



BENEFITS OF DIRECT MAIL MARKETING

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FORWARD

Direct mail is ~~dead~~ read!

Direct mail is back and driving more response than ever! Improvements in targeting, printing, attribution analytics and multi-channel experiences have propelled direct mail to a top performing channel for marketers.

In the following marketing charts, you'll learn why direct mail is having a resurgence — driving both higher response and conversions for B2B and B2C marketers.

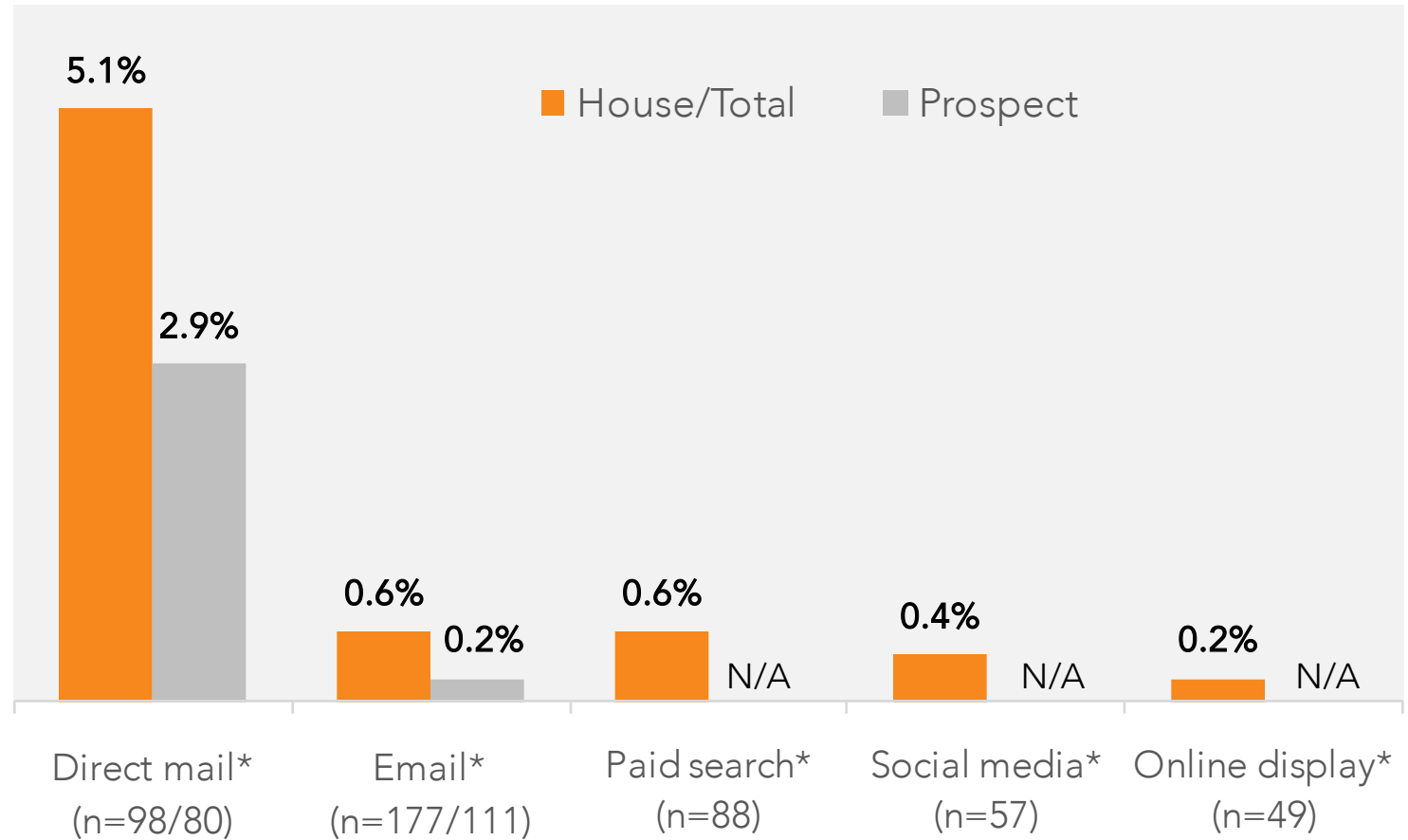
We hope you find this report helpful when considering the marketing channel mix for your organization.

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DIRECT MAIL RESPONSE RATES LEAD ALL DIRECT MEDIA

Direct mail shines when it comes to response rates, eclipsing digital media channels for both house and prospect lists. Study results from the Data & Marketing Association (DMA) also reveal that oversized envelopes enjoy the highest response rates for both B2B and B2C advertisers, while producing the highest ROI among mail types.



