



Direct Mail: Delivering the Facts

As digital marketing channels become increasingly fragmented, costly, and competitive, more marketers are boosting the effectiveness of multichannel campaigns with direct mail.



Postcards



Letter Packages



Product Samples



Catalogs



Special Offers

Why Direct Mail?



Direct Mail is...

- Cost-Effective
- Personal
- Targeted
- Scalable
- Measurable
- Versatile



It helps marketers...

- Engage Prospects
- Retain Customers
- Generate Leads
- Make Direct Sales
- Drive In-Person Traffic
- Build Brand Awareness

29% of marketers use direct mail
to generate new leads⁶

Marketing Impact

Incorporating direct mail in your marketing efforts can help you achieve a new level of granular audience targeting and maximize your marketing ROI.



75%

Campaigns are **75% more likely to see greater profits** when mail is in the mix²



118%


Campaigns that incorporate direct mail and digital channels experience a **118% increase in response rates** compared to using direct mail only³



10%

Mail open rates have increased by 10% since the start of the COVID-19 pandemic⁴

Direct mail lets consumers soak up knowledge about brands, products, and services at their convenience.




73%

73% of U.S. consumers prefer direct mail for brand communications⁵



25 to 54

Consumers aged 25 to 34, 35 to 44, and 45 to 54 **interact with mail more than they did years ago**⁴



49%

Direct mail is **49% more memorable** than email²



8 days

The average piece of mail **stays in a person's home for 8 days**⁶



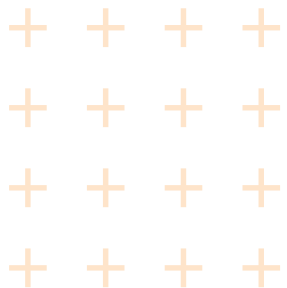
Sustainability

A graphic consisting of the letters 'CO' in a blue outline font, followed by a '2' in a solid blue font. A light gray circle is partially visible behind the 'CO'.

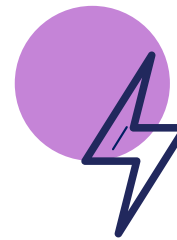
A single piece of direct mail has a higher carbon footprint than an email, but with endless emails being sent, **direct mail boasts lower CO² per sale than email.**

A graphic featuring the number '2.5' in a large blue outline font, with the word 'BILLION' in a smaller, solid blue font below it. A solid blue circle is positioned behind the '2.5'.

The paper industry also plants **2.5 billion trees per year**, which help remove CO² from the atmosphere. The industry has planted more trees than it has harvested for over 20 years.



Direct mail printers and lettershops recycle paper, plates, inks, and solvents. Many also use **vegetable-based or aqueous inks.**



Direct mail itself is recyclable and can also be made with a variety of recycled papers. Some printers offer the option to produce direct mail packages using **wind or solar generated electricity** as well, thereby reducing the carbon footprint of campaigns.

Need direct mail services? We've got you covered.

Plan your next Direct Mail Campaign with this handy [Direct Mail Checklist](#).

Rise Above.

The Phoenix Group of Companies is a leading single-source provider of print solutions from concept to completion that produces high-quality communications to help businesses rise above the competition and overcome everyday challenges. As the ultimate printing partner offering exceptional print projects at top-notch quality, the Phoenix Group exceeds expectations of what's possible in print so professionals can make the most of their time and money.



www.phoenixlitho.com



1 (866) 512-9600



info@phoenixlitho.com

Sources

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