



DIRECT MAIL

A TOP-PERFORMING MARKETING CHANNEL

July 2018 | Research & analysis prepared by:



DIRECT MAIL IS ~~DEAD~~ READ!

Direct mail is back — driving more response than ever. Here's why:

- More precise targeting
- New innovative printing techniques and formats
- Highly detailed attribution analytics
- Compelling dynamic multi-channel consumer experiences

Now a top performing marketing channel, direct mail clearly creates higher response and conversions for both B2B and B2C marketers.

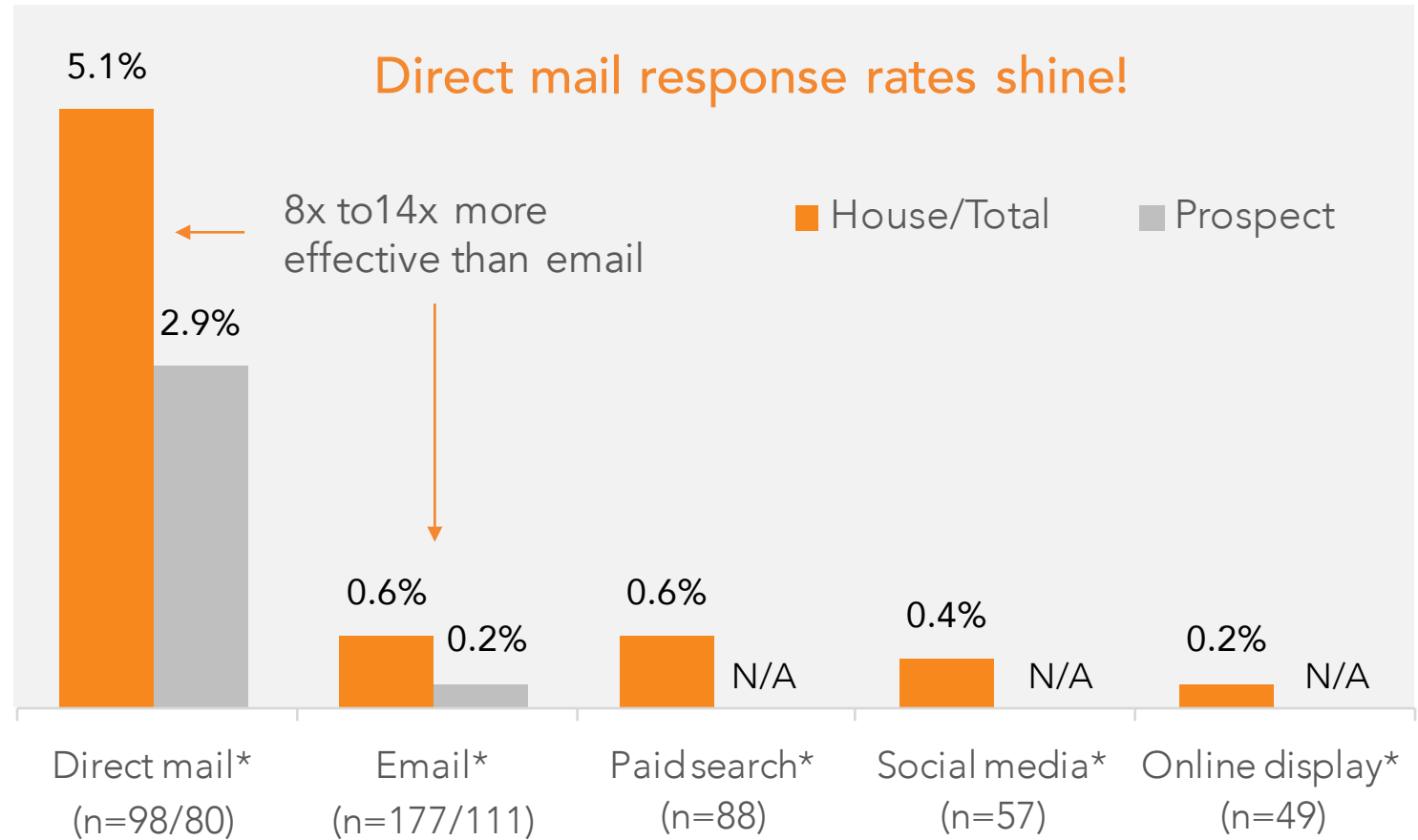
Review these charts to discover why direct mail should be an essential element of your marketing mix.

