

# DIRECT MAIL “INSIDE THE ENVELOPE”

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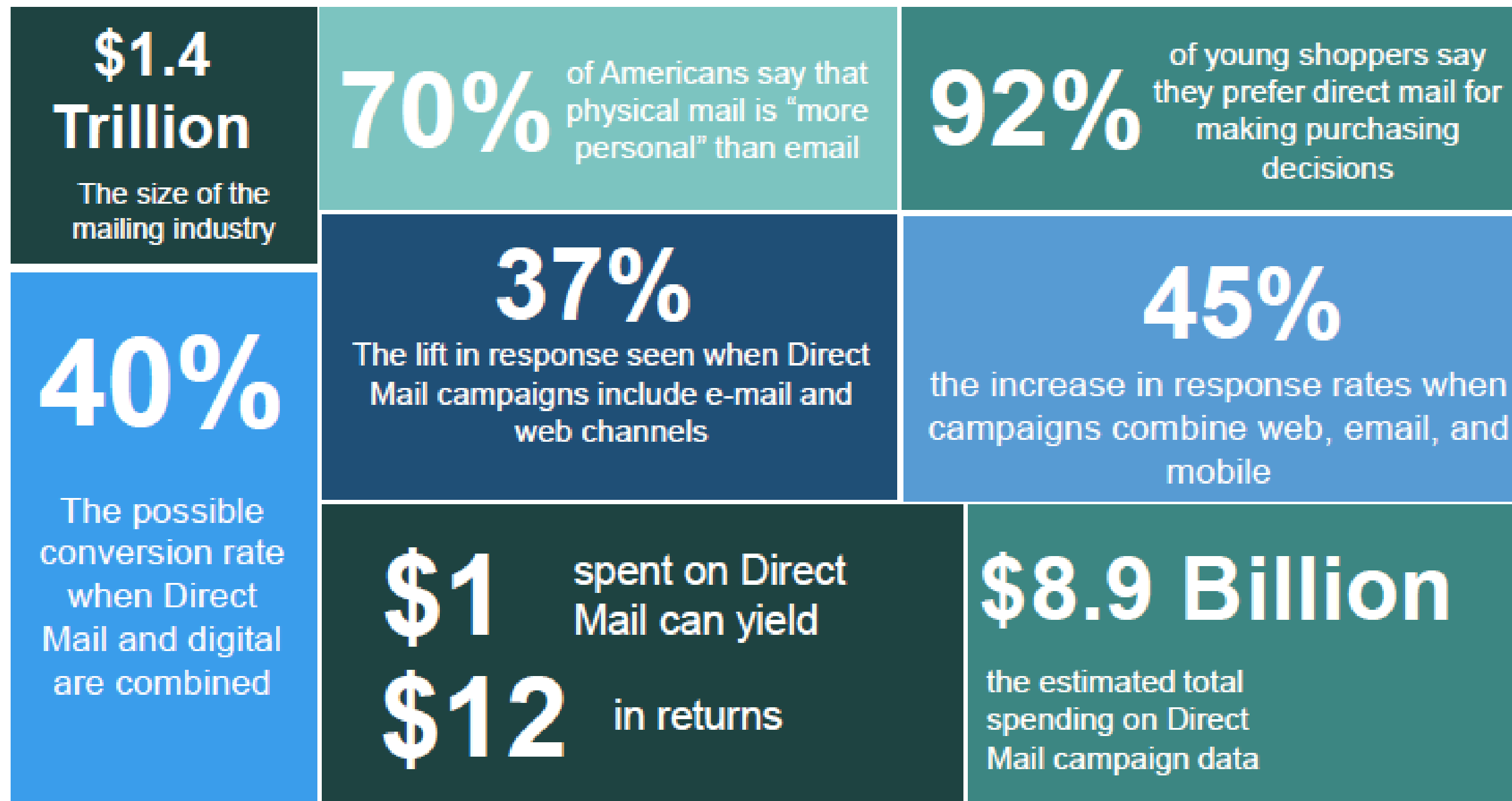
SEPTEMBER 26, 2017

