



DIRECT MAIL IN A DIGITAL WORLD

The truth will surprise you.

WHITE PAPER 2.0 PREPARED BY

THE WORLD'S GREATEST
VACATIONS

A woman with brown hair, wearing a grey blazer over a blue and white striped shirt, is sitting at a desk. She has her head resting on her hand, looking down with a stressed or tired expression. In front of her is a laptop and some papers. The background is a blurred collage of many people, suggesting a crowded or busy environment.

OUR REALITY

MEDIA **SATURATION**,
MESSAGE **OVERLOAD**
AND **FRAGMENTED**
ATTENTION.

Driven by our love for connectivity and wonderful apps, that keep us busy 24/7

The average member has:

707 Twitter followers ₁

155 Facebook followers ₂

930 LinkedIn connections ₃

843 Instagram followers ₇

The average person:

receives **88** mails per day ₄

sends **32** texts per day ₅

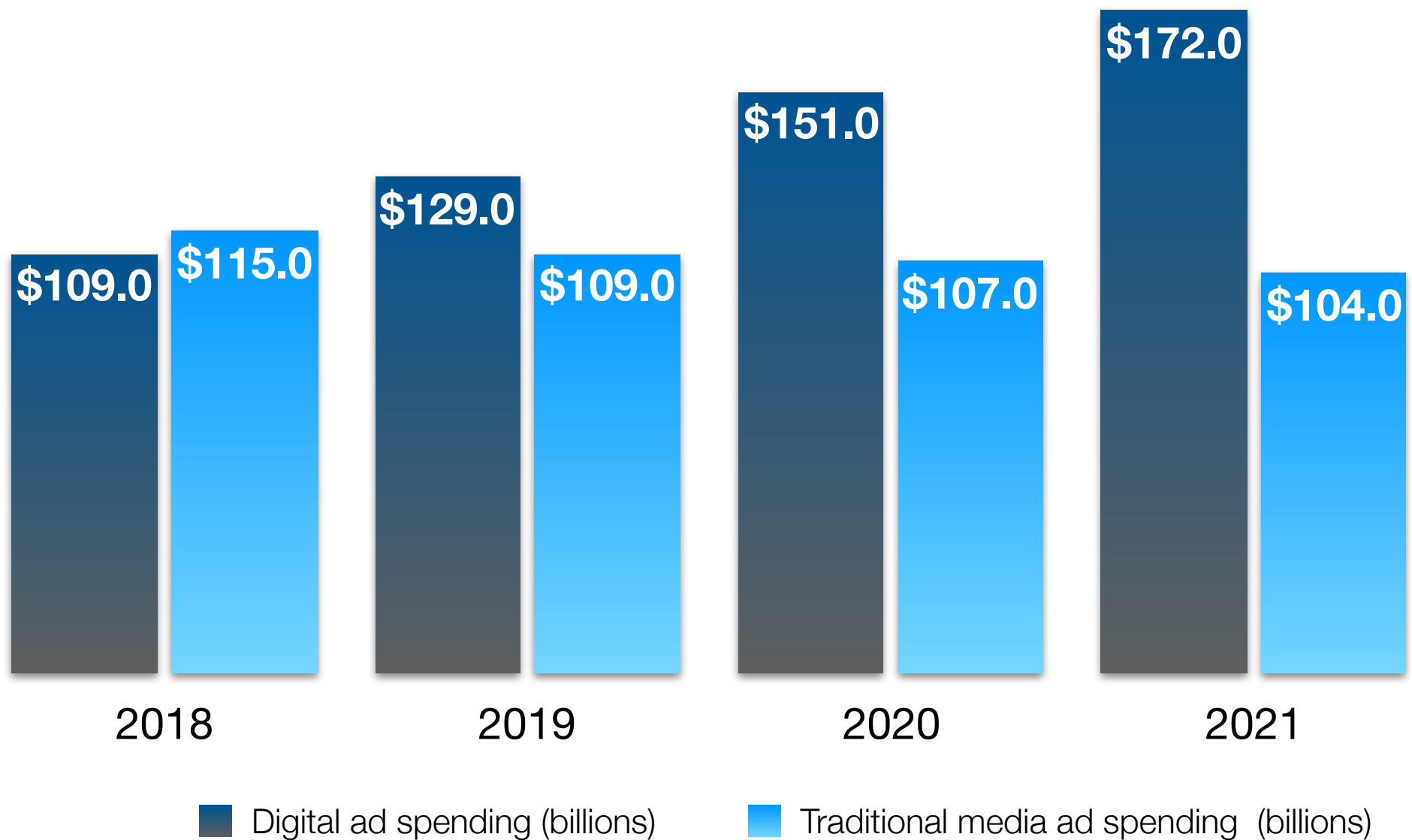
is exposed to **5K** ads p/day ₆

Follows **822** people on Instagram ₇



Digital ad spending is at an all time high

Digital vs Traditional ad spending, United States



...and we have all heard it:
“Direct Mail is dead”