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- Direct Mail Response Rates Lead All Direct Media
- Most Households Pay Attention to Direct Mail
- Trust in Direct Mail is High Across Generations
- Direct Mail is a Top Purchase Influencer for Boomers
- Direct Mail is also a Top Purchase Influencer for Affluents
- Direct Mail is a Leading Brand Communications Channel
- The Majority of Users Find Direct Mail Effective
- Direct Mail is the Most Used Offline Channel in Attribution Models
- Data Points: B2B Executives Warm to Direct Mail

DIRECT MAIL: RESPONSE RATES LEAD ALL OTHER DIRECT MEDIA

- Eclipses digital media channels for both house and prospect lists
- 8 times more effective than email and other online media for internal house lists
- 14 times more effective than email for prospect lists



*Calculated as CTR x ConversionRate

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

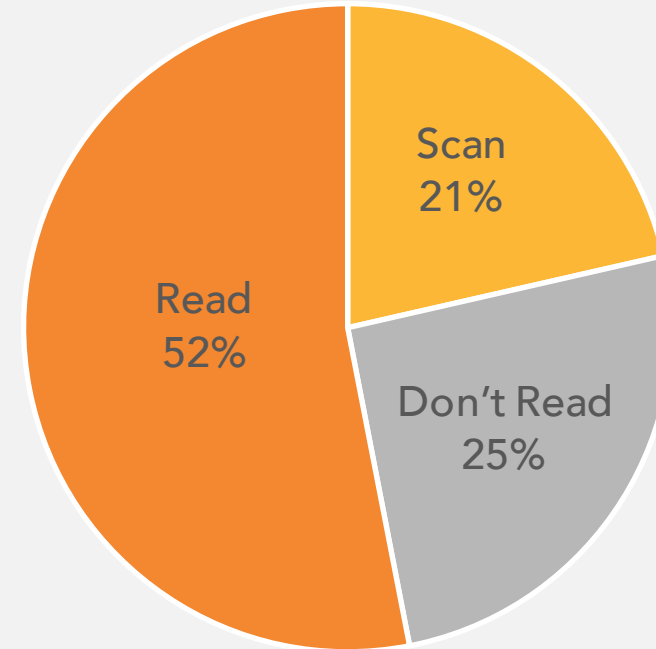
Sample sizes reported per medium, based on a survey that skewed slightly more towards B2C than B2B respondents.

DIRECTMAIL: MORE CONSUMERS PAY ATTENTION

Direct mail delivers high response rates because:

- 77% of households pay attention to their mail
- 52% of consumers report reading direct mail

What's in the mailbox?



More attention creates higher engagement and response

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.

DIRECTMAIL: HIGHLY TRUSTED BY ALL GENERATIONS

More trust brings higher response rates — and a strong majority of consumers trust direct mail.

- More than 70% of Millennials and Gen Xers trust direct mail when making buying decisions
- Most trusted by older groups — 80%+ for Baby Boomers and the Silent Generation