**IF YOU DON'T LIKE  
WHAT'S BEING SAID,  
CHANGE THE  
CONVERSATION.**

**DIRECT MAIL HAS, AND  
CONTINUES TO PROVE  
ITSELF AN A VALUABLE  
AND HIGHLY EFFECTIVE  
MARETING TOOL**

# DIRECT MAIL – ALIVE & KICKING

## THE CURRENT LANDSCAPE



## DIRECT MAIL IS THE DIGITAL DRIVER

**77%** the number of Millennials who pay attention to direct mail advertising

**65%** the amount of consumers Direct Mail influences to make a purchase

**25%**

Customers spend this additional percentage when companies use a combination of digital and Direct Mail

**60%** of all ad mail recipients will visit a website if the ad lists one

**78%** agree that omni-channel measurement is extremely important

**30%** the amount that Direct Mail can boost your digital campaign's effectiveness

**THE VALUE OF DIRECT MAIL**

**Direct Mail spending totaled approximately \$47 billion in 2016.**

Direct Mail  
outperforms  
digital  
channels by  
nearly 600%



81% of  
recipients read  
or scan their  
mail daily



85% of  
consumers will  
open mail if it  
looks  
interesting

*\*Sources: See Works Cited*

# DIRECT MAIL – EFFECTIVE

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## DIRECT MAIL AND DIGITAL WERE BUILT FOR EACH OTHER



**40%**

conversion rate when blending  
the efficacy of direct mail and  
the scale of digital



**25%**

more is spent when  
companies use a combination  
of digital and direct mail

# DIRECT MAIL – EFFECTIVE

## DIRECT MAIL IS ONE OF THE TOP FOR DRIVING TRANSACTION

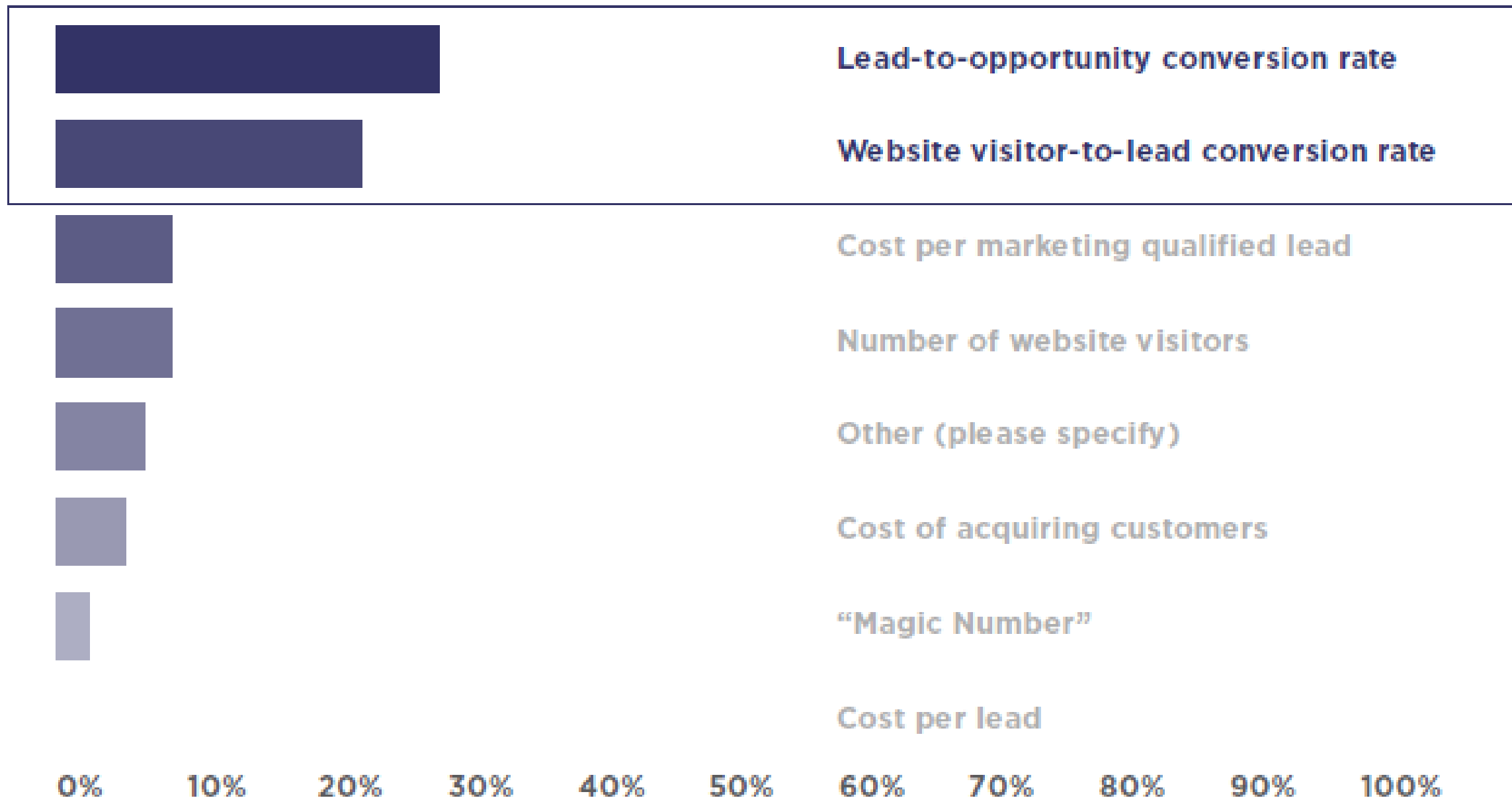
CHANNEL	AWARENESS	DESIRE	SEEK MORE	TRANSACTION
In-Store - Ad	36.3	31.7	22.2	37.2
Direct Mail	36.5	14.3	27.3	21.2
Radio - Ad	70.5	15.6	22.7	20.3
Newspaper - Ad	60.9	16.5	33	14.9



