IS DIRECT MAIL DEAD?

Direct Mail is a Digital and Personalized World

In an age of digital marketing, you might think traditional marketing methods like direct mail are dead. Let's see if that's true.

IT'S TRUE, MAIL VOLUME IS DECLINING...

In the age of digital marketing, you might think traditional forms of advertising - like direct mail - are going the way of the dinosaurs. Let's see if there's any truth to that...

<table>
<thead>
<tr>
<th>Year</th>
<th>Mail Volume (Billion pieces)</th>
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<tr>
<td>2006</td>
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<tr>
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<td>2012</td>
<td>159.8</td>
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<td>158.2</td>
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<tr>
<td>2014</td>
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<tr>
<td>2016</td>
<td>154.3</td>
</tr>
<tr>
<td>2017</td>
<td>149.5</td>
</tr>
</tbody>
</table>

DIRECT MAIL CONNECTS WITH YOUR AUDIENCE

It's Trustworthy
56% of people feel print advertising is the most trustworthy form of marketing.

It's Memorable
People are 70% more likely to remember a business seen in print vs. online.

It's Personal
Personalizing direct mail with your prospect or customer's name increases your response rate by 135%.

IT'S TRUE, MAIL VOLUME IS DECLINING...

It's Engaging
Your potential customers' brains are 20% more engaged and motivated by print advertising like direct mail.

And They Take Action
79% act on direct mail offers immediately vs. 45% that act on email offers immediately.

Display Ads Seen Per Person Per Day
107
Emails Received Per Person Per Day
2
Pieces of Mail Received Per Person Per Day
63

66% of direct mail is opened vs. 17.62% of emails.

DIRECT MAIL RESPONSE RATES AREN'T DEAD

Thanks to improved targeting and personalization, direct mail response rates are still competitive.

Email
House Lists: 1%
Prospect Lists: 1%
Paid Search: 1%

Social Media
House Lists: 9%
Prospect Lists: 5%

Display Ads
House Lists: 118%
Prospect Lists: 28%

Paid Search: 28%

DIRECT MAIL + DIGITAL = THE PERFECT MARRIAGE

Direct Mail + Digital Ads = 118% higher response rates than direct mail alone.

Direct Mail + Digital = 28% higher conversion rates.

Direct mail lifts the response rate of other channels by 450%.

DIRECT MAIL IS ALIVE AND WELL

Direct mail will account for the largest portion of local advertising spend in 2018 at $38.5 billion.

North American Direct Mail Growth Projected through 2020

Traditional
64.7%
Digital
35.3%

Sources

www.themailshark.com
• United States Postal Service's Total Mail Volume from 2004 to 2017
• 2018 DMA Statistical Fact Book
• 2018 DMA Response Rate Report
• 30 Direct Mail Statistics for 2017
• A Look at How Millennials Respond to Direct Mail
• Marketers Are Returning to Direct Mail
• How Many Email Users Are There?
• 3 Ways to Resurrect Your Dying Display Ads
• USPS Postal Facts 2018
• Demography of the United States
• Average Industry Rates for Email as of February 2018
• Direct Mail: Integral to the Marketing Mix in 2016
• Numbers Don't Lie: 14 Direct Mail Statistics
• 30 Direct Mail Statistics for 2017
• DMA Response Rate 2016
• Trends and Future of Direct Mail Through 2020
• BIA/Kelsey, "U.S. Local Advertising Forecast 2018"

DIRECT MAIL ISN'T DEAD - IT'S THRIVING.

US Local Ad Spending Share for 2017 Traditional vs. Digital Ad

B2C B2B

2015 2020 2018

80 60 40 20 0

Billions of Pieces

DIRECT MAIL IS ALIVE AND WELL

Direct Mail + Digital = The Perfect Marriage

DIRECT MAIL ISN'T DEAD - IT'S THRIVING.