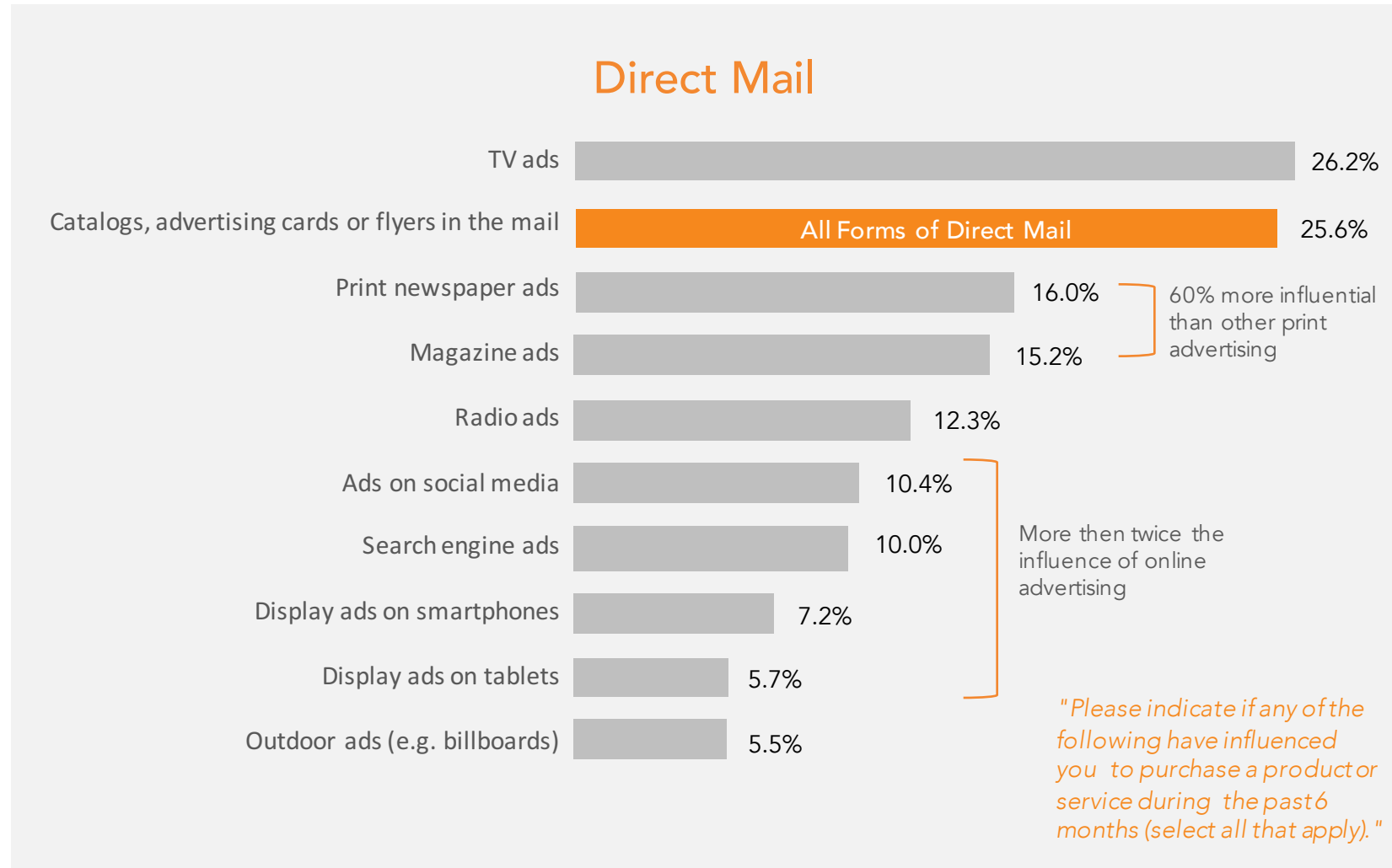
Published on MarketingCharts.com in March 2018 | Data Source: MarketingSherpa (2017)

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

DIRECT MAIL: TOP INFLUENCER FOR BABY BOOMERS

For the lucrative Boomer market:

- Of all paid media, direct mail rivals TV advertising as the leading purchase influencer
- More than 25% of Baby Boomers say they've made a purchase as a result of direct mail
- 60% more effective than print newspaper or magazine ads
- More than twice as effective as online advertising



