



Direct Mail
Is Not
Dead

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



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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.”

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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%).

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