

# THE AWESOME POWER OF GREAT DIRECT MAIL



## 2021 REPORT

# DIRECT MAIL CAN BE A POWERFUL PART OF AN INTEGRATED MARKETING CAMPAIGN.

## With Direct Mail your business can:

- ▶ Determine **the best audience for your message**. Mail's targetability lets you focus media dollars on those most likely to respond.
- ▶ Choose what to measure – from offers to creative elements. You can then use this **data to improve effectiveness**.
- ▶ **Reach almost anyone** – virtually every consumer has a mailing address and reads mail on his or her own time.
- ▶ Tailor each mailpiece. Today's technologies permit **highly personalized messaging, offers, and graphics**.
- ▶ Tap into **countless creative formats**. Mail can touch literally every sense through product samples, QR Codes,<sup>®</sup> and more.
- ▶ Learn more about your customers by sending a survey or including questions on a reply card.
- ▶ Gain a high degree of financial flexibility. You can alter formats, quantities, and postage options **to fit almost any budget**.
- ▶ Decide on the depth of product detail. Mail is not limited to a 30-second TV spot – you can **tell customers the complete story**.
- ▶ Benefit from mail's pass-along value. Recipients can **share your communication** with like-minded consumers.
- ▶ Get an **extended shelf life for your message**. Mail is frequently kept for future reference and use.
- ▶ **Know your results**. As a highly trackable medium, mail lets you monitor the impact and ROI of every initiative.
- ▶ **Receive more focus**. The average household receives only two pieces of Direct Mail a day compared to 157 e-mails.



## From the USPS Deliver Research:

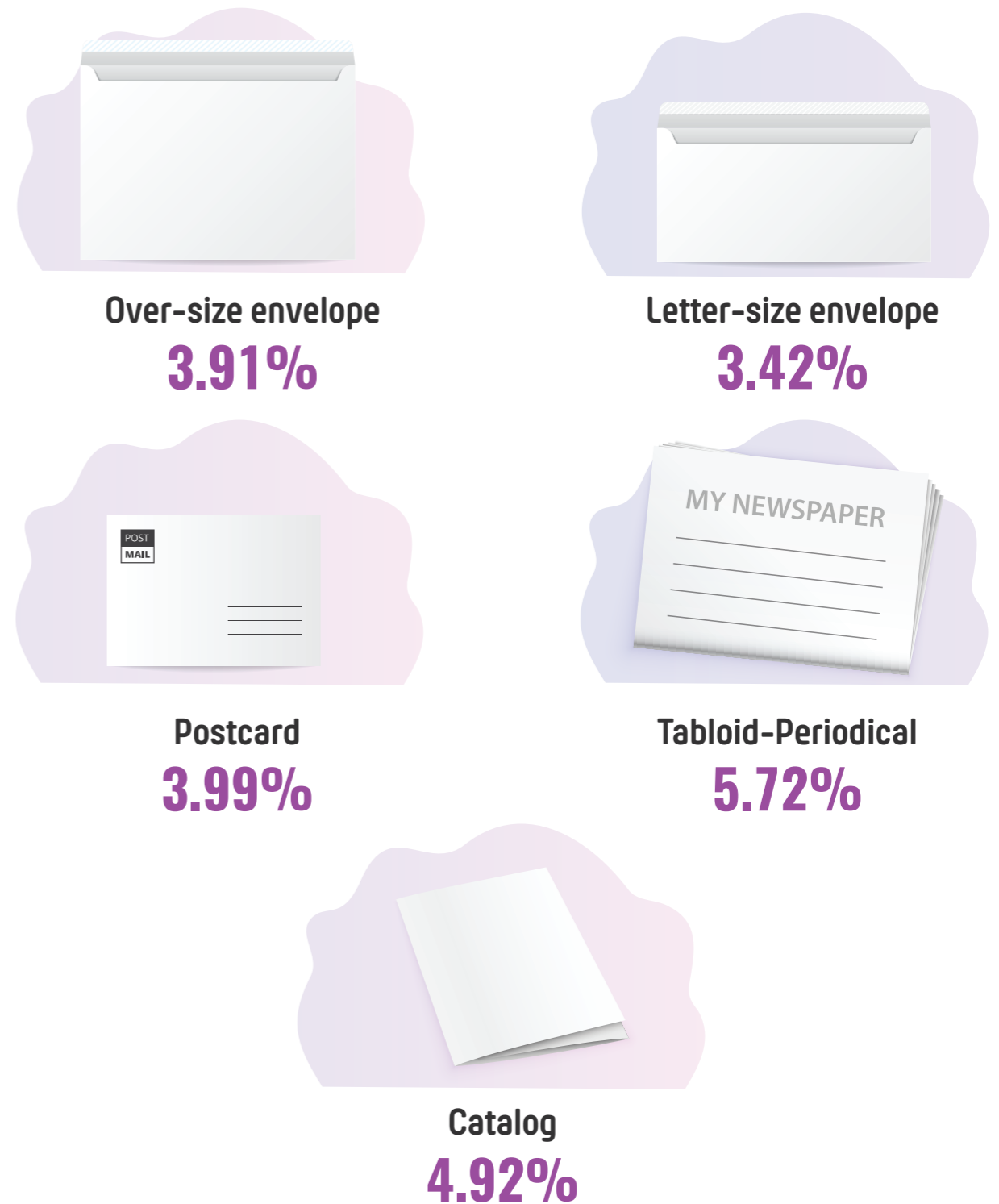
- ▶ Direct Mail spending rose 3.3% from 2019 to 2020
- ▶ Businesses spend over \$41 billion on Direct Mail which represents 12% of all advertising spending.
  - ▶ 81% of recipients read or scan their mail daily
  - ▶ 79% of consumers find reading mail more convenient than going online
  - ▶ 58% of households with incomes over \$65,000 purchases from Direct Mail in the last year.
- ▶ 42% of 25–34 year-olds (1st time homebuyers) said they read mail immediately and find it useful.
- ▶ Many businesses have discovered the positive impact Direct Mail provides to an integrated marketing campaign. Because it gets directly into the homes and hands of the campaign's target, Direct Mail creates a one-to-one connection that is hard to match with broad-based media channels such as television and radio. It also lets you incorporate coupons, reply cards, mobile barcodes/QR Codes,<sup>®</sup> URLs, and other response mechanisms – making Direct Mail a workhorse for generating leads, traffic, and sales while your other media help drive interest and awareness.