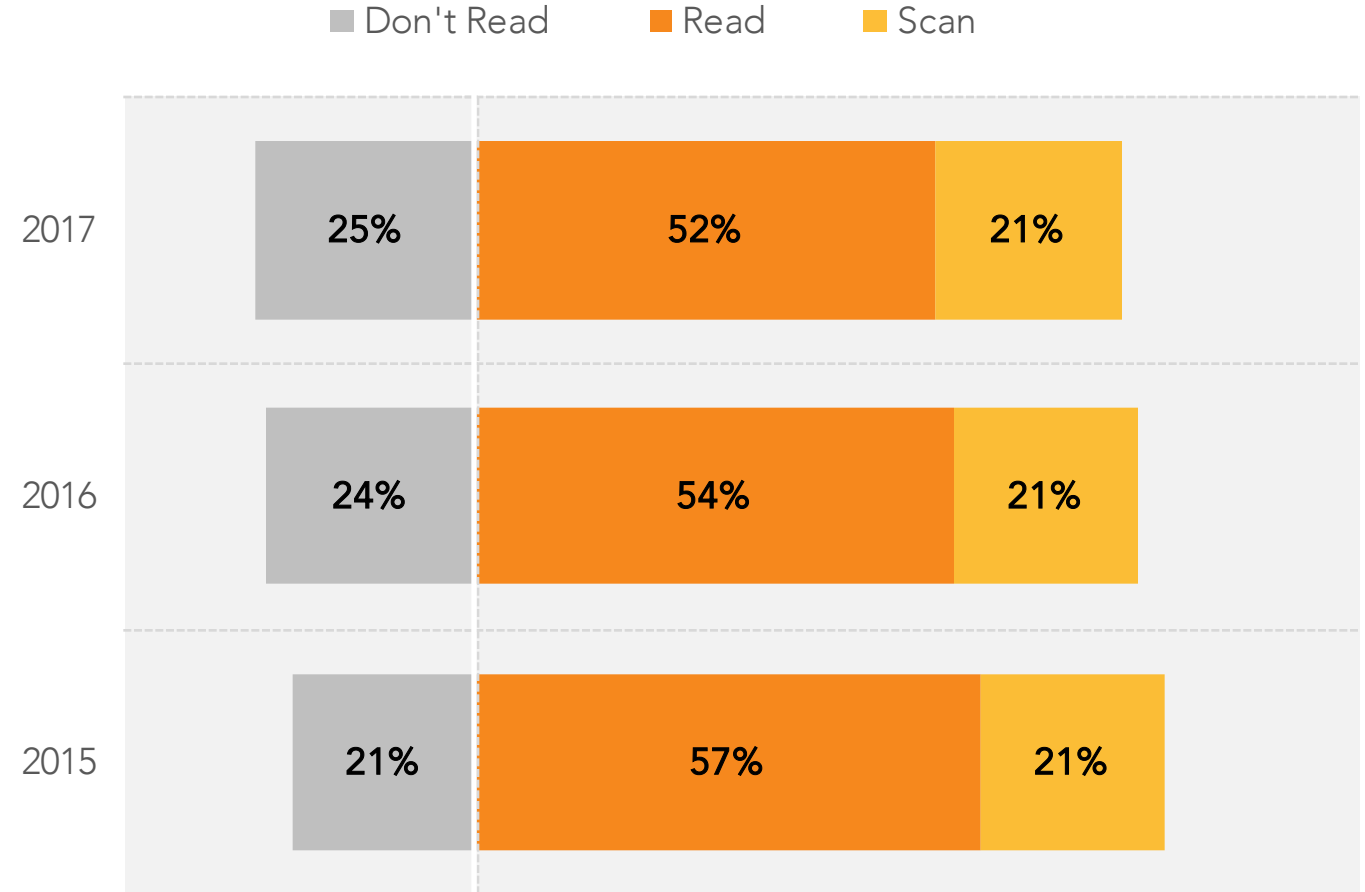
*Calculated as CTR x Conversion Rate

Published on MarketingCharts.com in June 2017 | Data Source: Data and Marketing Association (DMA) / Demand Metric (2017)

Sample sizes reported per medium, based on a survey that skewed slightly more towards B2C than B2B respondents.

MOST HOUSEHOLDS CONTINUE TO PAY ATTENTION TO DIRECT MAIL

Direct mail's high response rates make sense given that households continue to pay attention to advertising mail. In fact, three-quarters of US households in 2017 read or scanned advertising mail, broadly consistent with prior years, per USPS data.

