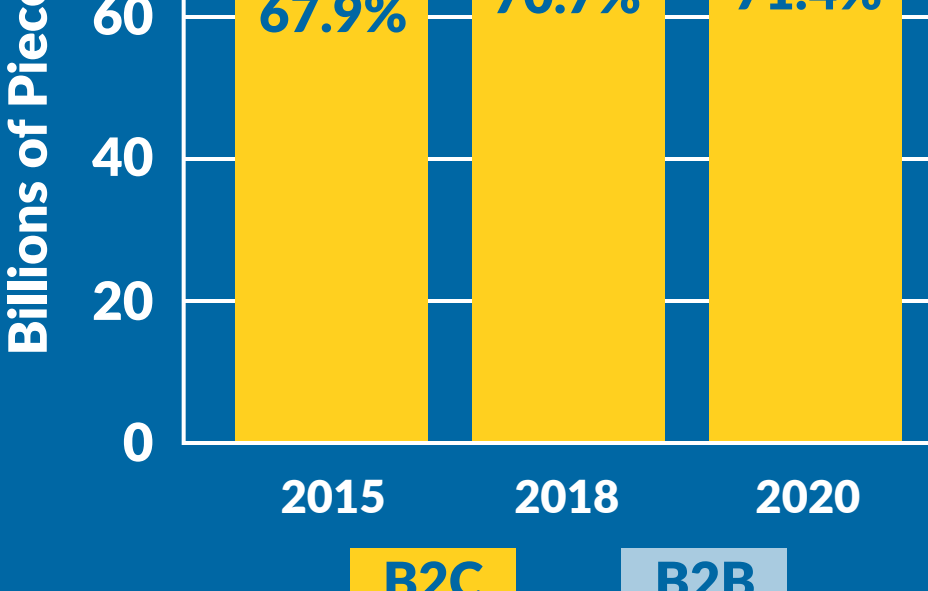
DIRECT MAIL IS ALIVE AND WELL

Direct mail will account for the largest portion of local advertising spend in 2018 at \$38.5 billion.

US Local Ad Spending Share for 2017 Traditional vs. Digital Ads



North American Direct Mail Growth Projected through 2020



DIRECT MAIL ISN'T DEAD - IT'S THRIVING.

Sources

- United States Postal Service's Total Mail Volume from 2004 to 2017
- 2018 DMA Statistical Fact Book
- 2018 DMA Response Rate Report
- 30 Direct Mail Statistics for 2017
- A Look at How Millennials Respond to Direct Mail
- Marketers Are Returning to Direct Mail
- How Many Email Users Are There?
- 3 Ways to Resurrect Your Dying Display Ads
- USPS Postal Facts 2018
- Demography of the United States
- Average Industry Rates for Email as of February 2018
- Direct Mail: Integral to the Marketing Mix in 2016
- Numbers Don't Lie: 14 Direct Mail Statistics
- 30 Direct Mail Statistics for 2017
- DMA Response Rate 2016
- Trends and Future of Direct Mail Through 2020
- BIA/Kelsey, "U.S. Local Advertising Forecast 2018"