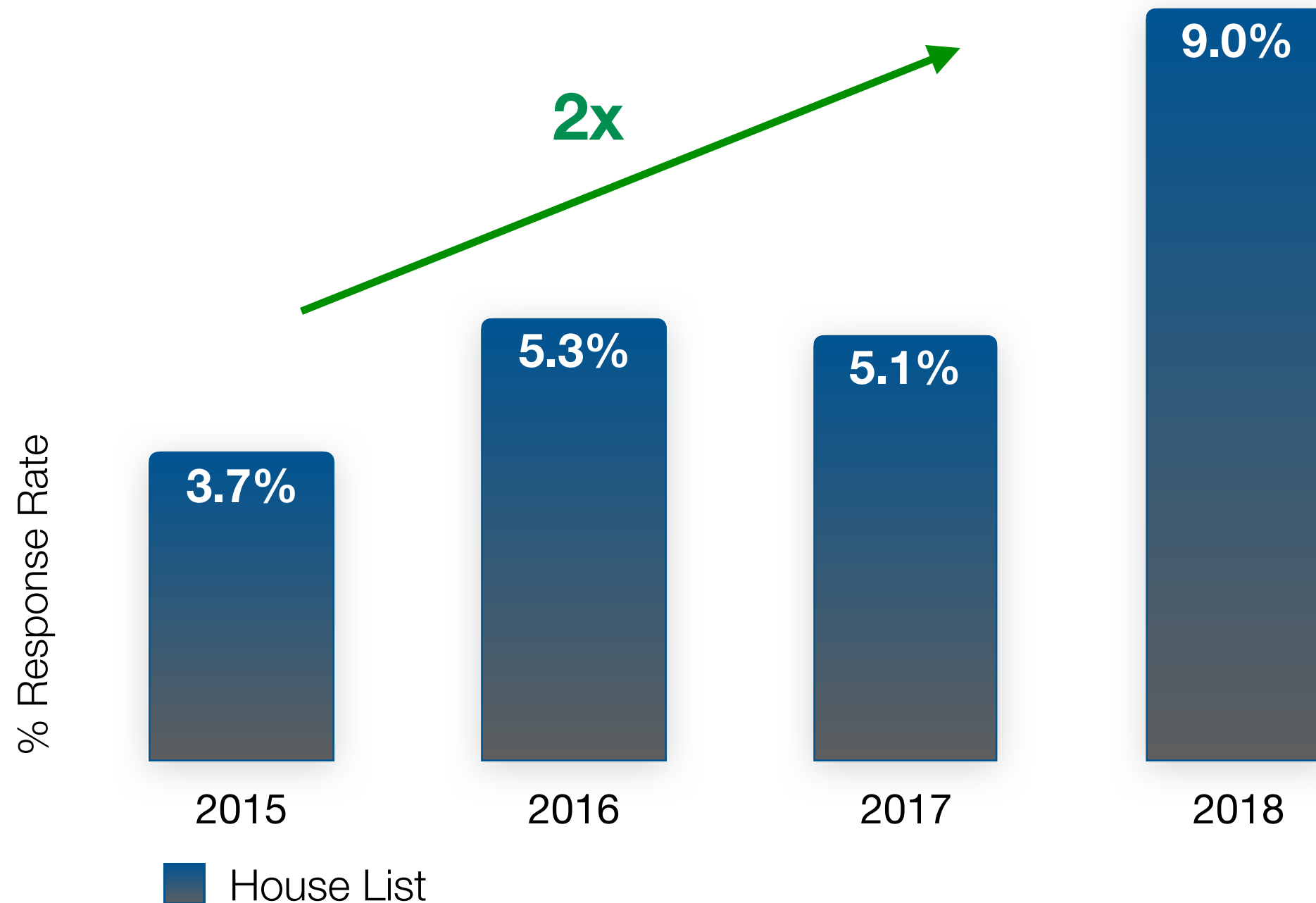


Based on facts,

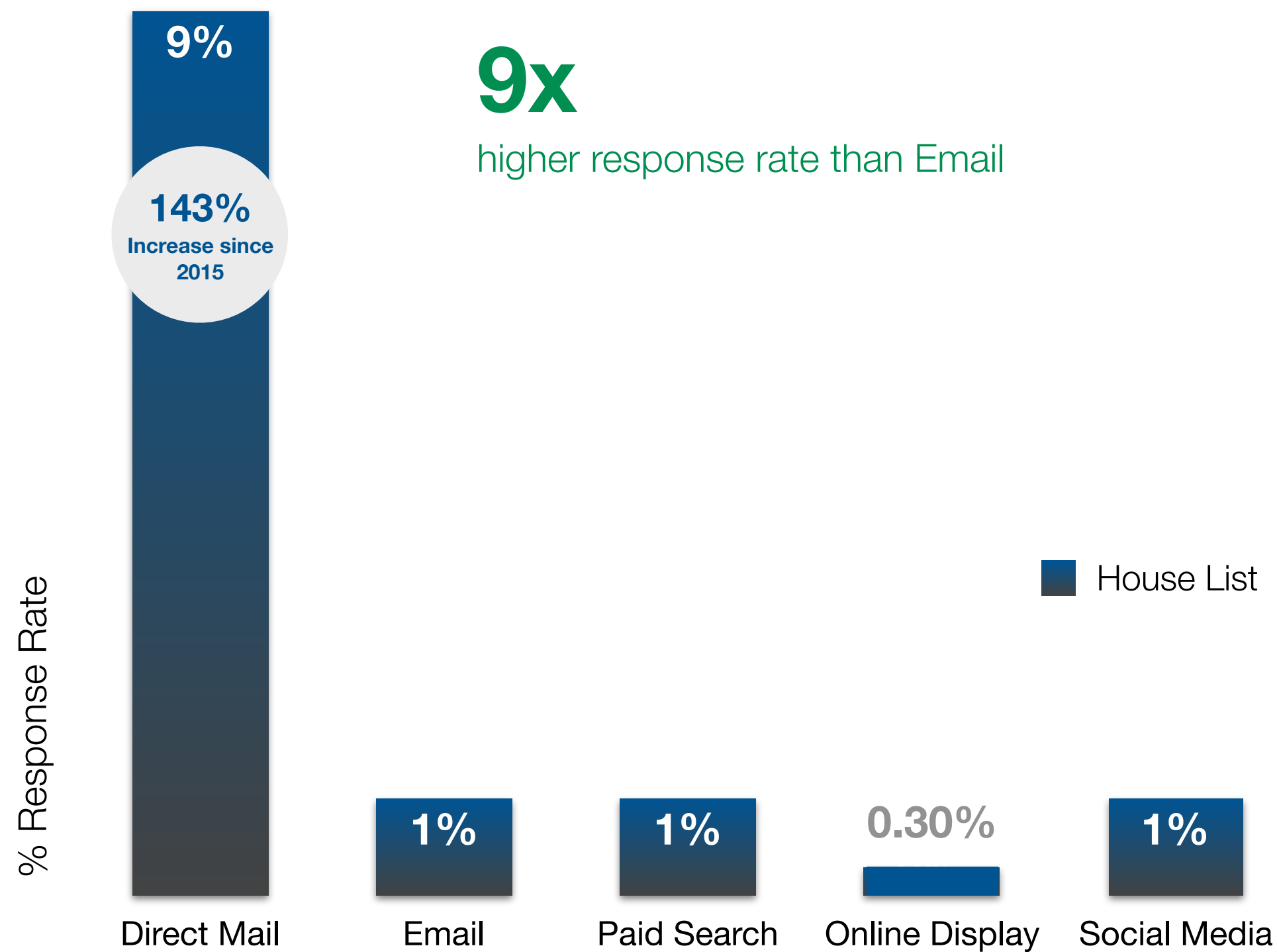
So we uncovered the facts:

Direct Mail is ALIVE and WELL, with historical high conversion levels; acting as a powerful **tangible medium** in our digital world.

