

AN INSIDER'S LOOK

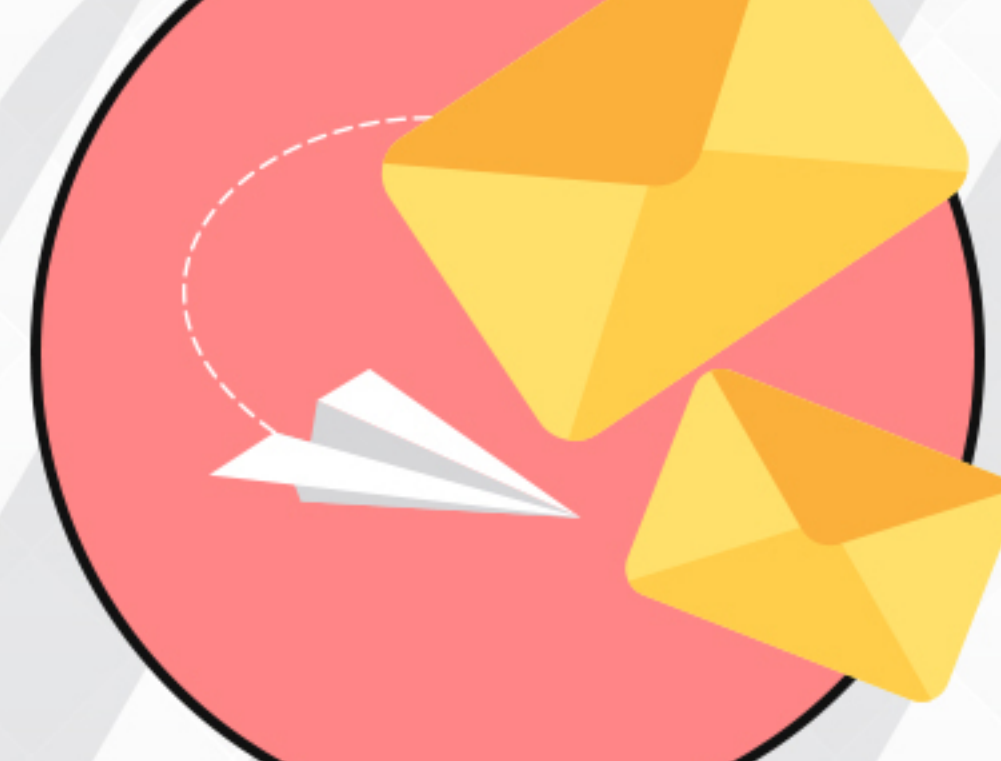
at DIRECT MAIL



DIRECT MAIL BY THE NUMBERS



40% OF CONSUMERS will try a new business after receiving direct mail.