# DIRECT MAIL – EFFECTIVE

## IT'S WHAT CMOS WANT

### TOP PRIORITIES OF CMOS



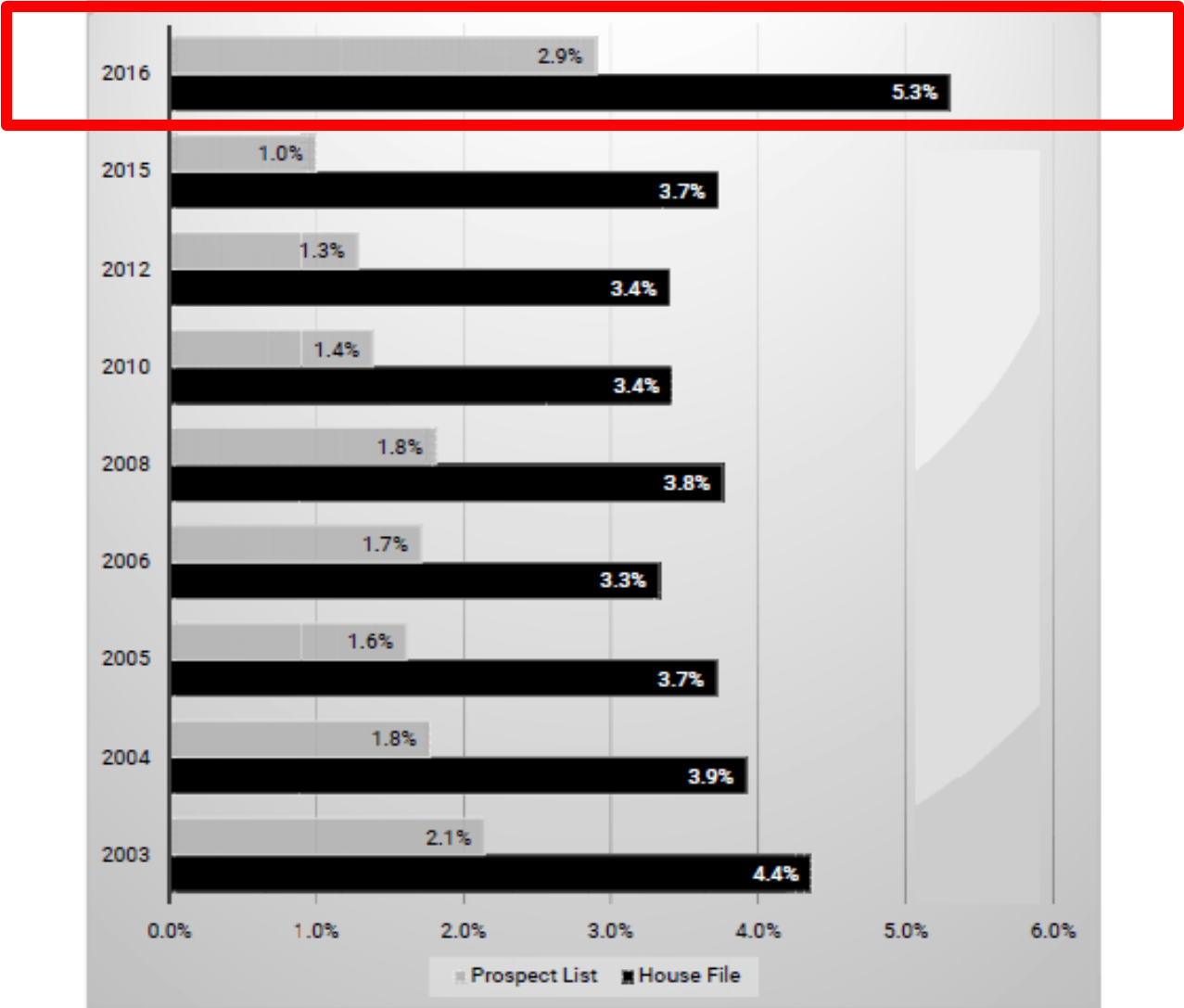
# DIRECT MAIL – RESULTS

## AND RELEVANT TO TODAY CONSUMERS

**DMA**

CHAPTER 11:  
DIRECT MAIL & CATALOG

DIRECT MAIL RESPONSE RATES 2003 – 2016\*



\*DMA has produced Response Rate Reports since 2003. From 2003 to 2006, the data was collected annually. Thereafter, DMA collected data every other year. The chart above shows data from each report. For 2014, the median response rates are displayed, which based on the distribution of 2014 data, the median is a better measure of central tendency than the average.

Source: DMA & Demand Metric, \*2016 Response Rate Report, \*2016.