# SOME OF THE WAYS MAIL DELIVERS FOR YOU.

- ▶ **Selective.** Mail lets you target your most loyal customers – or a select group of consumers.
- ▶ **Measurable.** Mail can be tracked to test the effectiveness of formats, offers, mailing lists, and more.
- ▶ **Reach.** All of your customers have a mailing address, giving you direct access to everyone doing business with you.
- ▶ **Personal and private.** Mail creates a one-to-one communication between you and a customer.
- ▶ **Relevant.** Mail allows you to tailor a message to a specific audience or demographic set.
- ▶ **Control.** You choose when you want to mail and what format you send.
- ▶ **Tangible.** Consumers save mailed coupons for future use and share mailings with others.
- ▶ **Interactive.** Today, mail works with smartphone technology to create a unique and powerful bond with the recipient.



## Direct Mail response rates by format from DMA



# THE RESULTS



**From the Temple University & USPS Office of Inspector General report on the power of print vs. digital marketing. Neuromarketing Research Techniques included 1) Eye Tracking of visual attention, 2) Core Biometrics gauges the depth of emotional engagement, and 3) Functional Magnetic Resonance Imaging (MRI) pinpoints empathy and reward.**

In the original study, physical advertisements were proven to have more influence than digital ads in a number of ways. Not only did participants spend more time with physical ads, they also remembered them more quickly and confidently. Physical ads also elicited a stronger emotional response than their digital counterparts and, overall, had a longer-lasting impact. Looking at brain activity, researchers discovered that participants showed a greater subconscious valuation and desire for products or services advertised in a physical format.

This means physical ads are particularly effective in two stages of the consumer journey: exposure to information and retrieval of information. Digital ads trumped their physical counterparts in only one area: focused attention. Though participants did show more attention to digital ads, they gained the same amount of information from both types of advertisements.



## From DMA:

**Consumers aged 45-54 are the demographic group most likely to respond to direct mail pieces.**

*[Data & Marketing Association]*

The key to any successful marketing campaign is knowing who to target and where. Just as you wouldn't advertise a steak restaurant using a vegetarian restaurant's mailing list, you also need to know which demographic group responds to which marketing method. Individuals aged 45-54 have the highest direct mail response rate: 14.1%.

**Up to 90% of direct mail gets opened, compared to only 20-30% of emails.**

*[Data & Marketing Association]*

Many modern business owners looking to promote their company in 2021 ask themselves: Does direct mail still work? Is this a sound marketing investment? Should I focus only on digital marketing? Judging by direct mail open rates, it's a marketing method worthy of your attention. Sending and receiving hundreds of emails each day, it's easier for consumers to ignore promotional mail sent online. Postal mail, on the contrary, is opened nine out of 10 times.



**Only 44% of people can recall a brand immediately after seeing a digital ad compared to 75% of people who receive direct mail.**

*[Marketing Profs]*

In addition to higher open rates, direct mail also leaves a better impression on consumers. According to Marketing Profs' direct mail statistics, three-quarters of consumers are able to recall a brand after receiving a piece of direct mail. On the other hand, just 44% can do the same after seeing a digital ad.

**Direct mail requires 21% less cognitive effort to process than email.**

*[Canada Post]*

This is yet another perk of direct mail. It's much easier for consumers to understand than email, contributing to the longer-lasting brand recall associated with direct mail. The absence of additional content makes it simpler to process than email. When people read an ad sent via email, they can often get distracted by other open tabs or pop-up ads. But when they read direct mail they can focus solely on that task.

**57% of email addresses are abandoned because the users receive too many marketing emails.**

*[Marketing Profs]*

Getting through to customers via email can prove challenging. When consumers start receiving too many unwanted emails they simply abandon that email address and create a new one. It costs them nothing and it makes a lot of dead leads for marketers. Direct mailing lists, however, are more reliable. After all, people don't move house because their mailbox is overflowing.



**When asked, "Which is more effective at getting you to take action?" 30% of millennials said direct mail, while 24% said email.**

*[DMN]*

Millennials spend their days glued to their phones. And while it would be easier to visit a website after seeing an email, they report that postal mail inspires them to take action more often than email. DMN's direct mail marketing statistics indicate that 30% of millennials consider postal mail effective in getting them to visit a website, go to a store, or make a purchase. Only 24% said the same of email.

The response rate for direct mail is up to nine times higher than that of email.

*[Data & Marketing Association]*

When we compare response rates of email and direct mail, direct mail wins by a long shot. With an average direct mail response rate between 5% and 9% (depending on the recipient), direct mail leaves email far behind. According to the latest DMA Response Rate Report, email garnered a 1% response rate in 2018 for both household and prospect lists.

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