Direct Mail response rates have DOUBLED since 2015

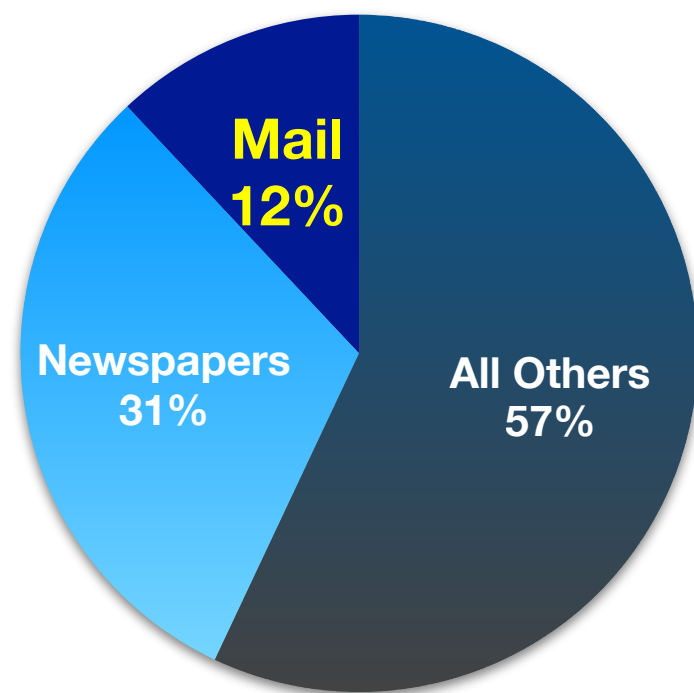


Direct Mail response rate is 9x that of email

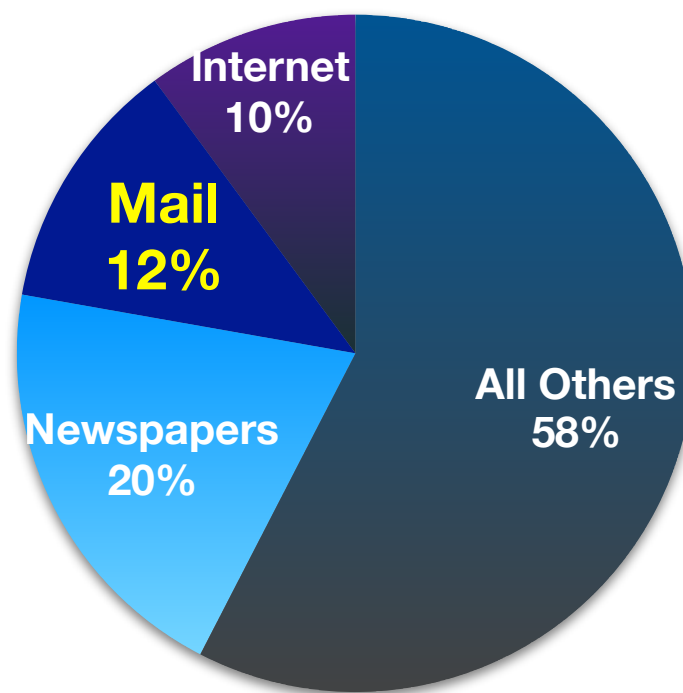


While traditional channels like Newspapers have shrunk over time, Direct Mail remained stable

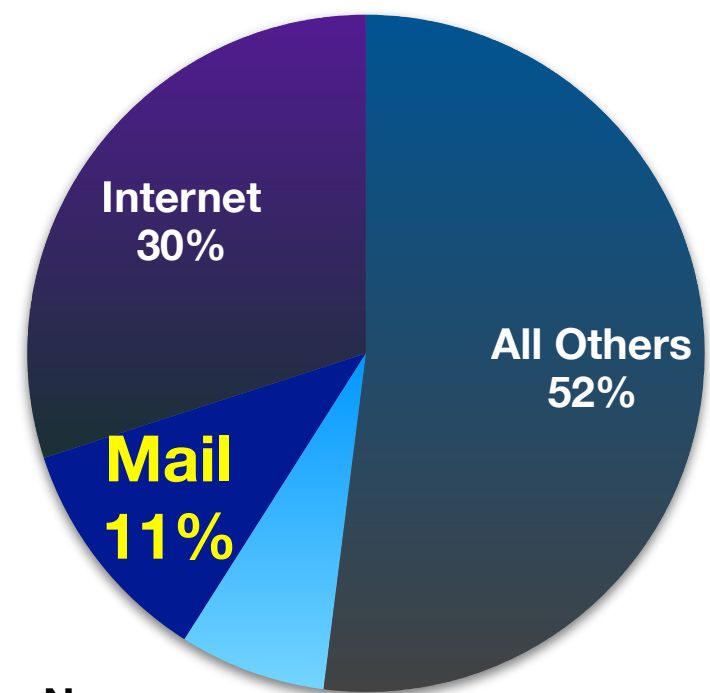
Advertising Market & Market Shares 1995, 2017, 2015



Total Spending:
\$184 B
(2015 Dollars)



Total Spending:
\$237 B
(2015 Dollars)



Total Spending:
\$190 B

In fact,

59% of US respondents say they enjoy getting mail from brands about new products according to Epsilon.