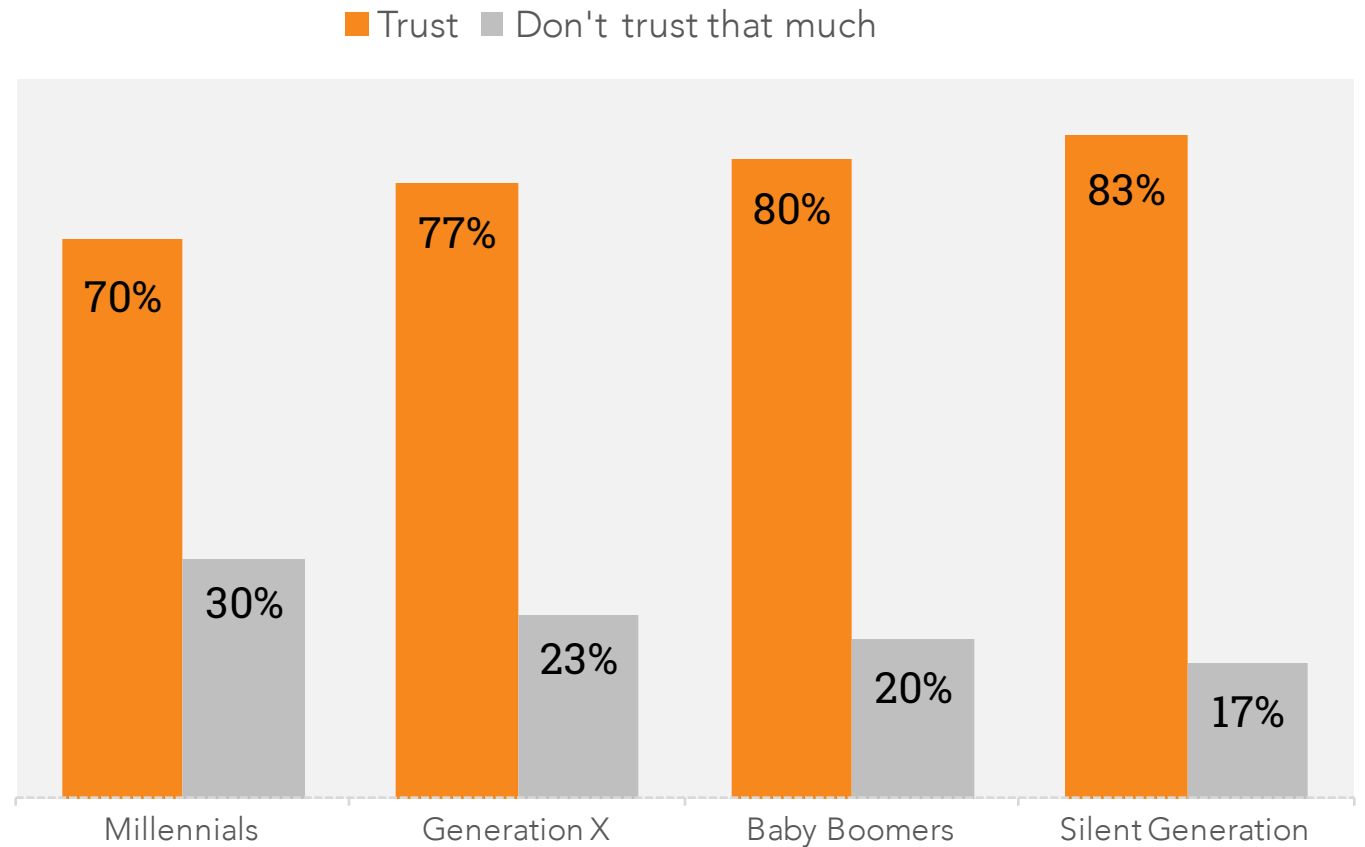


Published on MarketingCharts.com in March 2018 | Data Source: United States Postal Service (USPS) Household Diary Study 2016

Based on an initial survey collecting demographic and attitudinal information from about 8,500 households and a follow-up mail diary completed by about 5,200 households that collects information on the mail the households sends and receives in a one-week period.

TRUST IN DIRECT MAIL IS HIGH ACROSS GENERATIONS

Trust is a key component for advertising response, and survey data confirms that a strong majority of consumers trust direct mail when they want to make a purchasing decision. While trust peaks at 83% of the oldest generation, a healthy majority of both Millennials and Gen Xers also trust direct mail when making buying decisions.