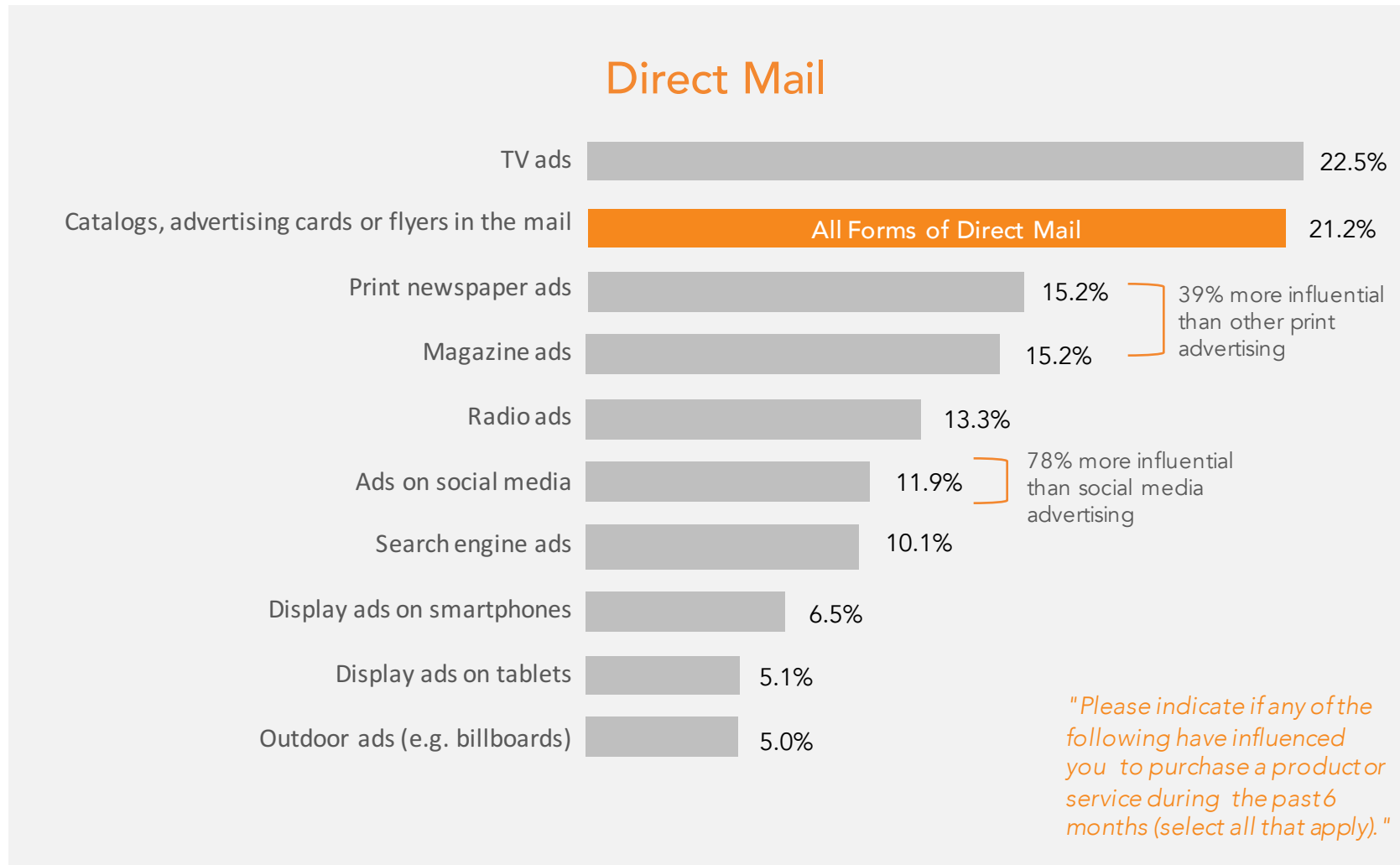
Published on MarketingCharts.com in June 2016 | Data Source: MarketingCharts / SurveyMonkey Audience (2016)