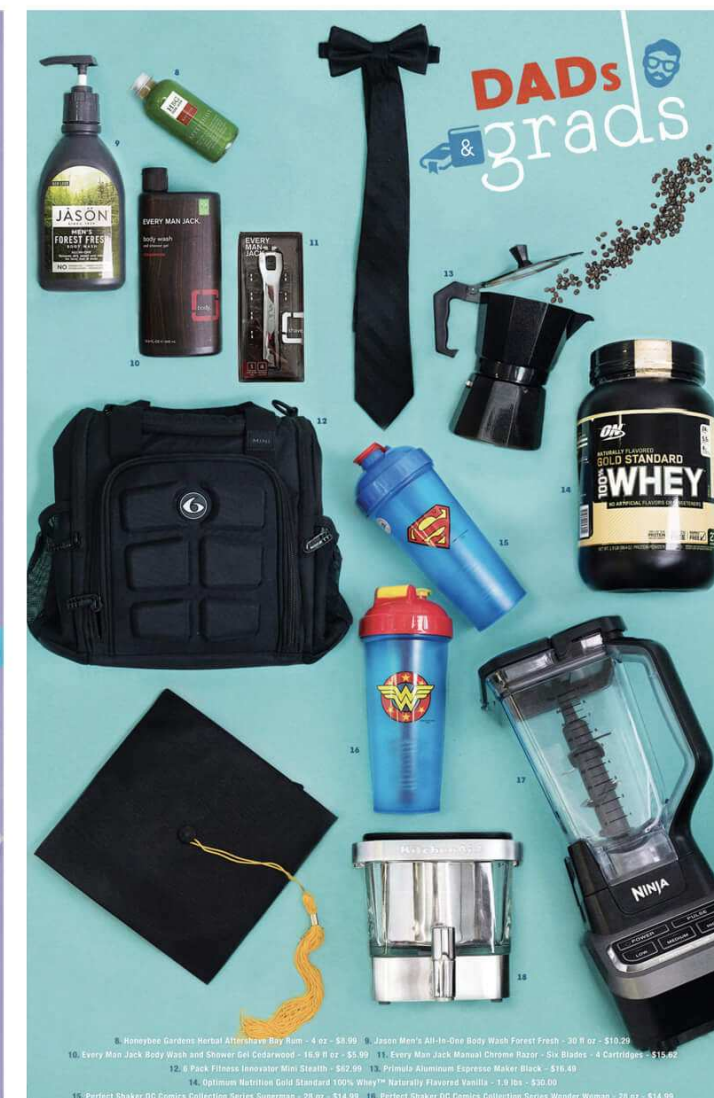
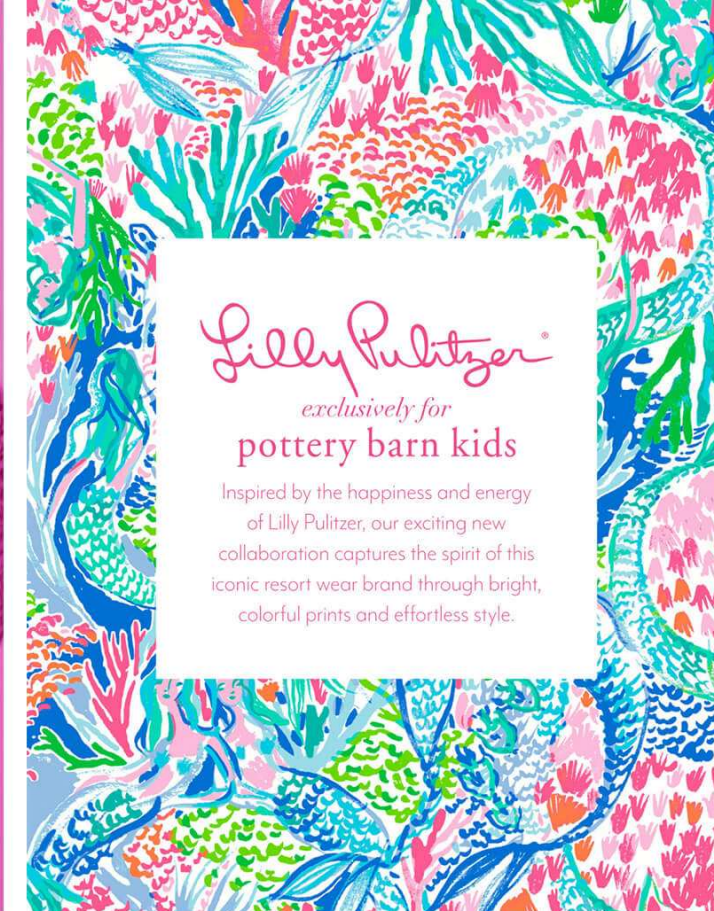
60% of catalog recipients visit the website of the company that mailed them the catalog. (US Postal Service)

44% of merchants upped catalog circulation in 2018. (DMA)

Direct mail recipients **purchased 28% more items** and **spent 28% more money** than people who didn't get that piece of direct mail. (US Postal Service)

73% of American consumers say they prefer being contacted by brands via direct mail because they can read it whenever they want

Examples from: [The Museum of Modern Art](#), [Pottery Barn Kids](#), and [Vitacost](#).



Forbes

“

... one of the biggest urban legends is: Direct mail is dead. It was killed by the internet.

However, it's not just alive and well, but in fact, **direct mail could be considered superior to other marketing channels based on recent statistics and studies.**

”

–Steven Pulcinella, Forbes
Communications Council
Why Direct Mail Marketing is Far From
Dead, Forbes.com

Neuroscience study shows that **Direct Mail has a longer lasting impact** than digital advertising.

- The USPS partnered with Temple University's Center for Neural Decision Making to conduct a neuro-marketing study focused on the differing response to physical and digital media in the consumer buying process, including intent to purchase.
- **Physical ads had a longer lasting impact than digital. A week after the initial viewing, the emotional response and concrete memory of the physical ads allowed participants to more quickly and confidently remember the physical ads than digital ads. This may be crucial when making actual purchases.**

Source: 13.USPS: Enhancing the Value of Mail: The Human Response.
RARC Report . Report Number RARC-WP-15-012 .



Direct Mail is **more**
effective in 5 more
marketing factors
than digital media

FACTOR

Focused attention

Time spent

Engagement:
information absorbed

Emotional reaction

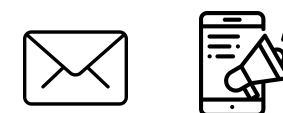
Product and brand
recall

Purchase and
willingness to pay

Desirability

Valuation

MOST EFFECTIVE AD FORMAT



Neuroscience study shows that **Direct Mail is more effective at driving consumer action** than digital advertising.

- Canada Post partnered with leading neuromarketing research and strategy firm True Impact Marketing on a major study that quantified the relative effectiveness of physical (direct mail) and digital (email and display) advertising media by way of their impacts on the consumer's brain. Their hypothesis was that Direct mail is more action-oriented than digital media because its physical format stimulates the underlying mental processes that guide behavior.