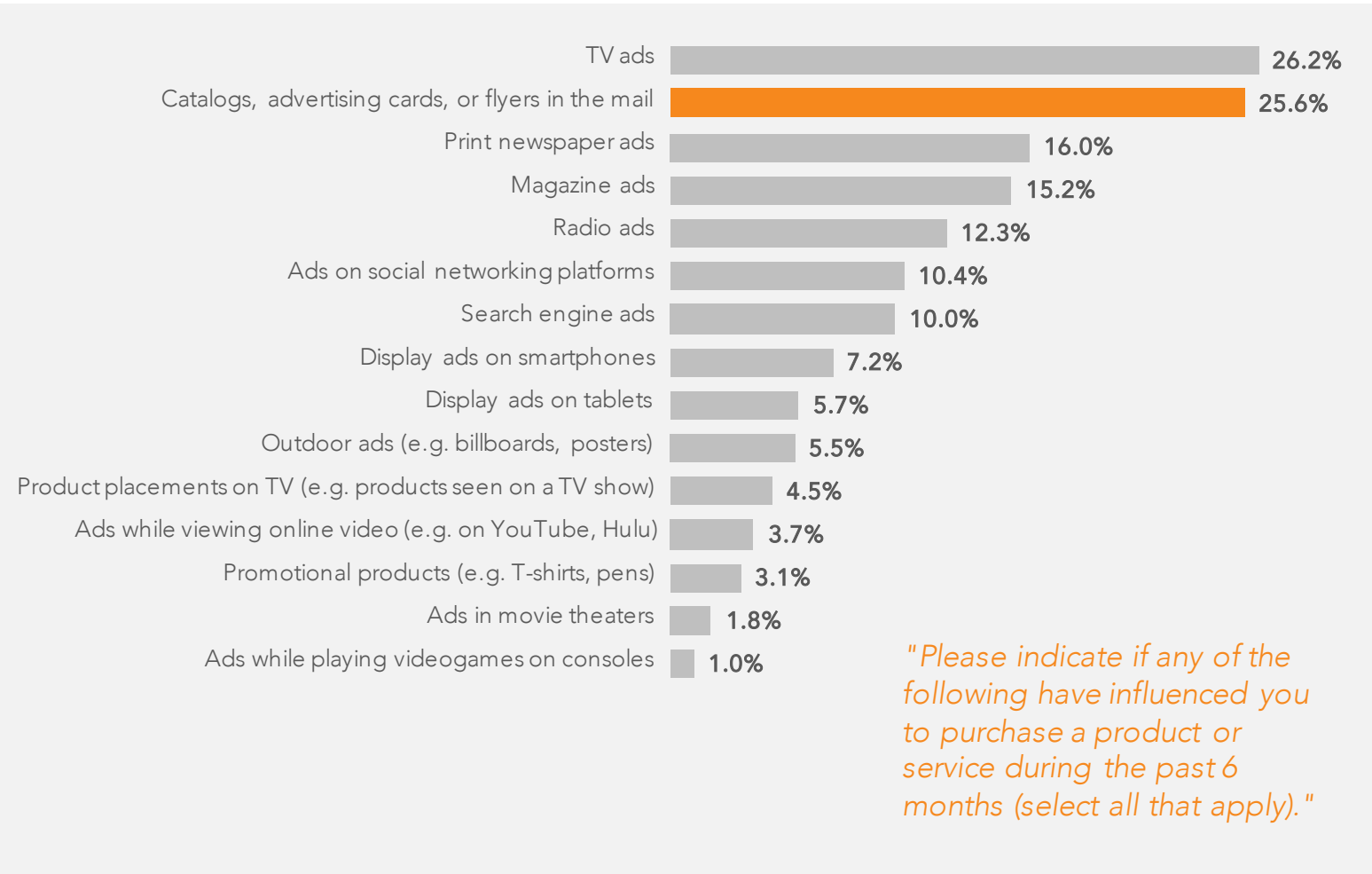


Published on MarketingCharts.com in March 2018 | Data Source: MarketingSherpa (2017)

Based on a survey of 1,196 US adults (18+)

DIRECT MAIL IS A TOP PAID MEDIA PURCHASE INFLUENCER FOR BABY BOOMERS

Trust in direct mail manifests itself in purchase influence, especially in the lucrative Boomer market. Among paid media, direct mail rivals TV advertising as the leading purchase influencer. In fact, more than one-quarter of Baby Boomers claim to have made a purchase as a result of direct mail advertising in the 6 months prior to the below survey.