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

DIRECT MAIL: TOP INFLUENCER FOR AFFLUENT CUSTOMERS

Affluent individuals with more than \$100,000 in household income are highly influenced by direct mail:

- Second only to TV as influencer among all paid media
- More than 21% say they have made a purchase influenced by direct mail
- 39% more influence than print newspaper or magazine ads
- 78% more influence than social media advertising
- More than twice the influence than other online advertising media



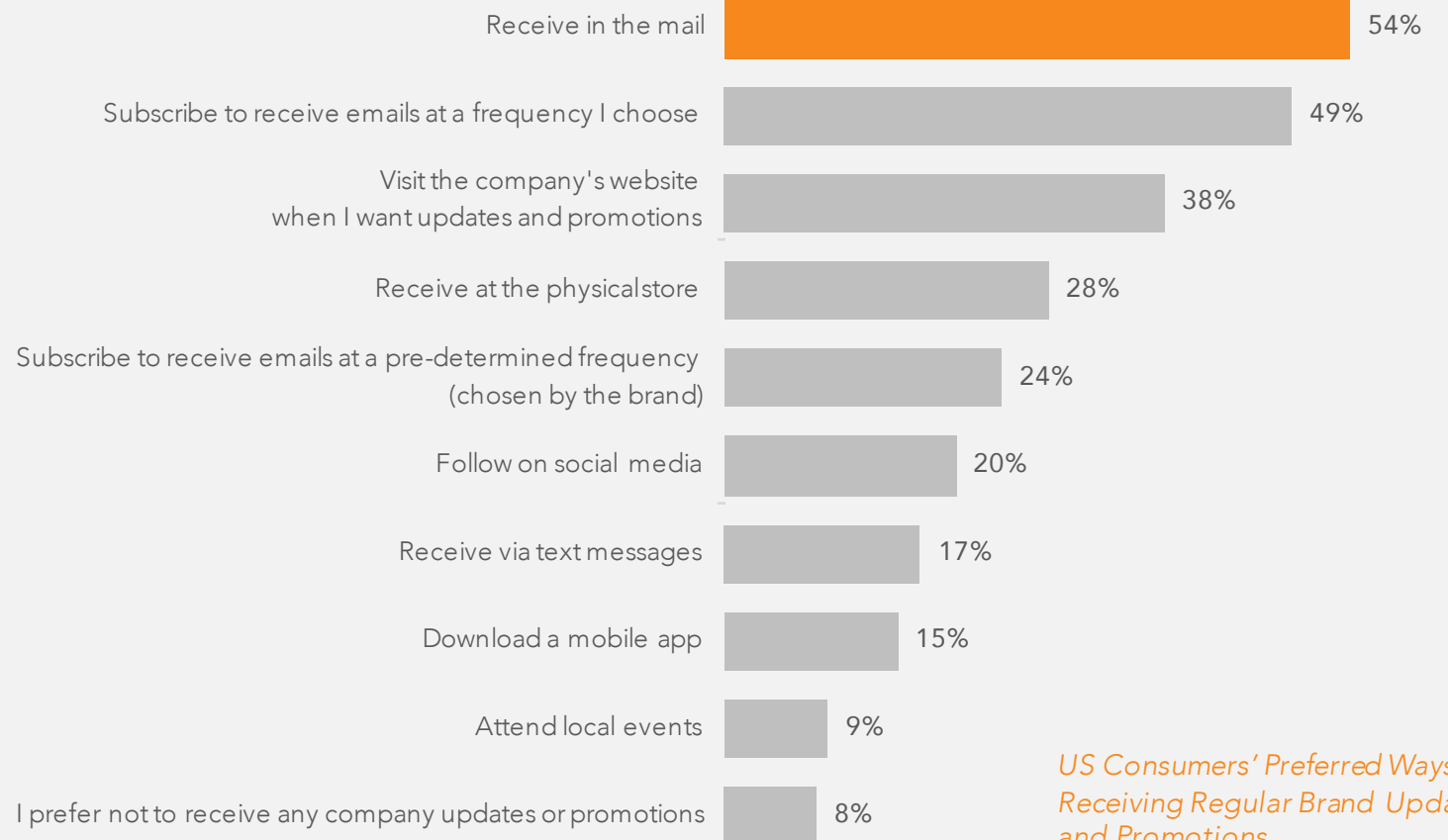
Published on MarketingCharts.com in June 2016 | Data Source: MarketingCharts / SurveyMonkey Audience (2016)
Based on Baby Boomer respondents from a survey of more than 2,000 US adults(18+)