Source: 14. Canada Post. A Bias for Action: The neuroscience behind the response-driving power of direct mail.

1

Direct Mail is easier to understand and more memorable

It elicits **70%** higher brand recall (75%) than a digital ad and it requires **21%** less cognitive effort

2

Direct Mail is far more persuasive

Its motivation response is **20%** higher

3

Direct Mail is visually processed quicker
It gets the message across faster

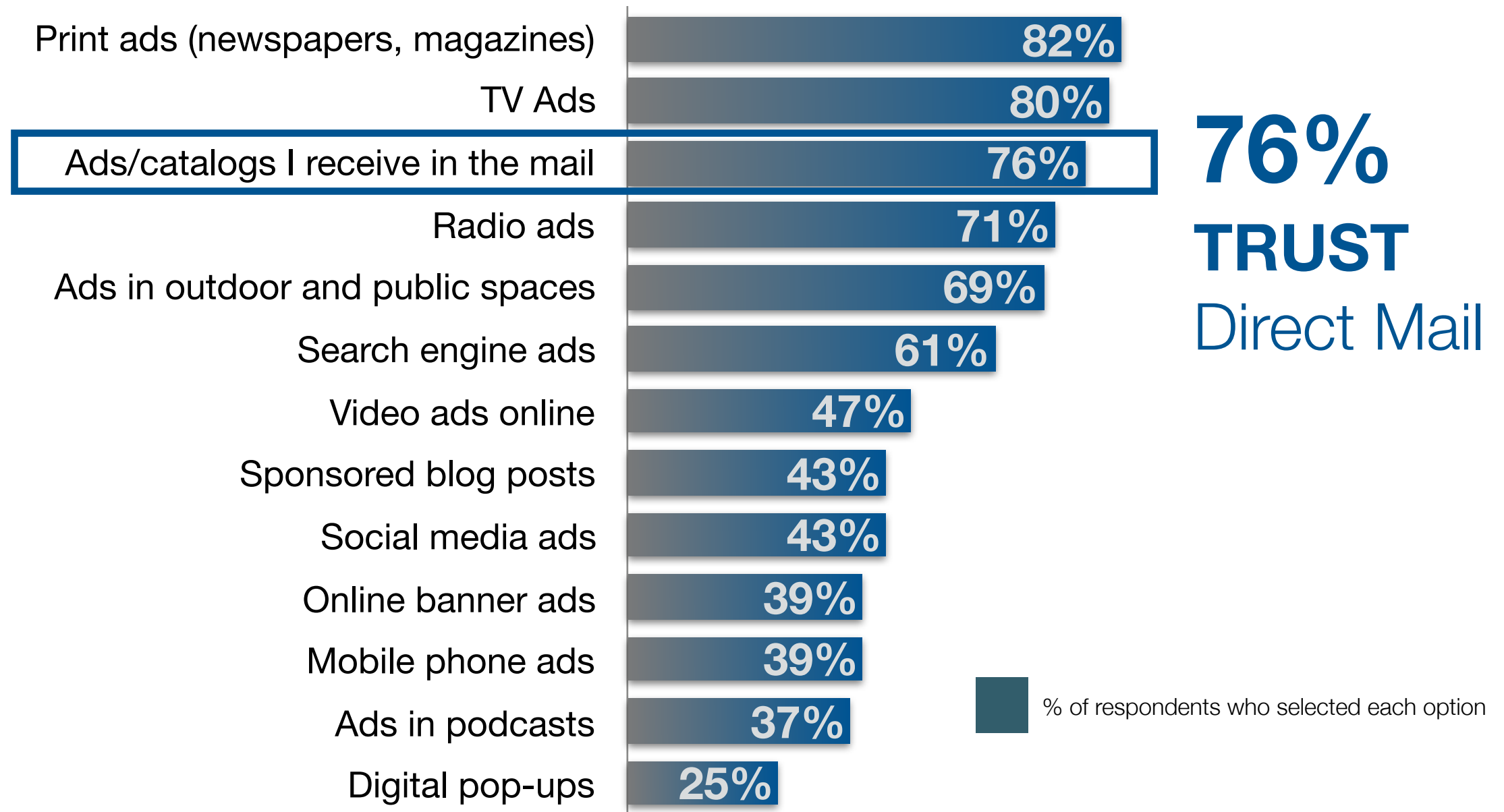
4

Direct Mail is more likely to drive behavior

In the study when compared with with digital ads.