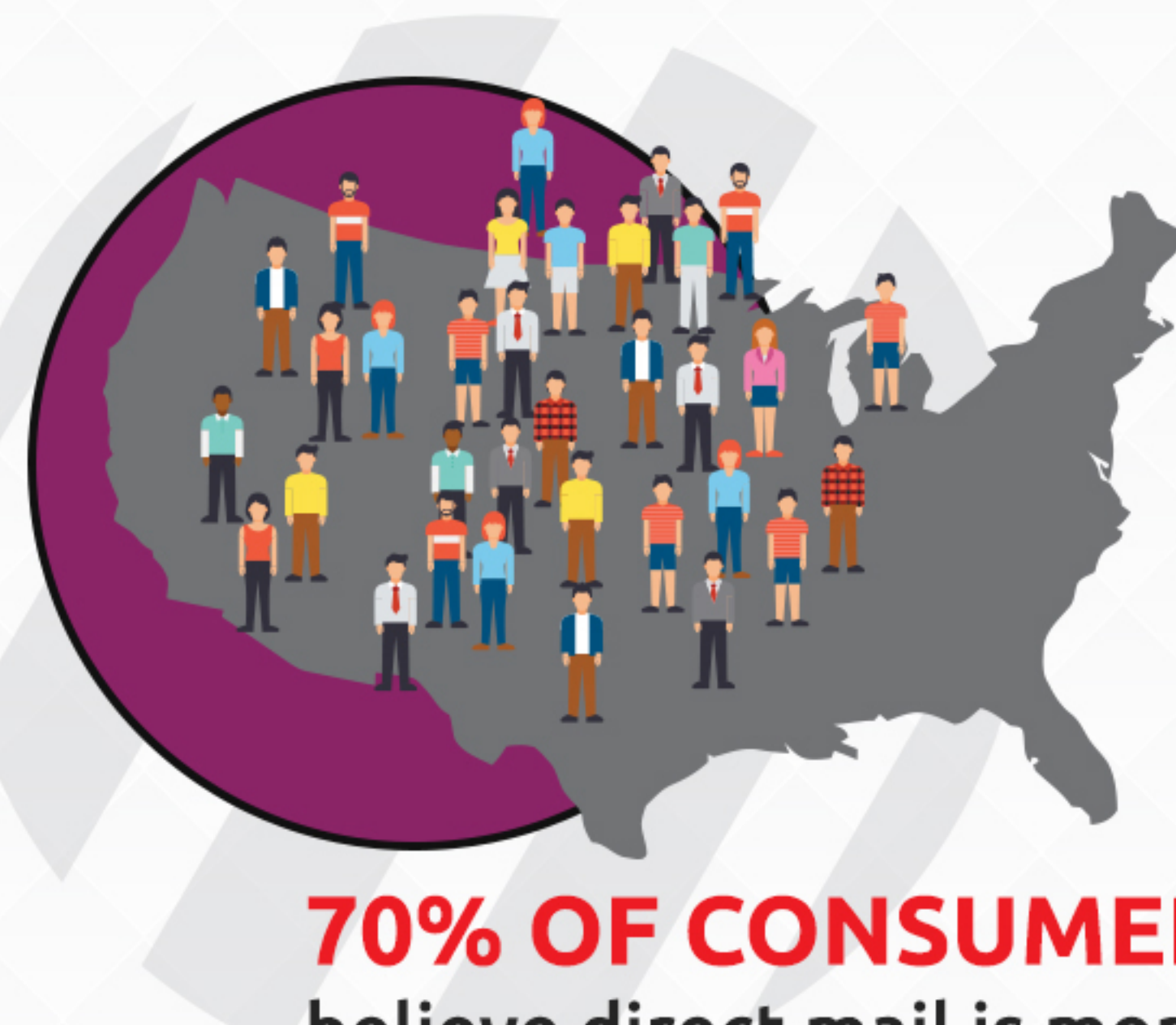
All industries excluding technology use direct mail for **50% OR MORE FOR THEIR MARKETING CAMPAIGNS.**



Direct mail has a **9% RESPONSE RATE** with a house list and a **5% RESPONSE RATE** with a prospect list.



The return on investment (ROI) is **48% FOR LETTER-SIZED ENVELOPES, 34% FOR POSTCARDS & 59% FOR OVERSIZED ENVELOPES.**



70% OF CONSUMERS believe direct mail is more individualized than online marketing.



Direct mail has a cost-per-acquisition of **\$43.90 FOR HOUSE LISTS.**

DIRECT MAIL USAGE BY INDUSTRY

TRAVEL/HOSPITALITY	80%
NONPROFIT	75%
PUBLISHING/MEDIA	71%
BANKS/CREDIT	67%
HEALTHCARE	63%
OTHER	59%
INSURANCE	50%
CONSUMER PACKAGED GOODS	50%
TECHNOLOGY	44%
RETAIL	44%
B2B SERVICES	34%

RESPONSE RATES

LETTER-SIZED ENVELOPES

BUSINESS TO CONSUMERS	4%
BUSINESS TO BUSINESS	15-40%
DIRECT SALES	2-3%
LEAD GENERATION	15%



POSTCARDS

BUSINESS TO CONSUMERS	9%
BUSINESS TO BUSINESS	14-16%
DIRECT SALES	3-9%
LEAD GENERATION	11%



OVERSIZED ENVELOPES

BUSINESS TO CONSUMERS	9-12%
BUSINESS TO BUSINESS	11%
DIRECT SALES	9%
LEAD GENERATION	1%



WAYS TO TRACK DIRECT MAIL

RESPONSE TYPE



ONLINE TRACKING



CODE/COUPON



TELEPHONE INQUIRY

RESPONSE RATE

53%

45%

41%

RESOURCES:

<https://thedma.org/>
<https://www.ana.net/miccontent/show/id/ii-dma-2018-statistical-fact-book>
<https://www.callsource.com/blog/13-facts-about-direct-mail-thatll-make-you-want-launch-a-new-campaign-right-now/>
<https://dmchoice.thedma.org/static/pdf/FunFacts.pdf>

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