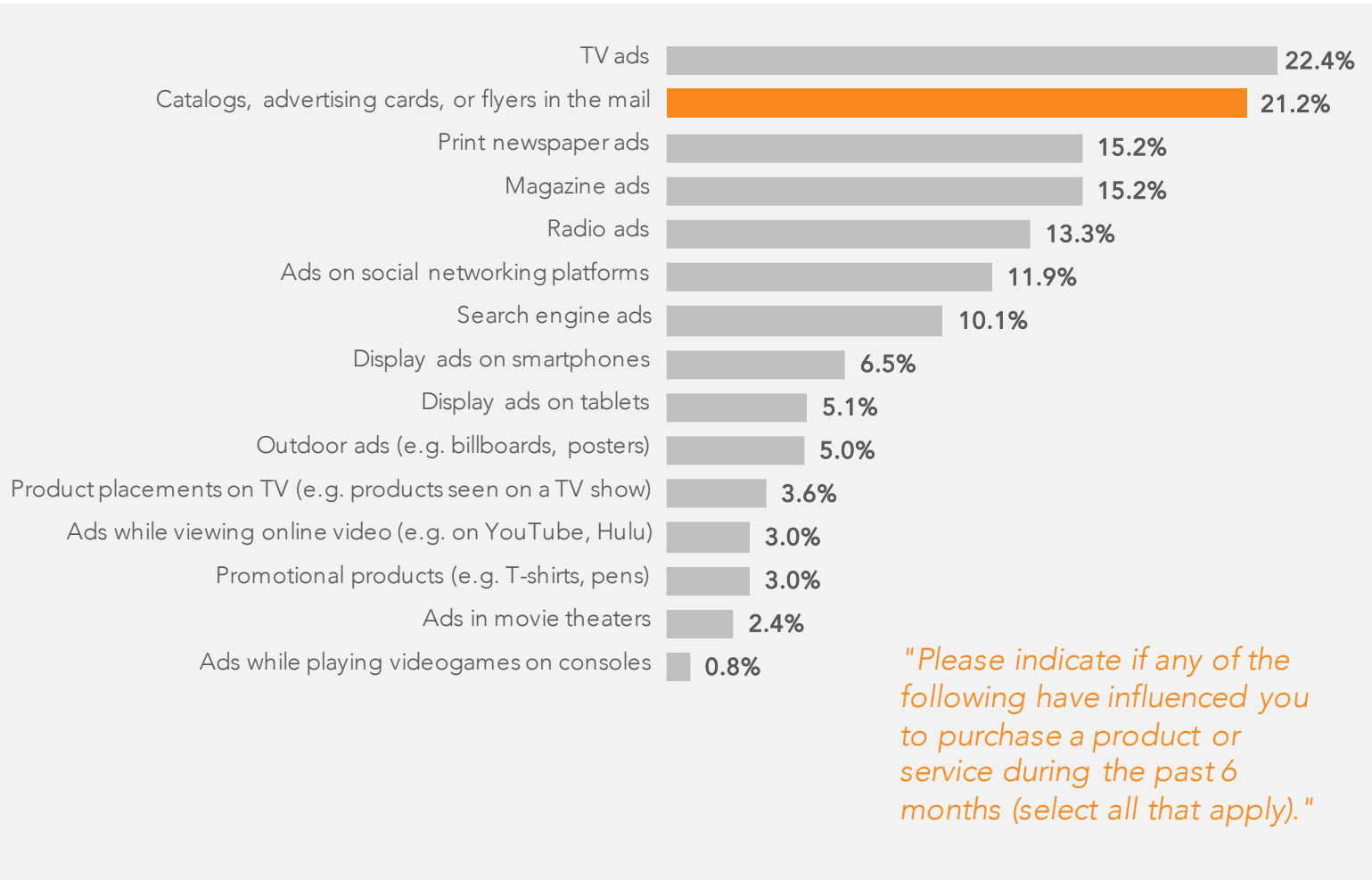


Published on MarketingCharts.com in June 2016 | Data Source: MarketingCharts / SurveyMonkey Audience (2016)

Based on Baby Boomer respondents from a survey of more than 2,000 US adults (18+)

DIRECT MAIL IS ALSO A TOP PAID MEDIA PURCHASE INFLUENCER FOR AFFLUENTS

As with Baby Boomers, the Affluent population (those with \$100k+ in household income) ascribe plenty of influence to direct mail, placing it a close second among all paid media. Separate survey data from the USPS supports direct mail's influence with higher-income groups, who report being more likely to respond to direct mail than lower-income adults.

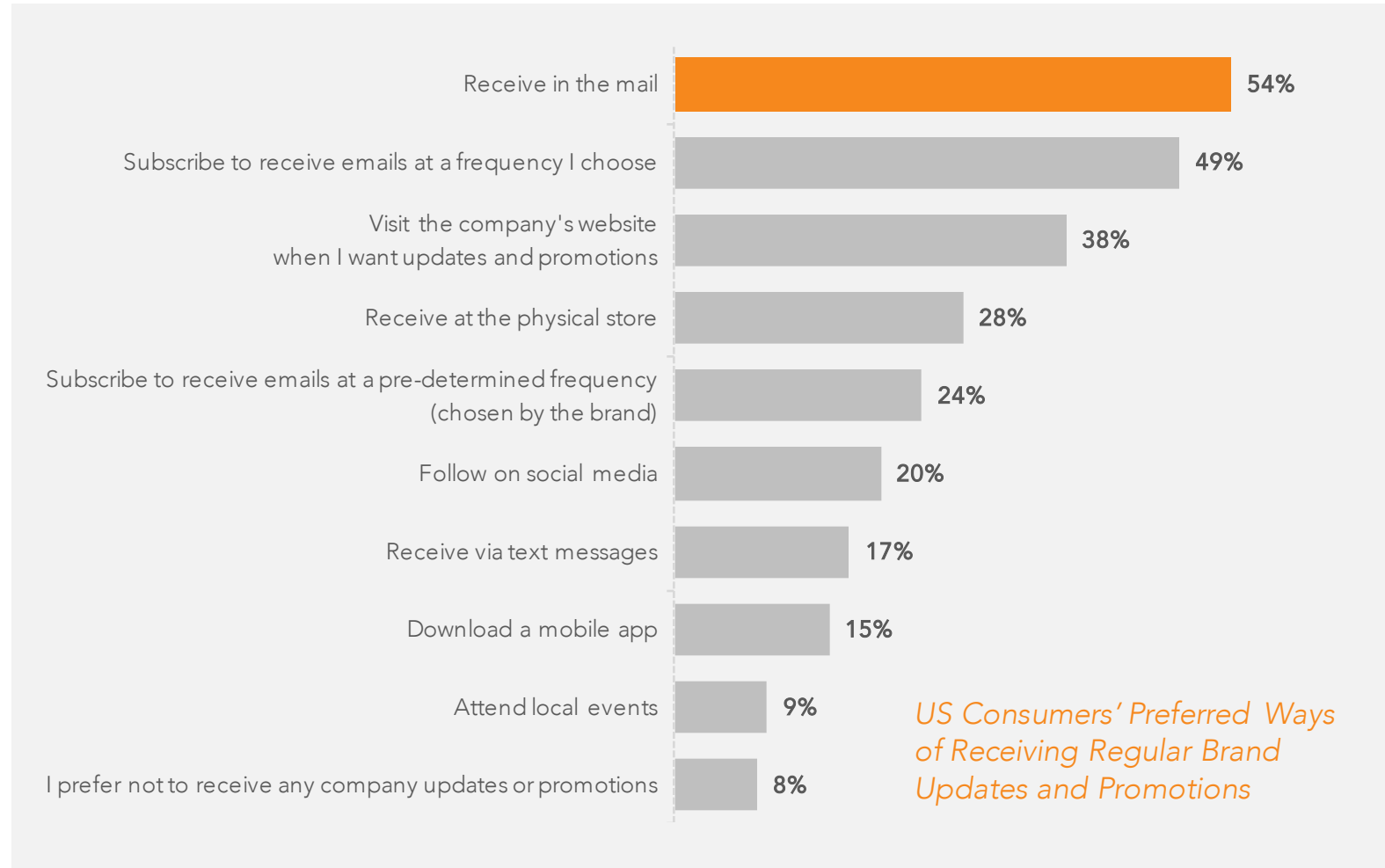


Published on MarketingCharts.com in June 2016 | Data Source: MarketingCharts / SurveyMonkey Audience (2016)

