

# DIRECT MAIL

IS ALIVE & WELL

**Direct mail isn't dead.** In fact, 76% of small businesses state that their ideal marketing strategy encompasses a combination of both print and digital communication to increase conversions (Pitney Bowes, 2015). See what else it can do for you!

## LOOKING FOR HIGHER ROI AND INCREASED CUSTOMER RETENTION?

The highest scoring form of marketing for B2C and B2B marketers was direct mail. It boasted a higher ROI and contact retention than social media marketing. Albeit, social media is still an evolving platform, but the power of direct mail cannot be denied.

- Target Marketing Magazine

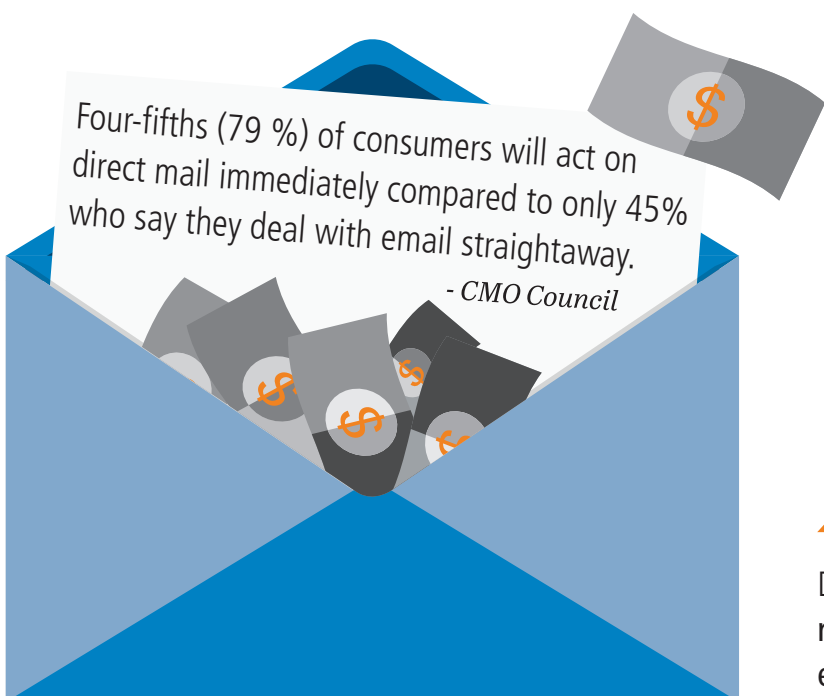


73% of U.S. consumers and 67% of Canadian consumers said they prefer direct mail for brand communications because they can read the information at their convenience. Additionally, 62% of Americans and 63% of Canadians said they enjoy checking the mailbox for postal mail.

- Epsilon's 2012 Channel Preference Study

# 60%

Of the 2,226 U.S. consumers surveyed for the third Consumer Channel Preference Study, 60% said they enjoy checking their physical mailboxes, highlighting what the study refers to as an "emotional connection" to postal mail. - Direct Marketing News



# 81%

of individuals read their mail the **same day** they receive it. ~ Canada Post



# 88%

of millennials see print on paper as **more trusted** than other forms of communication ~ Canada Post



Direct mail boasts a 4.4 % response rate, compared to email's average response rate of 0.12 %.

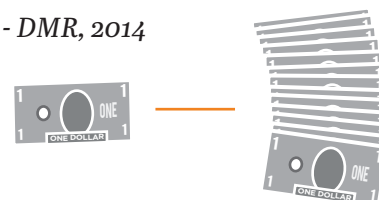
- Direct Marketing Association (DMA)

Direct mail marketing yields, on average, a

# 13-to-1

return on investment ratio.

- DMR, 2014



"Direct mail will always be a leading channel for customer acquisition."

- Chris Nolan, cofounder and president of direct marketing agency Mercury121

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