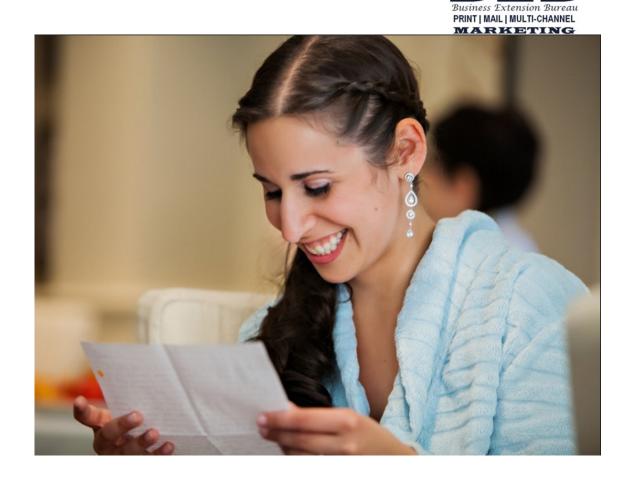




According to a USPS study, over 60% of direct mail recipients were influenced to visit a promoted website with the greatest influence on firsttime shoppers.



People actually open envelopes. 70% to 80% of consumers polled by the DMA say they open most of their mail, including what they label "junk."



Direct mail response rates outperform digital channels by a long shot. Direct mail achieves a 3.7% response rate with a house list, and a 1.0% response rate with a prospect list. All digital channels combined only achieve a 0.62% response rate (Mobile 0.2%; Email 0.1% for a Prospect list and 0.1% for House/Total list; Social Media 0.1%; Paid Search 0.1%; Display Advertising 0.02%).



