

DATAGRAM

DIRECT MAIL WELCOMES MARKETERS TO BETTER RESULTS

9% **RESPONSE RATE**

Direct mail leads direct media response rates, having increased over 2017

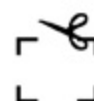
Source: ANA/DMA. *Response Rate Report 2018*

POPULAR WAYS TO MEASURE RESPONSE



53%

Online Tracking



45%

Code or Coupon



41%

Call Centre or Telephone

Source: ANA/DMA. *Response Rate Report 2018*

55% of the time, postcards outperformed email in tests



Source: USPS Office of Inspector General. *Enhancing the Value of Mail: The Human Response*, 2015

MORE MOTIVATING

Direct mail's motivation response is

20% HIGHER than digital media

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

5X - 9X HIGHER

Direct mail pulls a higher response rate than digital direct marketing media [email, paid search or social media]

Source: ANA/DMA. *Response Rate Report 2018*

12.4%



The response rate to direct mail among adults 18-21 years of age

Source: DMA. *Response Rate Report 2017*



3x HIGHER RESPONSE

Donors are 3x more likely to give online in response to a direct mail appeal than an e-appeal

Source: mobilecause.com/direct-mail-fundraising

DIRECT MAIL DRIVES TRAFFIC IN REACTION TO DIRECT MAIL



64%

visited a website



47%

visited a store



54%

engaged in social media

Source: Swiss Post, 2014 & Royal Mail, 2015