# DIRECT MAIL

## BUT DM IS BEING LEFT OUT OF THE OMNI CHANNEL CONVERSATION



**IT'S THE MARKETERS RESPONSIBILITY TO BE**

**ENGAGING**

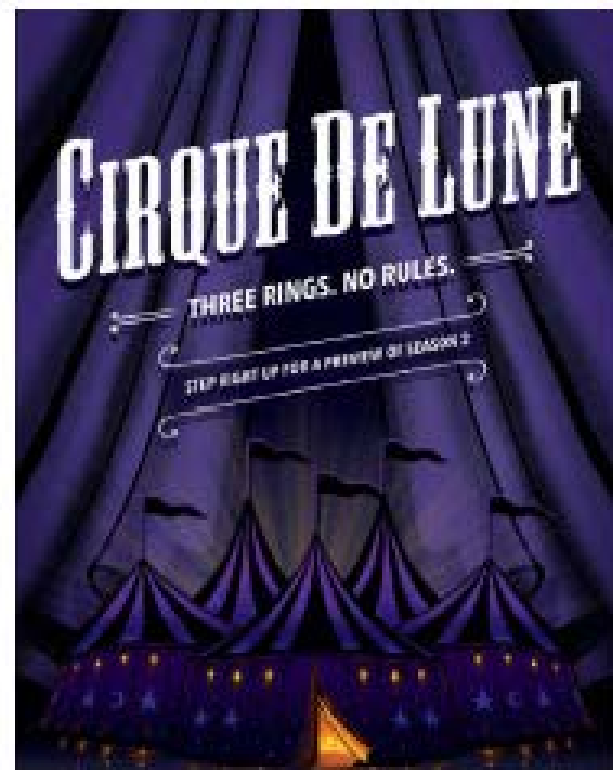
# DIRECT MAIL

## WHICH MEANS, NOT THIS....



# DIRECT MAIL

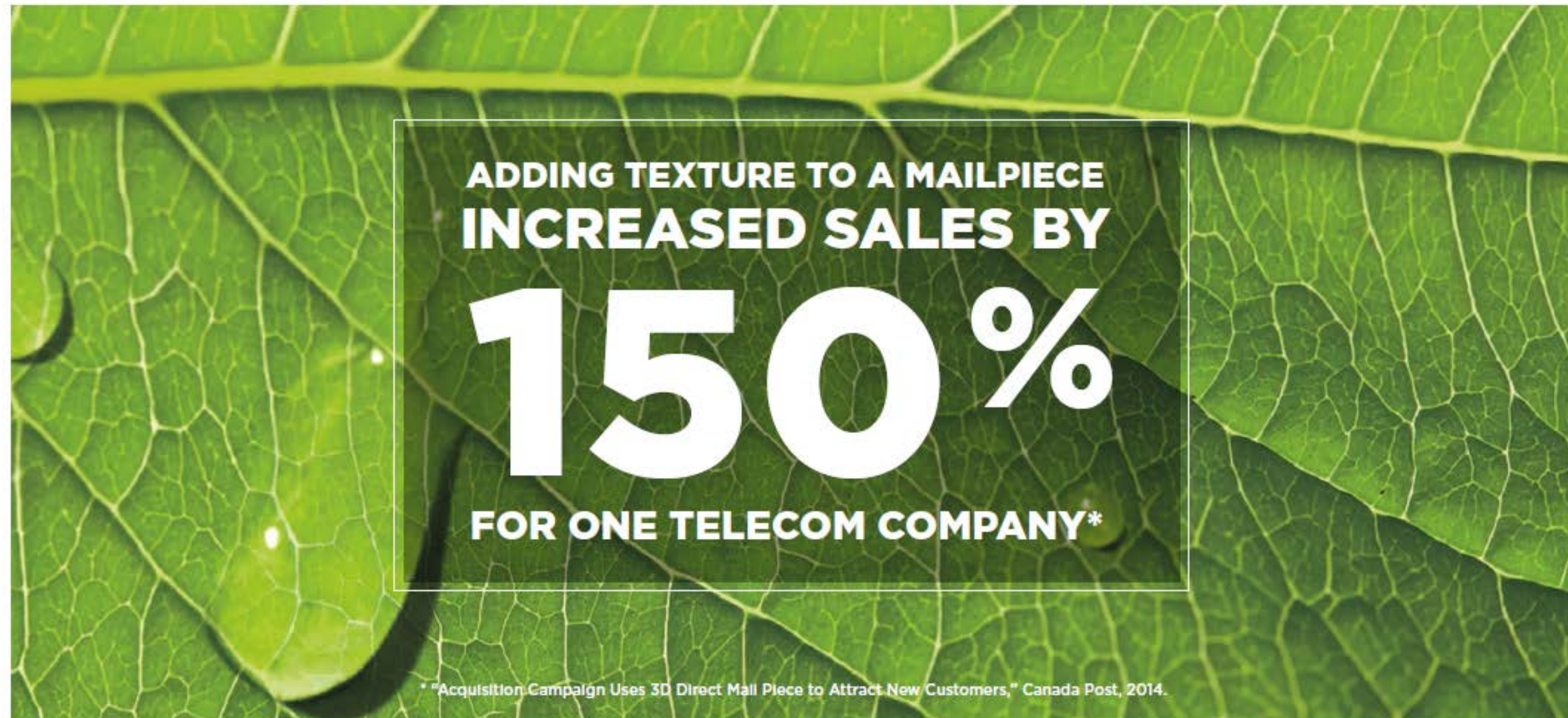
## MORE THIS...





# DIRECT MAIL

WITH RESULTS LIKE THESE...

