
Why
Direct Mail
Marketing
Works

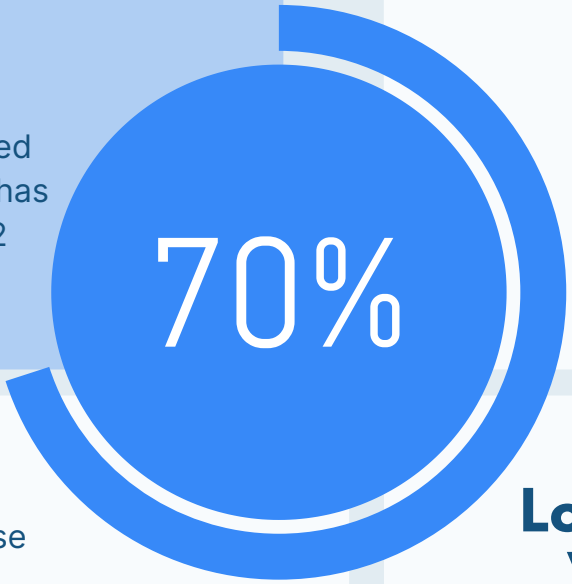
Why Direct Mail Marketing Works

Revenue Generation

Leads generated through direct mail produce **600% more revenue** than those from digital channels alone.

Performance is Improving

70% of marketers reported direct mail performance has improved over the last 12 months.



74% of Business Marketers Say...

They get the highest return on investment from direct mail marketing, more than from other promotional channels they use.

Stats

- **72%** of businesses use direct mail
- Targeted B2B direct mail has a response rate of nearly **37 times that of email**
- **98%** of consumers bring their mail in the day it is delivered
- **91%** of promotional mail is opened & read
- **56%** of consumers who responded to direct mail went online or visited the physical store

Lower Mail Volume

More Attention

Mail volume has declined, making it easier for your marketing materials to stand out.



Did you know that up to 90% of direct mail gets opened, compared to only 20-30% of emails? (Data & Marketing Association)

- 82% of people trust direct mail marketing. ***(Marketing Sherpa 2025)***
- Response rates for direct mail are increasing each year and are higher than those for digital advertising. Direct Mail has a 4.4% average response rate compared to 0.12% for email. ***(Fundera Direct Mail 2025)***



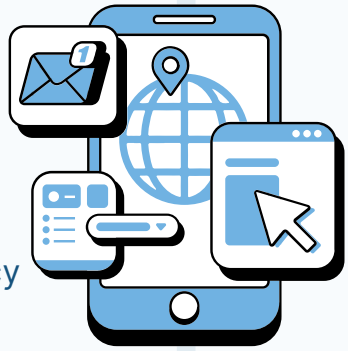
How It's Better Than Other Marketing Channels

It's More Personal

According to a 2022 direct mail report by Fundera, **70%** of customers find direct mail more personal than digital communications.

Privacy Concerns

Direct mail is a safer channel to employ personalization: **59%** of respondents are more concerned about seeing their personal information in a digital ad than in a direct mail ad and **64%** have privacy concerns with personalized and targeted digital advertisements. *(CompereMedia 2024)*



They Want More!

Only **23%** of respondents reported that they receive direct mail pieces too frequently, far fewer than all other channels, including email (**46%**), digital ads (**38%**), and phone calls (**34%**). Additionally, **16%** of respondents report that they don't receive enough direct mail. *(CompereMedia 2024)*

Customers spend

45%

longer engaging with direct mail ads than digital ads.

(1.6 minutes for mail compared to 1.1 minutes for digital)

(Vericast 2024)

55%

of people say they pay more attention to direct mail ads compared with **39%** for digital ads.

(Vericast 2024)

60%

say direct mail is easy to remember when ready to make a purchase, compared to **44%** for digital ads — a difference of **36%**.

(Vericast 2024)

Direct Mail Works Even Better With Email & Digital

When Direct Mail & Digital Marketing Channels Are Combined...

68%
of marketers have experienced increased website visits

Marketers see conversion rates of
40%

60%
of marketers have reported increased ROI

Capitalize On the Strengths of Both Channels

Integrating direct mail with email marketing in 2025 allows businesses to capitalize on the strengths of both channels—direct mail's high engagement and trustworthiness, and email's cost-effectiveness and personalization capabilities. This combined approach not only enhances customer experience but also drives higher ROI and brand loyalty.

Multi-Touchpoint Strategy

Combining email with direct mail creates a **multi-channel approach**, increasing brand recall.

For Example:
A customer might receive an email teaser before a catalog arrives, or a follow-up email after receiving a postcard — reinforcing the message.



Enhanced Response Rates



Integrating direct mail with email marketing boosts ROI by 28%!