

# DIRECT MAIL TREND REPORT

## AUGUST 2020 REVIEW



EXECUTIVE SUMMARY

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Total advertising mail volume grew +5% in August versus July, topping 1.6 billion pieces. Financial services, as a class, accounted for over two-thirds of mailings, with significant growth among a few large players, most notably Citibank, which accounted for over 74 million pieces of mail between their banking and credit card divisions.

August surprises included a tripling of travel and leisure mail with Marriott and Norwegian Cruise Lines encouraging millions of Americans to shelter out of place, and the resiliency of the retail sector, partly thanks to a spending commitment by DoorDash, for people who continue eating in place.

Overall, we are encouraged with robust volume growth in August, which reflects a continuation of the channel's upward trend since Q2 COVID-induced cutbacks.

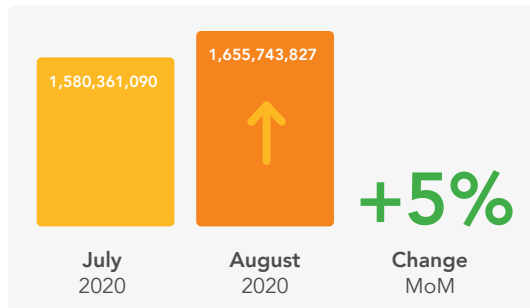


Chart data provided by Competiscan.com

Percent of mail share by sector – total quantity: 1,655,743,827

Auto	Banking	Credit Card	Energy	Insurance	Investment	Mortgage & Loan	Retail	Telecom	Travel & Leisure
7%	9%	11%	2%	28%	0%	19%	14%	8%	2%

#### AUTOMOTIVE ↑ 7% of all sectors

Top Mailers	July 2020	August 2020	Change
All Automotive	103,207,870	118,292,801	15%
Chevrolet	12,099,082	19,981,606	65%
Honda (Automobiles)	4,893,444	14,159,205	189%
CarShield	8,312,633	13,649,957	64%

#### BANKING ↑ 9% of all sectors

Top Mailers	July 2020	August 2020	Change
All Banking	88,724,549	141,937,059	60%
Citibank	29,610,358	43,900,212	48%
Discover	58,852	15,683,114	26548%
Navy Federal Credit Union	11,596,207	2,608,006	-78%

#### CREDIT CARD ↑ 11% of all sectors

Top Mailers	July 2020	August 2020	Change
All Credit Card	152,742,968	179,765,431	18%
Discover	17,497,580	32,411,943	85%
Citibank	5,549,341	32,887,634	493%
American Express	28,921,407	11,841,715	-59%

#### ENERGY ↑ 2% of all sectors

Top Mailers	July 2020	August 2020	Change
All Energy	21,218,225	40,769,152	92%
Reliant	450,513	8,749,697	1842%
TXU Energy	6,114,246	8,022,992	31%
CleanChoice Energy	3,385,395	5,635,075	66%

#### INSURANCE ↓ 28% of all sectors

Top Mailers	July 2020	August 2020	Change
All Insurance	508,843,393	461,628,222	-9%
GEICO	116,372,893	85,307,813	-27%
Allstate	46,749,745	39,459,033	-16%
AAA	38,079,200	31,078,392	-18%

#### INVESTMENT ↑ 0% of all sectors

Top Mailers	July 2020	August 2020	Change
All Investments/Annuities	2,589,529	6,378,386	146%
Personal Capital	0	1,867,506	-
Alight Solutions	631,622	1,234,310	95%
Vanguard	709,061	585,011	-17%

#### MORTGAGE & LOAN ↑ 19% of all sectors

Top Mailers	July 2020	August 2020	Change
All Mortgage & Loan	307,934,377	308,504,065	0%
Discover	33,462,693	31,621,591	-6%
SoFi	15,795,049	20,610,451	30%
OneMain Financial	35,156,034	14,375,321	-59%

#### RETAIL ↑ 14% of all sectors

Top Mailers	July 2020	August 2020	Change
All Retail & Consumer Services	220,983,214	239,526,747	8%
DoorDash	5,328,576	16,616,917	212%
BJ's Wholesale Club, Inc	8,880,979	14,160,673	59%
ADT	9,621,183	11,827,544	23%

#### TELECOM ↓ 8% of all sectors

Top Mailers	July 2020	August 2020	Change
All Telecom	166,921,943	129,090,159	-23%
Charter Communications	55,843,055	38,881,515	-30%
DISH Network	24,599,870	17,930,347	-27%
AT&T	30,727,761	14,919,880	-51%

#### TRAVEL & LEISURE ↑ 2% of all sectors

Top Mailers	July 2020	August 2020	Change
All Travel & Leisure	7,195,022	29,851,805	315%
Marriott International	0	7,195,580	-
Alaska Airlines	0	6,526,581	-
Norwegian Cruise Line	3,400,973	4,070,619	20%

WORTH A RESPONSE

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Growing mail volume means more competition for the consumer's attention. This patterned envelope from Discover with a pistol-shaped window for the address is the latest in a series of Discover Card envelope treatments designed to stand out in the mail. As a well-known, well-branded credit card, Discover decided to forego a letter and use a simple flyer to provide all the information the prospect needs to act.

The package also includes an old-school Business Reply Envelope (BRE). BREs are a great way to reduce friction for responders and can help with accurate attribution. This just goes to show that old-school DM techniques are still working today.

In the investment category, Personal Capital is upping the game: both leading the segment in quantity mailed and with standout creative. This postcard uses high-impact, black & white photography and headlines that integrate with their cross-channel branding efforts. This is a rare example of a postcard control in the investment category — impactful, inexpensive, and easy to produce.



Discover is breaking envelope design tradition with this unique design



#### TIPS AND TACTICS

**Want higher conversion?** Try including a simple survey in your package. If prospects answer "yes" to your questions, they will be more motivated to respond, and this will, in turn, create a higher conversion rate for your mailer.

Personal Capital is leveraging high impact portrait photography to get this postcard noticed



LET'S GET AHEAD!

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The holidays are upon us. Thanks to COVID, record highs are predicted for online sales. That means more e-commerce companies are jumping into the mail. Make sure your marketing gives consumers time to choose, order, and receive holiday time gifts.

Many of Gunderson Direct's clients are already planning their Q1 2021 mailings. An aggressive mail approach in 2021 can be an important component of a strategy to help make up for 2020 COVID sales losses. Our team is taking advantage of new data sources and modeling technologies that add targeting options and open up new strategies for clients across a wide range of verticals.

And don't forget: New Year's resolutions lead to strong Q1 performance for many companies in the financial, insurance, and health and wellness sectors.

**Don't delay — 2021 direct mail planning starts now!**

### SPECIAL DAYS IN NOVEMBER

Consider these special days as part of your marketing and messaging strategy. Also, be aware that some of these days may impact the production and delivery of your mail.

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|------------------------------|-----------------------------|
| 1 Daylight Savings Time ends | 19 Great American Smokeout  |
| 1-2 Dia de los Muertos       | 20 Universal Children's Day |
| 3 U.S. General Election      | 26 Thanksgiving Day         |
| 11 Veteran's Day             | 27 Black Friday             |
| 13 Friday the 13th           | 29 Advent begins            |

We hope you've enjoyed this August review. If you have any questions or would like more information about Gunderson Direct, visit us at [GundersonDirect.com](https://GundersonDirect.com)