Consumers Trust Direct Mail More than Most other Channels

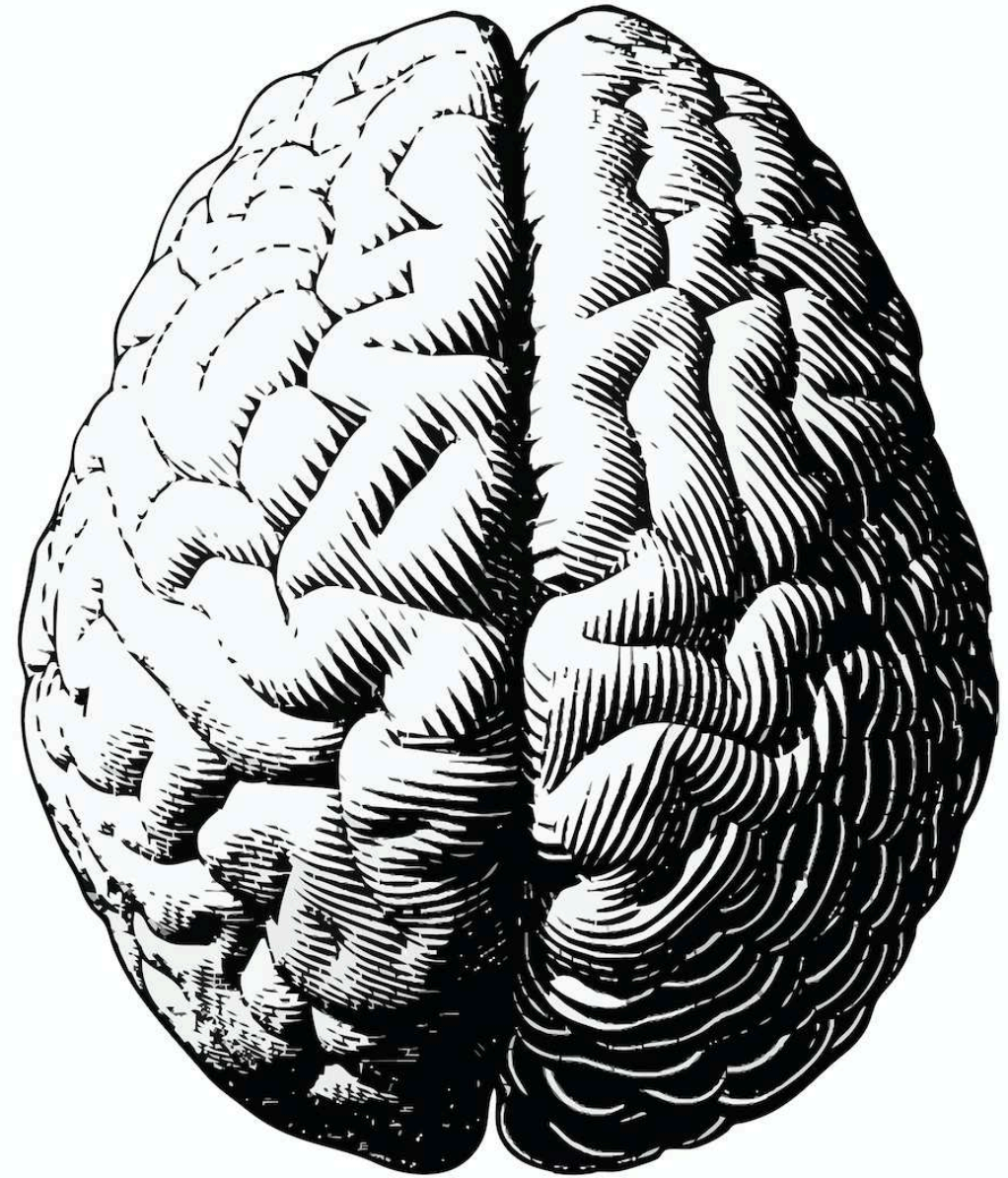
Q: In general what type of advertising channel do you trust more when you want to make a purchase decision?



81% of marketers plan to
**maintain or increase
usage of Direct Mail**
in the next 8 to 12 months (2018)



The tangible aspect of direct mail leaves "a **deeper footprint in the brain**" according to Millward Brown and Bangor University study.





“Giving, receiving and handling tangible objects remain deep and intuitive parts of the human experience.”

Based on a study conducted by the UK Royal Mail, *The Private Life of Mail*. 17



Millennials like Direct Mail

36% of people under the age of 30 look forward to checking their mailboxes every day. ⁸

95% of 18-to-29-year-olds have a positive response to receiving personal cards and letters. ⁸



Baby Boomers prefer Direct Mail

57% of Baby Boomers like the tangible experience of receiving promotions by mail. ¹⁸

41% of Baby Boomers keep promotional mail pieces for future reference. ¹⁸

46% are overwhelmed by how many promotional emails they receive. ¹⁸



DIRECT MAIL is **TANGIBLE** and it has
a much more **POWERFUL & LASTING**
EFFECT on consumer's brains
THAN DIGITAL

DIGITAL
+
DIRECT MAIL

=

PERFECT
COMBINATION



Multi-media campaigns with Direct Mail have stronger consumer engagement than single-media digital campaigns



