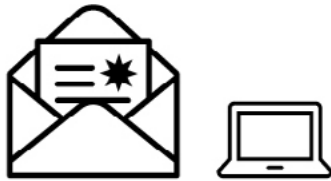


DATAGRAM

DIRECT MAIL INFLUENCE



Direct mail influences brand recall with **70%** higher recall than digital ads.

Source: Canada Post, *A Bias for Action*, 2015

When digital is integrated with direct mail, it influences omni-channel performance:

40% conversion rates
68% increased website visits
63% increased response rates
60% increased ROI
53% increased leads



Source: Compu-Mail, 2020



Converting direct mail volume to ad impressions shows the real influence of direct mail. A mailout of 1 million direct mail items generates 4.8 million ad impressions – **five times the impact** usually credited to the channel.

Source: JICMAIL, 2020



Direct mail influences reach by **4%** and delivers **16%** more GRPs for multi-channel campaigns [tv, digital, print].

Source: JICMAIL, *JICMAIL + IPA Touchpoints*, 2019

Direct mail is increasingly influential when it comes to trust.

87% of consumers consider direct mail to be “believable,” while only 48% feel the same way about email.



Between 2007 and 2017, there has been a **27%** increase in people stating that direct mail makes them “feel valued.”

Source: Royal Mail MarketReach, *thedrum.com*, 2017



Direct mail influences brand response [brand building and activation impact] more than all other direct and mass channels.



Source: IPA, *Media in Focus: Marketing Effectiveness in the Digital Era*, 2017

20%

Digital data combined with direct mail retargeting produces 20% response rates – 10x higher than traditional direct mail and 200x higher than digital retargeting at 0.1% CTR.

Source: Pebble Post via *tinuiti.com*, 2016



Millennials spend most of their time engaged online, however direct mail converts better.

59% find the information they receive by mail more useful than that received by email.

65% pay attention to direct mail.

Source: USPS, 2019