Based on Baby Boomer respondents from a survey of more than 2,000 US adults (18+)

DIRECT MAIL IS A LEADING BRAND COMMUNICATIONS CHANNEL

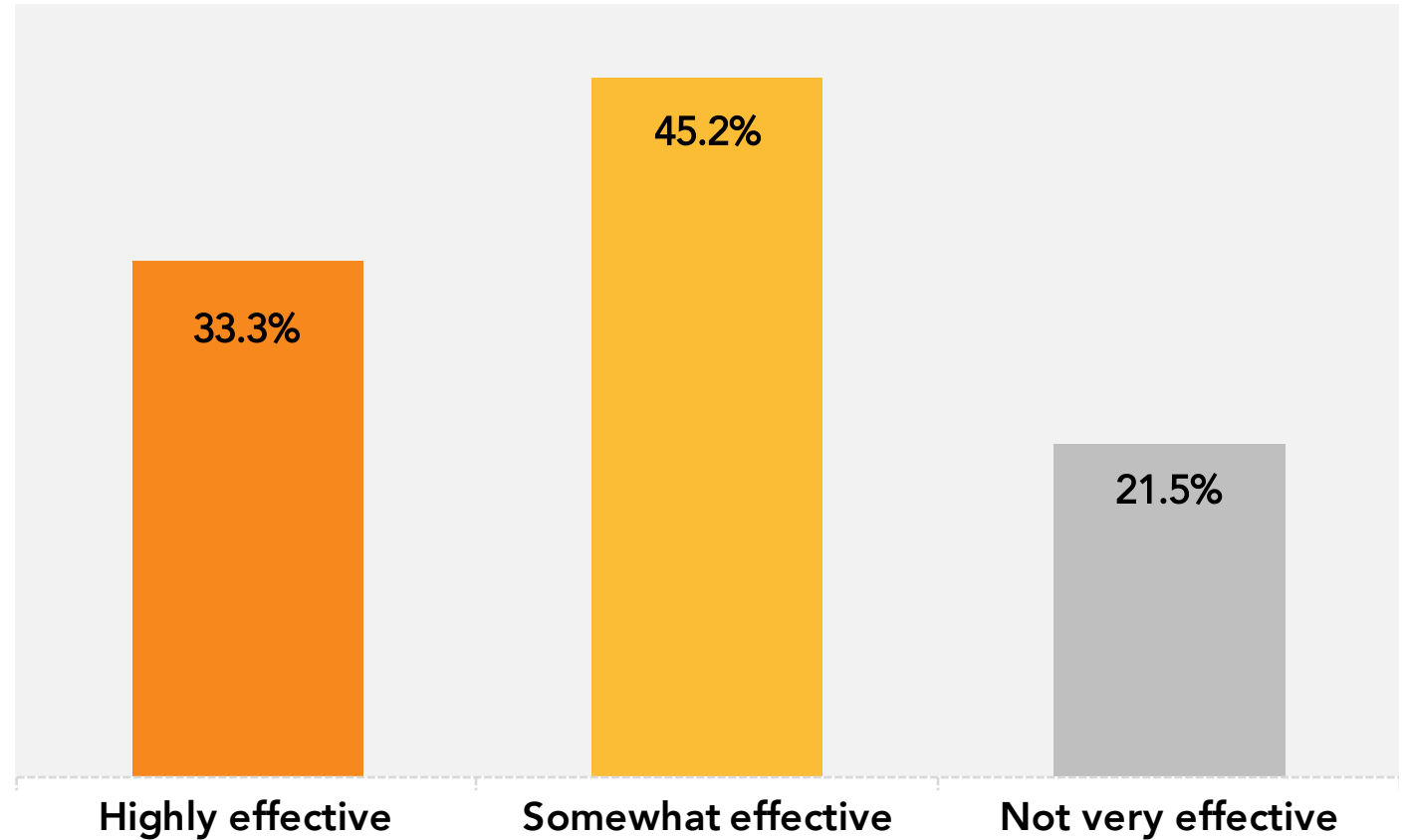
Several studies indicate that direct mail joins email as a leading brand communications channel. In fact, one such study – referenced below – found that direct mail outstripped other channels for communicating brand updates and promotions. In other words, once a relationship has been established, direct mail is a primary method for communicating with your customers and prospects.



Published on MarketingCharts.com in March 2018 | Data Source: MarketingSherpa (2015)
Based on a nationally representative 2015 survey of 2,021 US adults

THE MAJORITY OF USERS FIND PRINT DIRECT MARKETING EFFECTIVE

Data cited up to now in this report makes a strong case for consumer attention and response to direct mail. But what about the marketer side of the equation? As it stands, marketers are largely in agreement. Study data from Liveclicker and The Relevancy Group – from a survey fielded among 350 US marketers – found that of the 93% using direct mail, close to 8 in 10 deemed it effective in delivering revenue and results for their business.

