

DIRECT MAIL STATISTICS

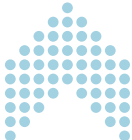
YOUR **FACT-BASED GUIDE** ON WHY DIRECT MAIL WORKS!

The direct mail industry continues to be a dominant channel as response rates and revenue remain steady and even increase year after year. Take a look at these hard-to-ignore facts that validate why direct mail should be a foundational element of every business's marketing strategy.





STATS FOR DIRECT MAIL MARKETING



\$47.93B
by 2031

The direct mail advertising market is expected to grow from \$42.79 billion in 2021 to **\$46.33 billion in 2026, and reach \$47.93 billion in 2031.** The benefits associated with direct mail advertising are contributing to the growth of this lucrative market.

Source: The Business Research Company

The top reported purpose of direct mail by B2B and split B2B/B2C marketers was to **generate leads**. However, the primary purpose among B2C marketers was equally divided between making a direct sale, driving traffic to retail locations, and **engaging prospects/customers**.

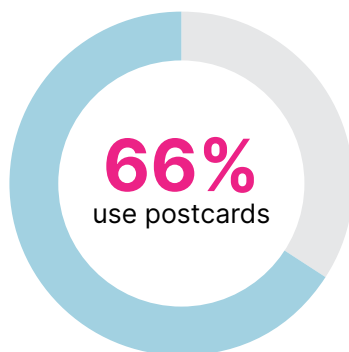
ANA Response Rate Report

The most common direct mail formats used by U.S. based marketers are Postcards (66%), Newsletters (66%), Self-Mailers (56%), Catalogs (48%), and Packages (45%).

USPS Direct Mail Report

Postcards have increased in popularity, with envelope packages dropping 15% in the last year.

whosmailingwhat.com



\$19

cost-per acquisition
with direct mail

Direct mail has an extremely competitive average of \$19 cost-per acquisition, compared to mobile and social at \$16-18, paid search at \$21-30, and internet display at a whopping \$41-50. Only email outperformed direct mail, coming in at \$11-15 cost-per-acquisition.

DMA Response Rate Report

Direct mail has an average response rate between 2.7% to 4.4% compared to 0.62% for a combination of mobile, email, social media, paid search, and display.

Newswire

STATS FOR CONSUMER BEHAVIOR



Nearly **90% of Millennials love receiving mail** and agree it's a reliable advertising source. The study also revealed that **57% acted on direct mail offers.**

USPS

59% of US respondents say they enjoy getting mail from brands about new products.

Epsilon

50% of shoppers prefer to get their coupons by mail compared to 36% who prefer paperless coupons on their mobile devices.

Valassis

73% of American consumers prefer being contacted by brands via direct mail because they can read mail at their own convenience.

Small Biz Genius



Two-thirds of Gen X consumers say they have a **positive impression** of companies that send out relevant marketing mail.

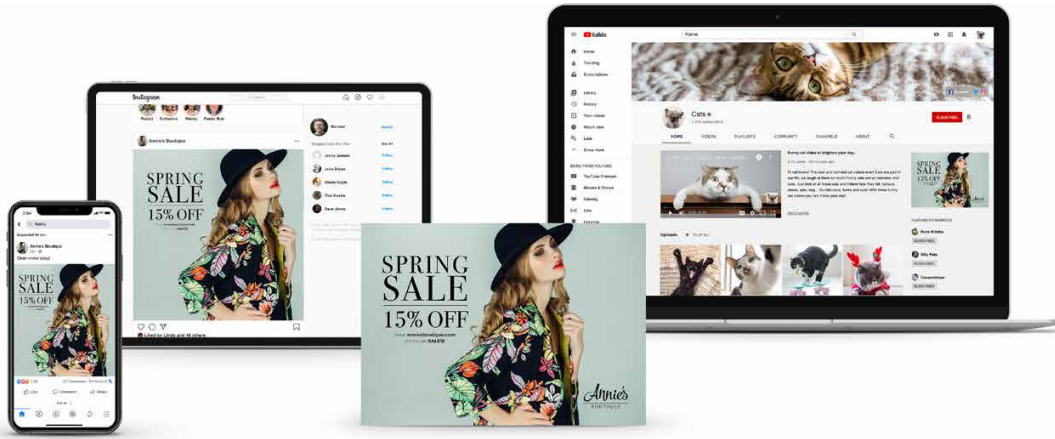
USPS Generational Research Report

98% of people check their mail daily, 72% bring it in as soon as possible, and 77% sort through their mail immediately.

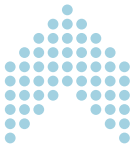
USPS

56% of consumers who respond to direct mail do it online or at a physical store.

Small Business Trends



STATS FOR DIRECT MAIL AND DIGITAL


112%
highest ROI

Direct mail ranks the highest ROI when sent to prospects at 112% compared to SMS at 102%, followed by email at 93% ROI.

Association of National Advertisers

76% of consumers trust direct mail when they want to make a purchase decision, over digital channels

MarketingSherpa

Up to **90% of direct mail gets opened** compared to only 23% for emails.

Data & Marketing Association

70% of consumers say **direct mail is more personal** than online interactions.

Fundera

Direct mail paired with digital campaigns produce **28% higher conversion rates** and boosts response rates by 450%.

Writer's Block Live

Direct mail takes **21% less cognitive effort to process than digital marketing** because the audience doesn't have to invest time or brainpower in understanding mail.

Canada Post

CREATE BETTER STATS FOR YOUR BUSINESS

While direct mail marketing is powerful and proven, it also has many moving parts. Your success hinges on the partner you choose to deliver. Modern Postcard manages all the key elements of direct mail in-house and skillfully guides clients from planning to launch to post-campaign analysis and improvements – complete with personalized service and solutions tailored for your business.

Contact a Direct Marketing Specialist today for a free consultation.

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