

## 2014 Direct Mail Statistics



Contrary to the popular belief that online marketing will completely replace offline marketing, direct mail continues to effectively engage customers and plays a valuable role in the overall marketing mix. Just as online capabilities have evolved to better engage target audiences and produce strong returns, **offline technologies** have also advanced to better serve marketing objectives and achieve business goals.

The primary force driving many of these offline direct mail technologies is the need to create one-to-one interactions with customers rather than implementing a one-size-fits-all campaign approach. For example, variable-data printing based on customer data can vary the text and creative imagery of each printed piece, ensuring relevancy on an individualized level. Combining

variable data printing with online technology will result in increased engagement, response rates and revenue.

If you're still not convinced of direct mail's effectiveness, below is a list of statistics that shouldn't be ignored:

- 73% of U.S. consumers and 67% of Canadian consumers said that they prefer direct mail for brand communications because they can read the information at their convenience.

*Epsilon's 2013 Channel Preference Study*

- 62% of Americans and 63% of Canadians said that they enjoy checking the mailbox for postal mail.

*Epsilon's 2013 Channel Preference Study*

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## 2014 Direct Mail Statistics (continued)

- 59% of U.S. respondents and 65% of Canadian respondents agreed with the following statement, “I enjoy getting postal mail from brands about new products”.

*Epsilon's 2013 Channel Preference Study*

- 80% of marketers surveyed plan to invest in direct mail in 2014, and 28% reported increases in their direct mail budgets.

*Target Marketing Magazine, November 2013*

- 79% of consumers will act on direct mail immediately compared to only 45% who say they deal with email straightaway.

*Direct Marketing Association, October 2013*

- Direct mail is the preferred channel for receiving marketing from local shops (51%) and banks (48%) while email is preferred for events and competitions (50% each).

*Direct Marketing Association, October 2013*

- Direct mail — yes, snail mail — still reigns supreme, offering response rates of 1.1% to 1.4% versus 0.03% for email, 0.04% for Internet display ads, and 0.22% for paid search.

*Harvard Business Review, May 2013*

- Traditional marketing tactics are not dead. 74% of B2B marketers rate direct mail as very effective, while 72% say the same about live events and 71% call email marketing critical.

*Business 2 Community blog, January 2013*

- Targeted directed mail boasts a 4.4% response rate, compared to email's rate of 0.12%.

*PRWeb.com, November 2013*

- 56% of consumers think printed marketing is the most trustworthy of all communication channels.

*Direct Marketing Association survey, November 2013*

- Direct mail has the highest rate of success in new customer acquisition at 34% compared with other marketing channels.

*Target Marketing magazine, February 2013*

- 75% of consumers are saying that they are examining their mail more closely in the recent months to search for coupons and discounts.

*Journal of Marketing, January 2013*

- 40% of consumers say that they have tried a new business after receiving direct mail, and 70% have renewed relationships with businesses that they had previously ceased using.

*Journal of Marketing, January 2013*

- 18% of young people between the ages of 22 and 24 say they will respond to direct mail.

*Direct Marketing Association, November 2013*

- The typical [non-profit] organization receives more than three-quarters of its total gifts through direct mail and only 10% of its gifts online.

*Philanthropy.com, May 2013*

While direct mail is still a strong marketing channel, no one channel should stand alone. For more details about the effectiveness of using multiple channels, please download the article “Integrated Marketing”, here in the Resource Center.

When you are ready to put your direct mailing ideas into **motion, we are here to help!**