



The Surprising Effectiveness of Direct Mail

Leverage print for multichannel, personalized and cost-effective marketing campaigns.

Americans check their phones an average of 52 times a day.¹ But that doesn't mean they're paying attention to online or mobile marketing. U.S. digital marketing spend is expected to hit \$120 billion by 2021 — and as organizations are discovering, the more digital marketing grows, the harder it is to capture attention.²

Multichannel campaigns

To compete, businesses are combining digital marketing with creative print campaigns. Multichannel campaigns that include print show a response rate of 9.2% — a 2% increase from those that use just a single channel.³

"When you use email, you're competing with the avalanche of emails most people get each day. When you send direct mail, you're only competing with an average of 10 pieces of mail," says Tom Krieger, strategic advisor for direct mail at FedEx Office. "And if you combine that with a mail piece designed to drive a digital experience, it can make it easy for more of your customers and prospects to immediately engage."

These are just some of the companies that have combined print and digital, and boosted business as a result:

- A national retailer created a targeted catalog campaign for dormant customers. It found people had to be reminded about its products. When consumers had a catalog in their hands, it drove 58% of them to shop online.
- A healthcare company with multiple clinics wanted to increase patient traffic. It created a direct mail piece for people over 60 who lived within 10 miles of each clinic. The printed piece drove people to an online video and was so successful the company has continued to combine print and digital to reach patients.



9.2%

The response rate for multichannel campaigns that include print³

2%

The increase in response rate for multichannel campaigns that include print vs. those that use just a single channel³

"Digital invades every aspect of our lives, so we're becoming numb to the whole digital push."

— Tom Krieger, strategic advisor for direct mail, FedEx Office

Personalized communications

By using personalized print and digital campaigns that leverage relevant photos, graphics and personalized messaging based on customer data, companies increase their response rates by a large margin. Research shows a 38% higher response rate for customer communications with personalization than for those without.³

Cost-effective marketing

Even with the reported response rates for multichannel marketing that includes print, marketers often think digital is a more cost-effective way to reach customers. But that isn't always true. According to the Data & Marketing Association, companies that use direct mail have a \$51.40 cost per response versus \$55.25 for email. And when businesses utilize low-cost special services such as Informed Delivery from the United States Postal Service — in which customers can easily interact digitally with a mailed piece — the direct mail works even harder, making it naturally more cost-effective.

“Depending on the value of the relationship, direct mail can be an extremely cost-effective way to stand out, increase customer loyalty and help you gain insights into your customers' buying behaviors,” Krieger says. Mail also enjoys a longer shelf life and multiple views and touchpoints, especially for self-mailers and catalogs.

And as the clutter within the digital world grows, companies are discovering that direct mail is a surprisingly effective way to engage with customers who've grown numb to digital messaging.



¹“2018 Global Mobile Consumer Survey,” Deloitte. <https://www2.deloitte.com/us/en/pages/technology-media-and-telecommunications/articles/global-mobile-consumer-survey-us-edition.html#>

²“U.S. Digital Marketing Forecast: 2016 to 2021,” Forrester Research, Inc. https://www.forrester.com/report/US+Digital+Marketing+Forecast+2016+To+2021/-/E-RES137095?utm_source=blog&utm_campaign=US_Digital_Marketing_Forecast&utm_medium=social

³“In Search of Business Opportunities: Finding the Right Prospects,” Keypoint Intelligence and InfoTrends, 2017

\$51.40

Cost per response for companies who use direct mail.

VS

\$55.25

Cost per response for companies who use email.