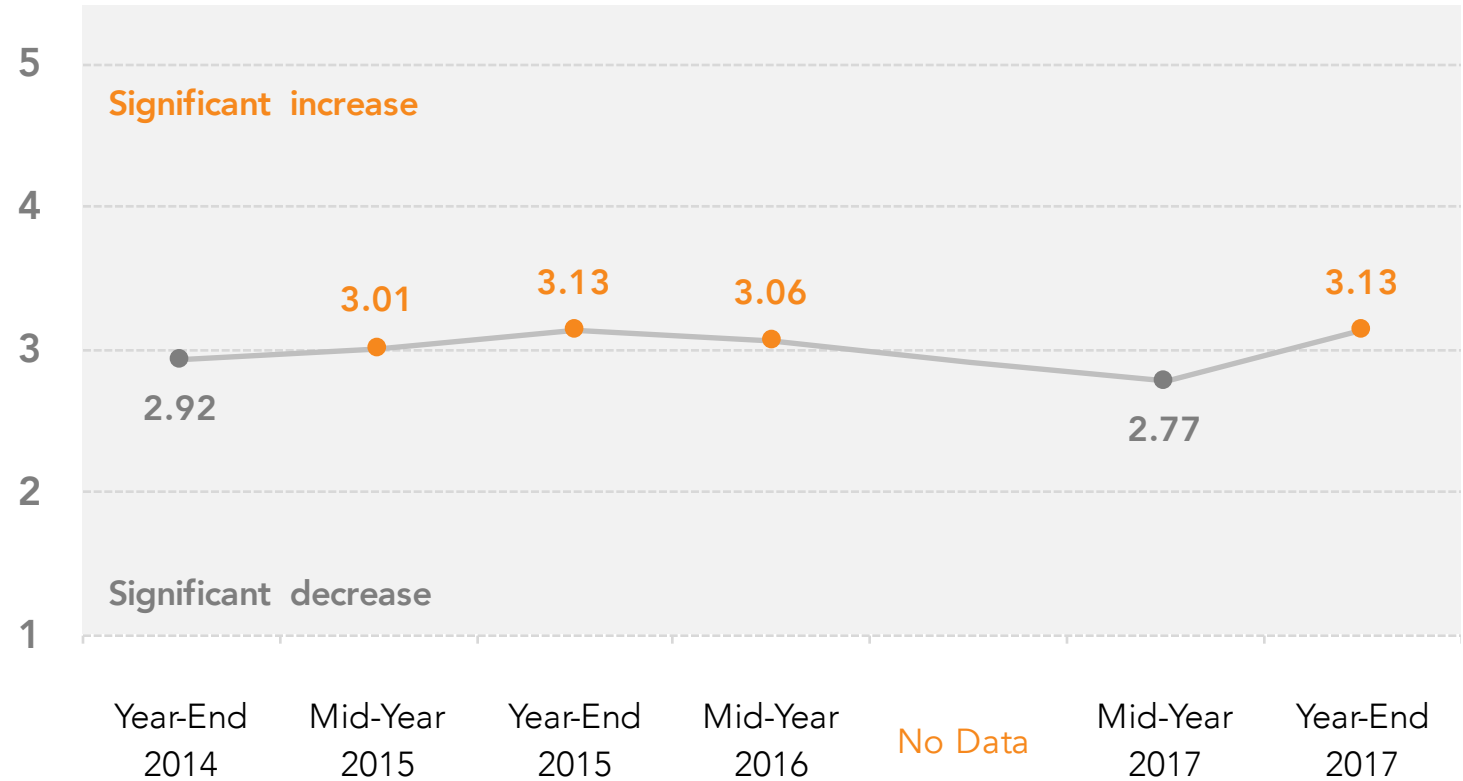


Published on MarketingCharts.com in March 2018 | Data Source: Liveclicker / The Relevancy Group (2018)

Based on a survey of 350 US marketers, of whom 93% reported using print direct marketing. Respondents were asked to rate the effectiveness of various channels in terms of delivering revenue and results for their business.

DIRECT MAIL SPENDING TRENDS REFLECT A RESURGENCE

Increased spending on digital media catches the headlines these days, but advertisers aren't backing away from direct mail. Instead, new data indicates a resurgence in direct mail spending by data-driven advertisers in late 2017. The consistency in spending on direct mail in recent years stands in contrast to declines in several other traditional media channels (including print), and reflects the continued value provided by direct mail.

