

getting direct with
DIRECT MAIL

As marketers continue to explore methods of advertising – social, search, email – it's now possible to reach consumers anytime, anywhere. In this increasingly digitized world, some businesses have discounted the value of direct mail. However, recent research has revealed that overall engagement remains high, particularly among Millennials. ¹ Heightened engagement both with mail and new media provides opportunity for campaigns to reach consumers across multiple touchpoints, increasing impact. ²

UTILIZING DIRECT MAIL IN AN INTEGRATED MARKETING CAMPAIGN

Integrated direct mail and digital campaigns elicit 39% more attention than single-media digital campaigns. ⁴

At an average of almost 4%, direct mail's response rate is higher than that of email, mobile and other digital mediums. ⁶ Research shows the following ways its power is maximized.

Personalization Drives Engagement

44% of mail addressed to a specific person is read immediately. When addressed to a generic occupant or resident, that figure drops to 36%. ³

"I always think [direct mail] is important and give it a keen eye because it is for me and they probably know something about me. It makes me feel special and valued." ⁴

84% of consumers are more likely to open a direct mail piece if it is **personalized**. ²



59% of businesses say targeting is **one of the top reasons** for considering direct mail. ⁵

Retention Increases With Utility



66% of people keep mail they consider useful. ⁹

Adding an offer to a direct mail piece can increase its usefulness. Effective offers: ⁸

- Are featured prominently on the front of a piece
- Emphasize guarantees
- Provide testimonials
- Are time-sensitive
- Provide special pricing
- Include a call to action

Direct Mail After Digital Heightens Impact

When direct mail follows an email, brand recall is 40% higher compared to recall for other single-media and integrated media campaigns. ⁴



34% of people read email and direct mail equally often. ²

When direct mail follows a display ad, arousal is 26% higher than for other single-media and integrated media campaigns. ⁴

Direct Mail Drives to Digital, and Can Be Tracked

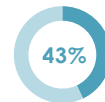
IN RESPONSE TO DIRECT MAIL... ⁹



64% Visited a website



54% Engaged in social media



43% Ordered a product online

A variety of mechanisms can be utilized to track direct mail responses, including: ⁷

- Personal URL
- QR code
- Pre-paid, coded business reply card
- 1-800 number
- Unique offer or activation code
- Social media analytics

MYTHBUSTING COMMON DIRECT MAIL PERCEPTIONS

Direct mail may seem old-fashioned compared to today's advertising methods, but it is still used in 34% of campaigns. ⁵ Research shows there are several common misperceptions that can cause businesses to ignore direct mail. ^{5, 10, 11}

Myth 1: Direct mail has a high cost per impression

Perception: "I don't feel that it's worth the money to use direct mail." ¹¹

Research: Direct mail can be a large investment; however, the ROI for direct mail is about the same as social media, and higher than paid search or online display. ¹²

60% of businesses view this as a barrier to direct mail ⁵

ROI FOR DIRECT MAIL AND SOCIAL MEDIA ARE ALMOST THE SAME ¹²



Myth 2: Direct mail isn't as effective as other media

Perception: "Online, newspapers, flyers, word of mouth work best." ¹¹

Research: Neuromarketing studies have consistently shown that direct mail triggers activity in the ventral striatum, an area of the brain responsible for motivation. 56% of consumers who responded to direct mail went online or visited the physical store. ^{2, 4}

30% of businesses view this as a barrier to direct mail ⁵

DIRECT MAIL DRIVES ACTION ⁴



Myth 3: Direct mail doesn't yield quickly measurable results

Perception: "When you send something out into the ether, you like to hear that ping that comes back. You're not just standing at the edge of a cliff screaming at yourself. It helps when somebody shouts back, 'Hey, hey!'" ¹³

Research: As consumer attention spans shrink – from an average of 12 seconds in 2000 to just 8 seconds in 2015 – direct mail is unique in its ability to engage the senses. ⁴

26% of businesses view this as a barrier to direct mail ⁵

PEOPLE SPEND MORE TIME LOOKING AT DIRECT MAIL PIECES ON FIRST EXPOSURE ⁴



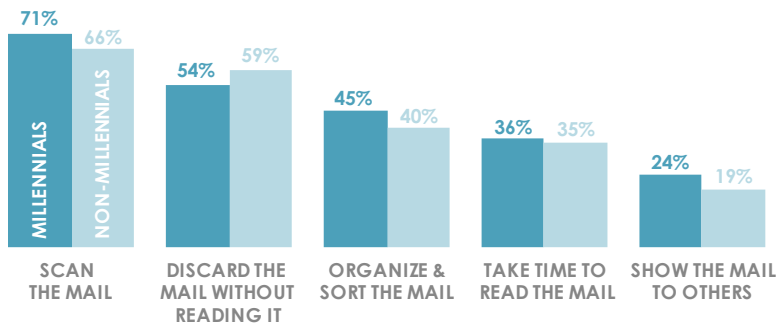
Myth 4: Direct mail isn't the best channel to target a younger audience

24% of businesses view this as a barrier to direct mail⁵

Perception: "In the age of technology advances and social media, I'm not sure how relevant such advertisements may be."¹¹

Research: Millennials are actually more likely than previous generations to scan, sort, read and share the mail they receive.¹

MILLENNIALS ARE MORE LIKELY TO INTERACT WITH DIRECT MAIL THAN PREVIOUS GENERATIONS:¹



DIRECT MAIL IN ACTION



GRAZE

Direct Mail engages higher value customers in multichannel campaigns.



NATURE BOX

A targeted direct mail campaign has double the effectiveness of a comparable email campaign in attracting canceled customers.



LOOK BOOK LAYOUT

Video-in-Print technology embedded into a direct mail piece delivers an impactful and immersive advertising experience.

SOURCES: ¹Mail Moments: March 2016 Review, USPS (2016); ²Direct Mail: Integral to the Marketing Mix in 2016, Infotrends (2016); ³Household Diary, USPS (2015); ⁴Connecting for Action, Canada Post (2016); ⁵Direct Mail Customers: Knowledge & Use, USPS (2016); ⁶Response Rate Benchmark Study, DMA (2015); ⁷6 Ways to Measure Your Next Direct Mail Campaign, USPS [link](#); ⁸10 Steps to Help Create a Successful Direct Mail Campaign, USPS [link](#); ⁹The Research Behind the Science of Activation, Canada Post (2015); ¹⁰Exploring Direct Mail—Mid and Large Company Decision Process and Barriers, USPS (2016); ¹¹Direct Mail Solutions for Small Business, USPS (2016); ¹²Response Rate Report, DMA (2016); ¹³Understanding Barriers to Direct Mail with Small Business Owners, USPS (2016)