

# Mail lands at the TOP OF THE HEAP

## Delivered. Opened. Remembered.

90% of direct mail gets opened and read compared to using electronic mail.

– Data and Marketing Association



## Commands Attention

Direct mail recipients purchase 28% more items and spend 28% more money than people who don't get that same piece of direct mail. – Small Biz Genius

**76%** of consumers trust direct mail when it comes to purchasing.

– Marketing Sherpa



## Stronger than Digital

Postcard marketing has the highest response rate (4.4%) when compared to digital marketing (0.12%).

– Canada Post

## Marketers Love Mail . . .

73% of customer prefer direct mail over other marketing channels.

– Epsilon



## . . . Consumers Do, Too!

90% of millennials find direct mail reliable.

– USPS

## Contact your local Allegra today.

Your local, single source for strategic marketing and print communications with measurable results.



© AFB IP Holdings LLC. All rights reserved. Distributed by an independently owned and operated Allegra® business.