



★ DIRECT MAIL ★

# STATISTICS

**YOUR FACT-BASED GUIDE ON WHY DIRECT MAIL WORKS!**

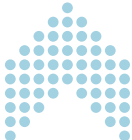
The direct mail industry continues to be a dominant channel as response rates and revenue remain steady and even increase year after year. Take a look at these hard-to-ignore facts that validate why direct mail should be a foundational element of every business's marketing strategy.



modern®  
postcard



## ★ STATS FOR ★ **DIRECT MAIL MARKETING**



**\$47.93B**  
by 2031

The direct mail advertising market is expected to grow from \$42.79 billion in 2021 to **\$46.33 billion in 2026, and reach \$47.93 billion in 2031**. The benefits associated with direct mail advertising are contributing to the growth of this lucrative market.

Source: *The Business Research Company*

The top reported purpose of direct mail by B2B and split B2B/B2C marketers was to **generate leads**. However, the primary purpose among B2C marketers was equally divided between making a direct sale, driving traffic to retail locations, and **engaging prospects/customers**.

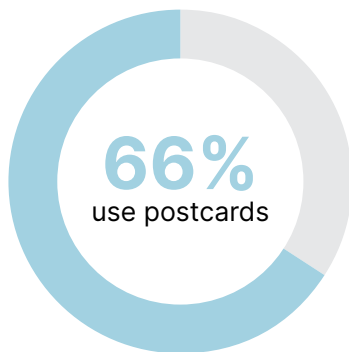
*ANA Response Rate Report*

**The most common direct mail formats** used by U.S. based marketers are Postcards (66%), Newsletters (66%), Self-Mailers (56%), Catalogs (48%), and Packages (45%).

*USPS Direct Mail Report*

**Postcards have increased in popularity**, with envelope packages dropping 15% in the last year.

*whosmailingwhat.com*



**\$19**  
cost-per acquisition  
with direct mail

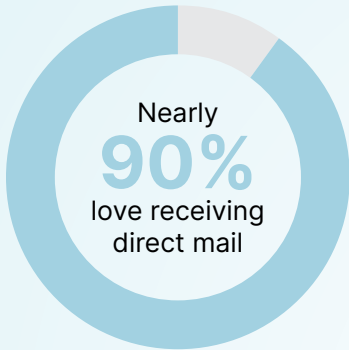
**Direct mail has an extremely competitive average of \$19 cost-per acquisition**, compared to mobile and social at \$16-18, paid search at \$21-30, and internet display at a whopping \$41-50. Only email outperformed direct mail, coming in at \$11-15 cost-per-acquisition.

*DMA Response Rate Report*

**Direct mail has an average response rate between 2.7% to 4.4%** compared to 0.62% for a combination of mobile, email, social media, paid search, and display.

*Newswire*

# ★ STATS FOR ★ CONSUMER BEHAVIOR



Nearly **90% of Millennials** love receiving mail and agree it's a reliable advertising source. The study also revealed that **57% acted on direct mail offers.**

USPS

**59% of US respondents** say they enjoy getting mail from brands about new products.

Epsilon

**50% of shoppers** prefer to get their coupons by mail compared to 36% who prefer paperless coupons on their mobile devices.

Valassis

**73% of American consumers** prefer being contacted by brands via direct mail because they can read mail at their own convenience.

Small Biz Genius



Two-thirds of Gen X consumers say they have a **positive impression** of companies that send out relevant marketing mail.

USPS Generational Research Report

**98% of people** check their mail daily, 72% bring it in as soon as possible, and 77% sort through their mail immediately.

USPS

**56% of consumers** who respond to direct mail do it online or at a physical store.

Small Business Trends

# ★ STATS FOR ★ CATALOGS



**47% of the population** sets catalogs aside to read later when they receive them in the mail, and keep catalogs on hand for an average of 20.3 days.

USPS Delivers

**Mailed catalogs** have a huge influence on generating online sales. Catalog recipients purchased 28% more items and spent 28% more money than their non-catalog counterparts. The study also noted a revenue lift of 163% for websites supported by catalog as opposed to those that were not.

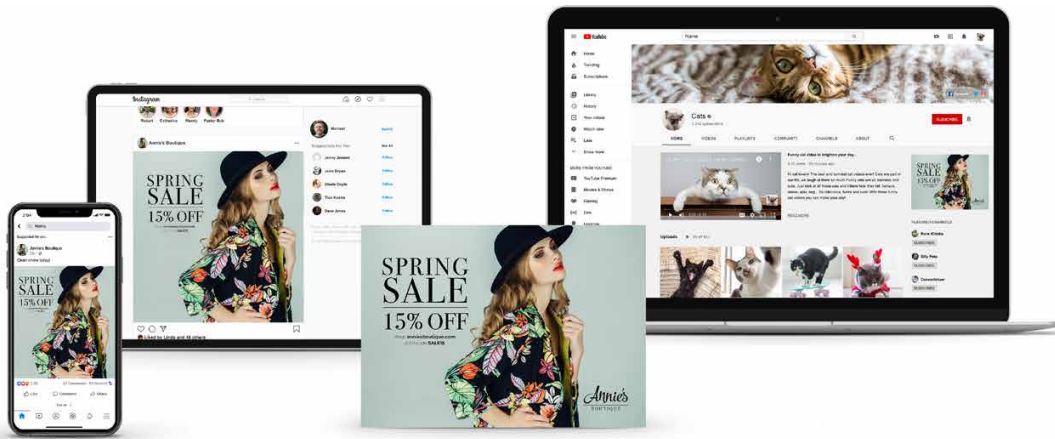
USPS

The ROI of catalog marketing on physical-prone customers is **60% higher** than e-commerce-prone customers.

Harvard Business Review

More than 77% of recipients of a catalog visit a retail store or website because they viewed the brand's catalog, and **catalogs influence an average of 2.5 purchases.**

Xerox



## ★ STATS FOR ★ DIRECT MAIL AND DIGITAL

112%  
highest ROI

**Direct mail ranks the highest ROI** when sent to prospects at 112% compared to SMS at 102%, followed by email at 93% ROI.

*Association of National Advertisers*

**76% of consumers trust direct mail** when they want to make a purchase decision, over digital channels

*MarketingSherpa*

Up to **90% of direct mail gets opened** compared to only 23% for emails.

*Data & Marketing Association*

70% of consumers say **direct mail is more personal** than online interactions.

*Fundera*

Direct mail paired with digital campaigns produce **28% higher conversion rates** and boosts response rates by 450%.

*Writer's Block Live*

Direct mail takes **21% less cognitive effort to process than digital marketing** because the audience doesn't have to invest time or brainpower in understanding mail.

*Canada Post*

## CREATE BETTER STATS FOR YOUR BUSINESS

While direct mail marketing is powerful and proven, it also has many moving parts. Your success hinges on the partner you choose to deliver. Modern Postcard manages all the key elements of direct mail in-house and skillfully guides clients from planning to launch to post-campaign analysis and improvements – complete with personalized service and solutions tailored for your business.

**Contact a Direct Marketing Specialist today for a free consultation.**

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