DIRECT MAIL: A LEADING BRAND COMMUNICATIONS CHANNEL

Once a relationship has been established, direct mail offers an excellent strategy for ongoing communications with your customers and prospects:

- Preferred more than other channels for brand updates and promotions
- More than twice as effective as unsolicited emails, social media, or text messages

Direct mail builds prospect and customer loyalty



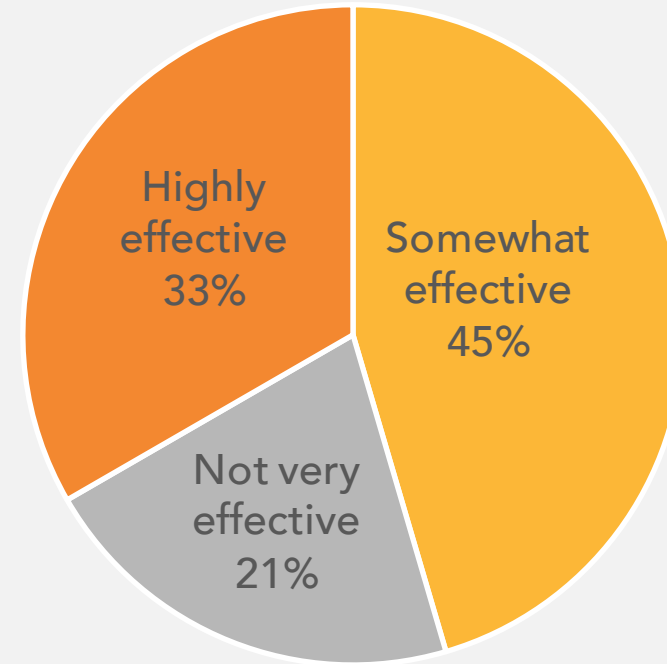
Published on MarketingCharts.com in March 2018 | Data Source: MarketingSherpa (2015)
Based on a nationally representative 2015 survey of 2,021 US adults

DIRECT MAIL: MOST MARKETERS SEE EXCELLENT RESULTS

Marketing executives view print direct marketing as a powerful medium:

- One-third find results highly effective
- 78% consider direct mail effective in delivering results