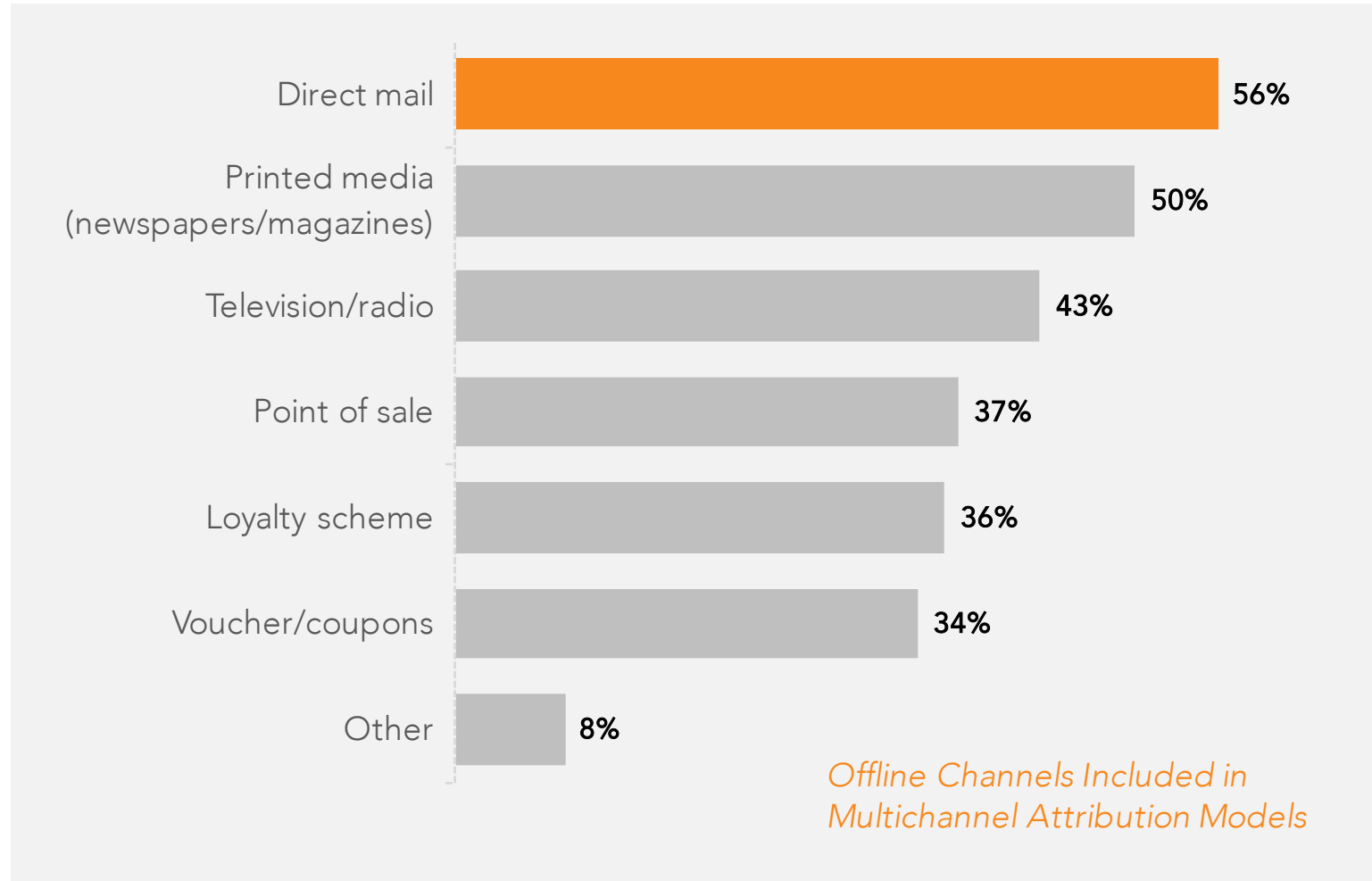


Published on MarketingCharts.com in March 2018 | Data Source: IAB / Winterberry Group (2018)

Based on an online survey of DMA members deployed in January 2018. The survey data is comprised of the responses from 455 respondents, including 156 marketers and 215 marketing services (including agency services) and technology providers. There was no Year-End 2016 study.

DIRECT MAIL IS THE OFFLINE TOUCHPOINT MOST OFTEN INCLUDED IN ATTRIBUTION MODELS

One of direct mail's strongest value propositions – in an era of increased attention to ROI – is its measurability. So it's perhaps of little wonder that direct mail is the offline channel that international marketers are most likely to include in multichannel attribution models.



Published on MarketingCharts.com in March 2018 | Data Source: Econsultancy / AdRoll (2016)

Based on responses from 112 company marketers in Europe who carry out multichannel attribution

B2B EXECUTIVES WARM TO DIRECT MAIL

Direct mail doesn't just hold sway with consumers; it's also a critical part of B2B marketing programs. In fact, B2B marketers are making direct mail a component of their account-based marketing programs, recognizing that it's a preferred outreach channel for executives, who seem willing to respond to it. That's why Bizible declared late last year that "B2B direct mail seems to be the hottest marketing channel this year."

66%

of B2B executives would respond to a direct mail piece¹

60%

of B2B marketers are adding direct mail as part of their account-based marketing initiatives²

HALF

of B2B buyers prefer to be contacted by direct mail, 3rd out of a list of 9 outreach methods³

Published on MarketingCharts.com in March 2018 | Data Source: 1. InsideSales.com (2017) / 2. Demand Gen Report (2016) / 3. RAIN Group (2018)

Demand Gen Report data based on its 2016 "ABM Benchmark Survey Report". The InsideSales.com data is from its "State of Direct Mail" report, which surveyed 330 B2B executives. The RAIN Group data is based on a survey of 488 B2B buyers.

LET'S BE DIRECT

A scattershot marketing approach wastes time and money. At Gunderson Direct, we make sure your direct marketing strategy is unique to your business needs, target-focused, tactical, and above all, successful.

Gunderson Direct is an advanced agency partner — not a vendor — specializing in helping businesses drive leads and close business through traditional offline channels with a specific expertise in direct mail. Our goal is to deliver value on your marketing investment.

INCREASE YOUR LEADS AND GET MORE SALES.

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