

# 10 Mind-Blowing Direct Mail Statistics

With the growth of email and the popularity of social media, many marketers are rushing to declare direct mail dead. If you suspect that they're wrong, you're not alone. Studies confirm and statistics back up the fact that direct mail is the unsung hero of marketing channels.

# DMN3

## Here are some stats that prove direct mail is still alive and profitable:

- 1** Being personal is still supremely important in marketing. A staggering 70% of Americans say snail mail is more personal than the Internet, according to the Direct Marketing Association.
- 2** Not everyone sorts their mail over a waste basket. About 56% of Americans say receiving mail is a real pleasure, according to DMA research.
- 3** Direct mail is also an effective way to woo new customers. 39% of customers try a business for the first time because of direct mail advertising (DMA)
- 4** You might be surprised to learn that as many as half of US consumers prefer direct mail over email, according to an Epsilon study.
- 5** According to a USPS study, over 60% of direct mail recipients were influenced to visit promoted website – with the greatest influence on first-time shoppers.
- 6** Emails are easily ignored. On the other hand, many people actually open envelopes. 70% to 80% of consumers polled by the DMA in 2014 say they open most of their mail, including what they label “junk.”
- 7** Direct mail compels action. The USPS found that 23% of direct mail recipients visited the sender's store location.
- 8** The USPS study reveals that direct mail recipients purchased 28% more items and spent 28% more than non-direct mail recipients.
- 9** Almost 60% of online shoppers enjoy receiving catalogs, according to the USPS. Score one for creative departments everywhere.
- 10** Take nothing for granted. Just because young people dominate the digital sphere doesn't mean they have no interest in good ol' snail mail. Another study found that a whopping 92% of young shoppers say that they prefer

## 3 KEY TAKEAWAYS

Despite the proliferation of digital channels, direct mail is still a stronghold. In fact, it's hard to think of a product or service that couldn't be promoted through strategic direct mail marketing.

Our direct mail and digital marketing efforts should not be separate and unrelated. We've found that the most successful marketing campaigns blend multiple approaches.

Granted, competing with obnoxious "junk mail" can seem daunting. But a well-crafted direct mail piece, combined with other powerful tools, will stand out, get noticed and build engagement with consumers of all ages.