THE WORLD'S GREATEST VACATIONS

Direct Mail White Paper

Pulled from independent sources; including The Direct Marketing Association, *Forbes*, et al...

Effectiveness

91% Open rate.

65% Make a purchase.

48% Retain for future reference.

Cost Comparison

	Solo DM	Treasure Chest
Printing	$0.25	$0.0
Database†	$0.20	$0.0
Data Processing	$0.15	$0.0
Postage	$0.30	$0.0
Admin	$0.20	$0.14
Total per piece	*$1.10*	***$0.14****

**Plus six months of weekly email blasts, social media postings, financing and guaranteed superior ROI.*

†Treasure Chest's proprietary database reflects active vacation travelers requesting they receive travel information for planning purposes. Thousands of new consumers are added each season.

Response Rate

5.7% Median direct mail* *A record high.

7.1% Treasure Chest participants

0.12% Email response Rate.

Cost Per Order*

1. Treasure Chest $6.80
2. Direct Mail $47.61
3. Email $55.24
4. Print Ads $60.75
5. Paid Search $99.47
6. Telemarketing $190.49

*Based on same item sold through various channels. Even at 1/7th the cost of "solo" direct mail, Treasure Chest participants see a **200**% greater response.

65% Consumers consider email irrelevant.

62% Consumers who find direct mail more useful for promotions over Facebook and Twitter.

54% Social network users who want to be informed of special offers and promotions through direct mail.

45% Respondents found mail to be less intrusive than email.

Trust

Direct mail is the most trusted direct marketing channel. ***TWICE*** *that of email & social media.*

Major Direct Mail Users

Google™ Microsoft facebook

Important Reading

Forbes

Forbes recently published two articles reiterating direct mail's record level of effectiveness. Check them out!

"If direct mail is dying, it's sure taking it's time about it."

"Direct Mail Isn't a Cost, It's an Investment."

Treasure Chest, *The World's Greatest Vacations* since 1993 has grown every year to become the country's largest circulation multi-channel travel media. Founder and President Richard Shane can be reached at rshane@tchest.com.

Sources

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