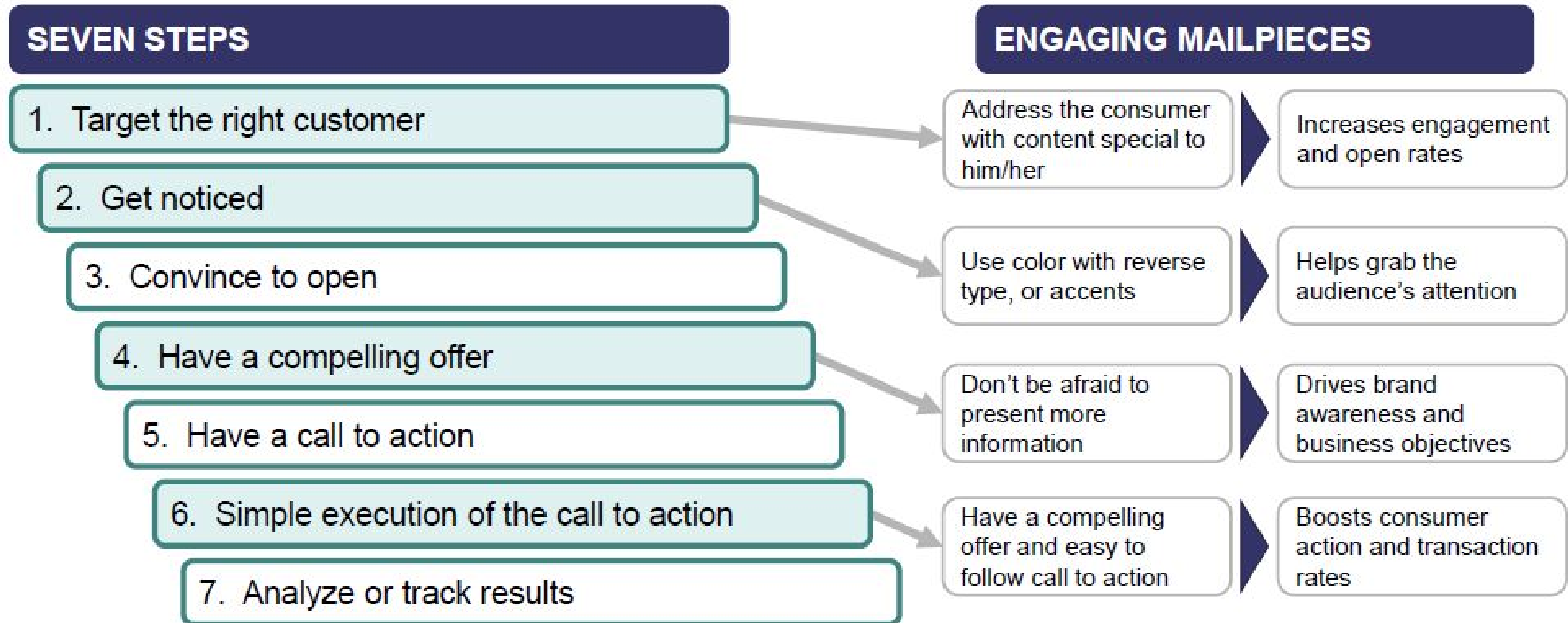


**ADDING TEXTURE TO A MAILPIECE  
INCREASED SALES BY  
150%  
FOR ONE TELECOM COMPANY\***

\* "Acquisition Campaign Uses 3D Direct Mail Piece to Attract New Customers," Canada Post, 2014.

# DIRECT MAIL – PROCESS

## KEYS TO SUCCESS





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# EXAMPLES

# EXAMPLE #1

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**GOOGLE**  
**DOES**  
**DIRECT MAIL**

# GOOGLE = DATA TARGETING



# EXAMPLE #2

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**IKEA**  
**DOES**  
**DIRECT MAIL**

# IKEA = TECHNOLOGY

**PEBBLE POST**  
**DOES**  
**DIRECT MAIL**

# EXAMPLES

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# QUESTIONS ?



**THANK YOU**