

*A Special
Gift for you,
Maddie*



Do MORE with

DIRECT MAIL



DIRECT MAIL = BIG RESULTS

Direct mail is a remarkably efficient, dynamic and cost-effective way to build brand awareness and customer retention for your business. When planned and executed correctly, direct mail can yield positive results across all your key performance indicators (KPIs).

Countless hours of research have been conducted into the effectiveness of direct mail. We've combed through the analytics and stats to reveal how a well-planned direct mail campaign can deliver big results for your brand.

Key Facts

We've known for years that direct mail has been a viable option for reaching your customer base. We also know that the past few years have had a major impact on how marketers approach different platforms.

Here are some key things to keep in mind:

- Since 2020, direct mail volume has actually *increased* by 4.7 percent.¹
- 77 percent of millennials take time to look through their mail and will read and analyze direct mail ads – and an astounding 90 percent of them consider direct mail to be reliable.² It's probably easy to assume that since direct mail is a “traditional” marketing method, it's only useful for targeting older demographics – but that's simply not true!
- 39 percent of consumers report that they try a new business after receiving direct mail from that business.³
- The average response rate for direct mail is about 3.35 percent – far outpacing that of email, which hovers at around 0.1 percent!.³

DID YOU KNOW?

8 out of 10 consumers enjoy receiving branded direct mail materials and look forward to it.⁴



SOURCES:

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Efficient Engagement for Your Brand

Direct mail can be just as efficient as it is effective, making it a key part of your marketing tool kit. A well-crafted mailer has the ability to reach beyond a simple “buy now!” kind of call-to-action. When you create a message that resonates with your audience, engagement with your brand across all channels can improve exponentially.

Here are a few ways you can use direct mail to pump up your engagement:

- MarketResearch found that direct mail has an average engagement rate of 95% and is interacted with at least 4 times at home.⁵
- Direct mailers that include full color and a basic level of personalization (the customer's name) increased response rates by 135 percent.⁶ Making the effort to engage a little more with your individual customers can see big returns!
- There's less competition for attention than email, meaning you have a greater chance of generating engagement. It's estimated that by 2025, more than 325 billion emails will be sent every day. In contrast, the average U.S. household only got 361 pieces of direct mail marketing in 2021.⁷

A Strong Return on Your Investment

When it comes right down to it, you want to be sure you're spending your marketing dollars wisely – no matter what channels you're using. Seeing a good ROI can be a deal-breaker for how you plan out your communication strategies. Fortunately, direct mail has an established history of giving your business a strong ROI!

- Direct mail letters average a 43 percent ROI,⁸ far surpassing even the top digital marketing mediums like email, social media marketing and digital display advertising.
- Postcard marketing has a great response rate, too, at 4.4 percent, compared to digital marketing at just .12 percent.⁹
- Top marketing experts agree with the stats – 74 percent of them say that direct mail is simply more effective than email,¹⁰ so to stay ahead of the pack you certainly want to include it in your mix!

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DID YOU KNOW?

74% of
MARKETERS
agree direct mail
delivers the best
ROI, response rate
and conversion
rates of all
channels.¹⁰



Direct Mail Delivers Digitally, Too!

A smart direct mail campaign helps your customers find you online. There are huge opportunities to increase your website's traffic with direct mail – printing mailers that contain your website's URL is an easy way to start. But you should also be taking advantage of QR codes that encourage your audience to do a quick scan with their phones to immediately head to your website!

- There were 83.4 million QR codes scanned in 2022 – and it's estimated that some 99.5 million will be scanned in 2025.¹¹ Simply put, QR codes aren't going anywhere, so if you're not already taking advantage of them, you're potentially missing out on impressions for your business!
- Across all demographics, direct mail directs customers to websites: 47 percent of millennials, 43 percent of Gen X, 39 percent of baby boomers and 38 percent of Gen Z report going to a business's site after receiving direct mail.¹²

The numbers tell the story: direct mail just works. Whether used on its own or as part of a larger multi-channel campaign, direct mail can deliver big results for your brand and your business. Whether you're looking to use something as simple as a postcard, or something more involved like lumpy mail, it's a marketing channel that has countless benefits.



Ready to start taking advantage of all that direct mail has to offer? Contact Allegra to get started!



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