2018

MULTI-CHANNEL RESPONSE RATES

DIRECT MAIL

EMAIL

SOCIAL MEDIA

PAID SEARCH

ONLINE DISPLAY ADS

DIRECT MAIL

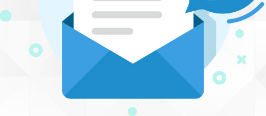
Direct mail usage for marketing campaigns equals or exceeds 50% for every industry except Technology, Retail and B2B Services.

DIRECT MAIL ACHIEVES

9%

5%

response rate with a house list.



response rate with a prospect list.

All digital channels combined only achieve a **3.3%** response rate.

EMAIL LIST	SOCIAL MEDIA	PAID SEARCH	ONLINE DISPLAY ADS
1%	1%	0.3%	1%

Cost-per-acquisition for direct mail is very competitive

DIRECT MAIL	ONLINE DISPLAY ADS	SOCIAL MEDIA	PAID SEARCH	EMAIL
$43.90	$33.29	$35.05	$25.87	$22.52

RESPONSE RATE LEADERBOARD

HOUSE LISTS

11%
Oversized Envelopes

PROSPECT LISTS

11%
Oversized Envelopes

13% Postcards

10% Letter-Sized Envelopes

10% Postcards

4% Letter-Sized Envelopes

TRACK DIRECT MAIL RESPONSE RATES

53% Use online tracking like personalized URLs.

45% Use a code or coupon.

41% Use a telephone inquiry or call center.

Direct mail offers a **41%** return on marketing investment.

EMAIL

Click-through rates

7% For direct sale emails sent to prospect lists.

11% For direct sales emails sent to house lists.

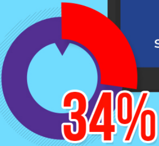
Conversion rates are

6%

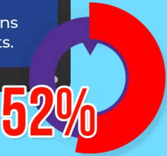
For B2C campaigns sent to prospect lists.

6%

For B2C campaigns sent to house lists.



For 34% of respondents, the primary purpose of emails sent to house lists is to make a direct sale.



For emails sent to prospect lists, the main purpose of emails sent to prospect lists is lead generation.

SOCIAL MEDIA

Conversion rates are among the best for digital media at

10.6%.

The median CPA of social media is between

$25.05 AND $35.

The average ROI on social media advertising campaign is

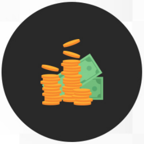
50%.

Social media has a click-through rate of **9%** and a conversion rate at

11%.

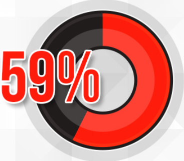
Social media is used **45%** of the time to drive brand awareness and **37%** of the time for lead generation.

PAID SEARCH

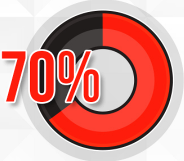


The average cost per click for paid search is

$3.36.



of marketers surveyed are using paid search for lead generation.



are using both generic and branded keywords in paid search.

ONLINE DISPLAY ADS

IN 2018,

the click-through rate was **5%** and the conversion rate was **6%** for online display rates.

DESIRED OUTCOME OF ONLINE DISPLAY ADS

LEAD GENERATION

33% BRAND AWARENESS

11% DIRECT SALE

8% DRIVE RETAIL TRAFFIC

5% OTHER PURPOSE

Resources:

ANA DMA Response Rate Report
2018 DMA Statistical Fact Book

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