How marketing executives view direct mail



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

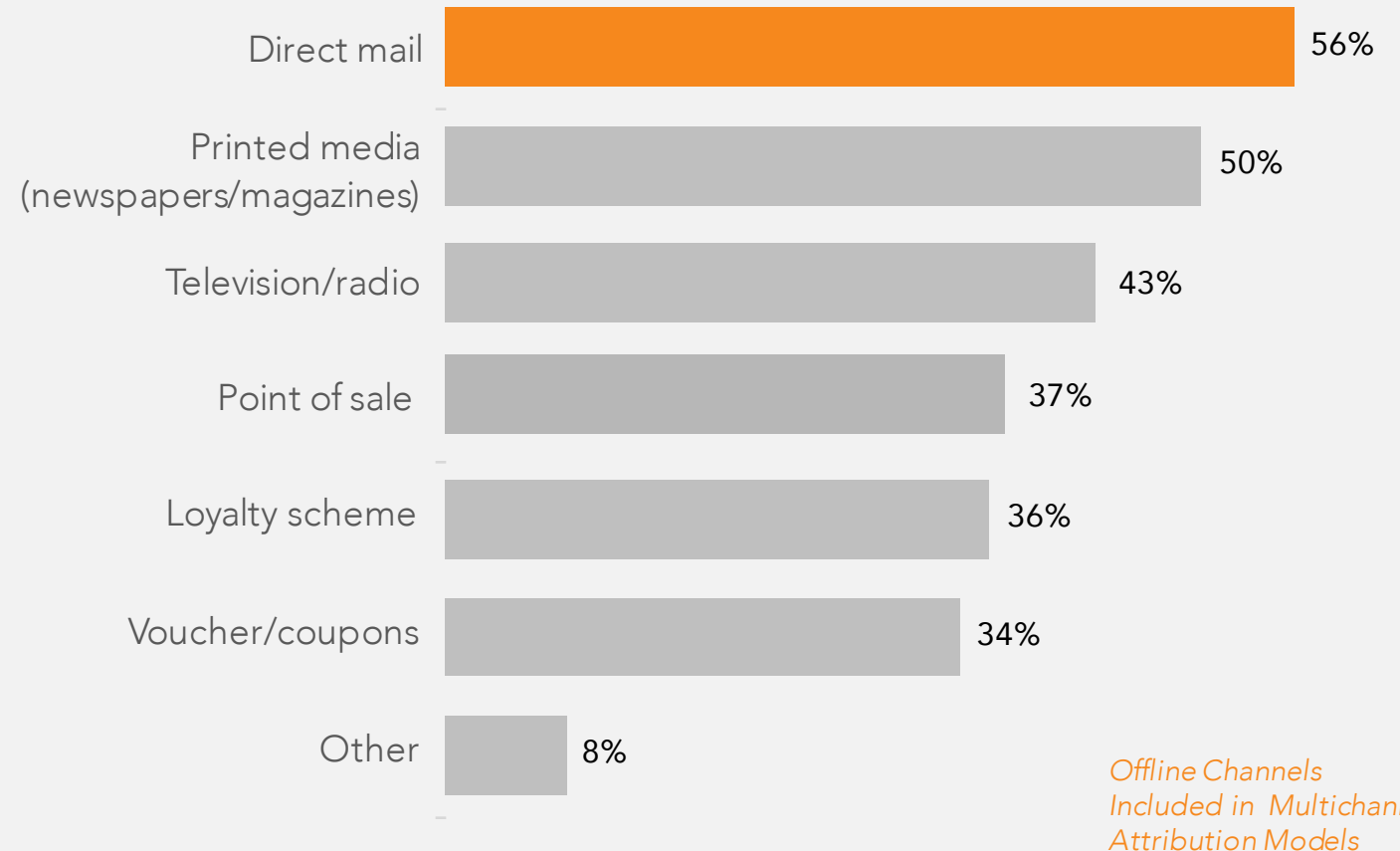
Based on a survey of 350 US marketers, of whom 93% reported using print direct marketing. Respondents were asked to rate the effectiveness of various channels in terms of delivering revenue and results for their business.

DIRECT MAIL: MOST OFTEN INCLUDED IN ATTRIBUTION MODELS

How do campaigns perform? Direct mail results reveal keen insights:

- High measurability is one of direct mail's strongest value propositions
- Essential in an era of closer attention to ROI
- Offline medium international marketers are most likely to include in multichannel attribution models

The #1 channel used in offline 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

DIRECT MAIL: A KEY STRATEGY FOR B2B MARKETING

While a strong strategy for consumer campaigns, direct mail offers high performance in of B2B marketing programs:

- More B2B marketers now make direct mail a component of their account-based marketing programs
- A preferred outreach channel for executives
- “The hottest marketing channel” for 2017 according to Bizible

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
- Tactically target-focused
- And above all, successful

We're your agency partner – not just a vendor. With a proven record of helping businesses drive leads and close business through direct mail, we deliver high value on your marketing investment.

GET MORE LEADS. GET MORE SALES. LET'S GET TO WORK.

Visit gundir.com, call 510 749 0054, email jeff@gundir.com