39% more **attention** than digital campaigns ¹⁹



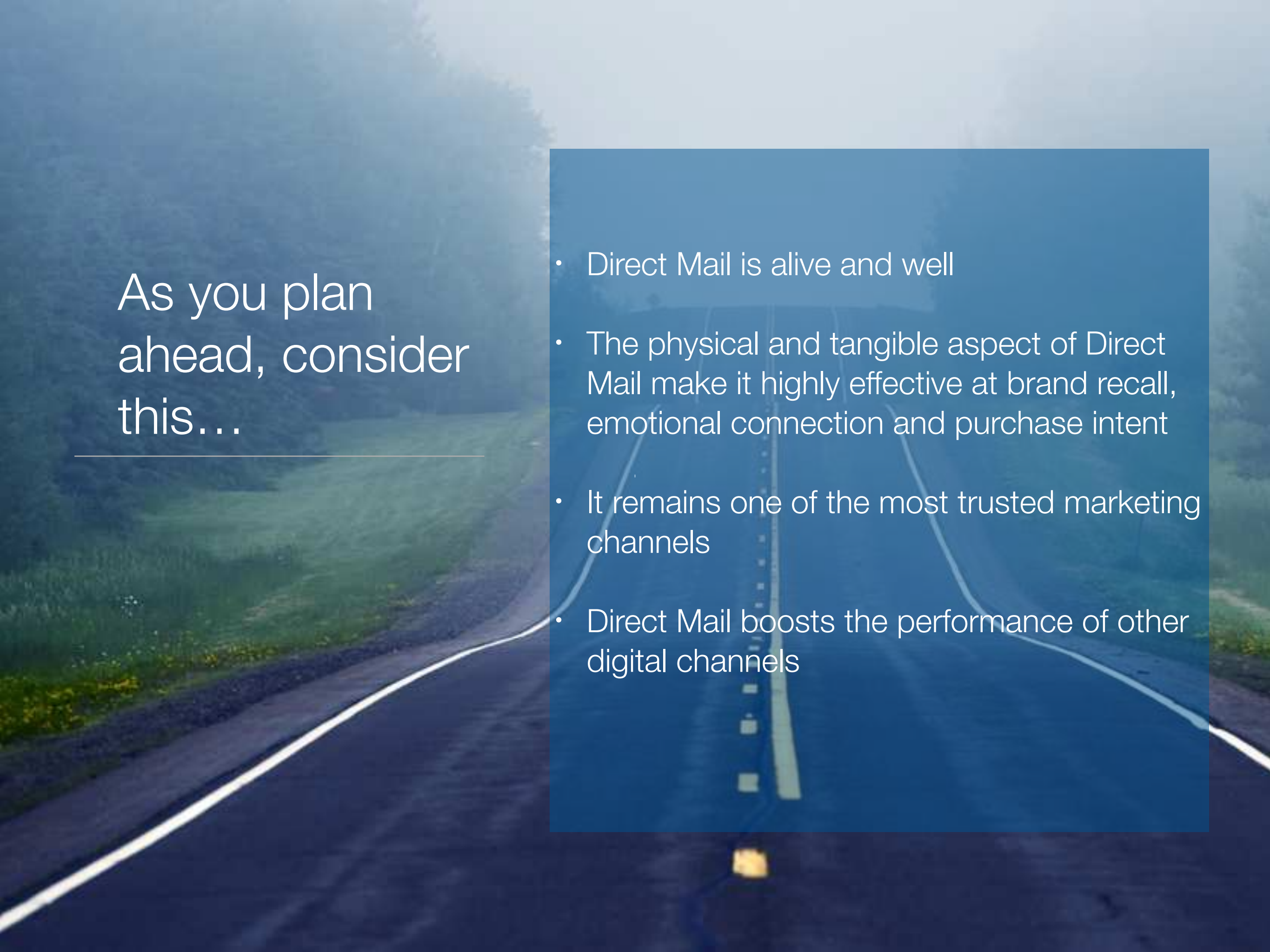
5% more **emotional intensity** than digital campaigns ¹⁹



10% higher **brand recall** ¹⁹



28% higher **conversion rates** ¹⁹

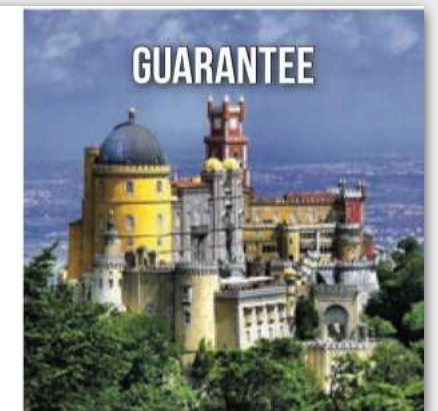
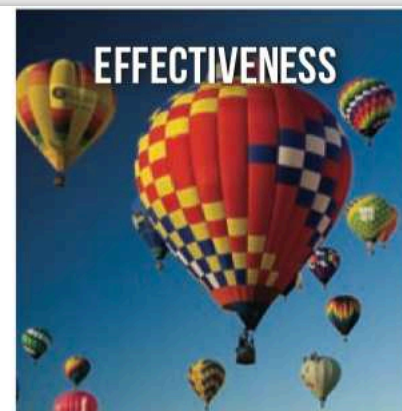
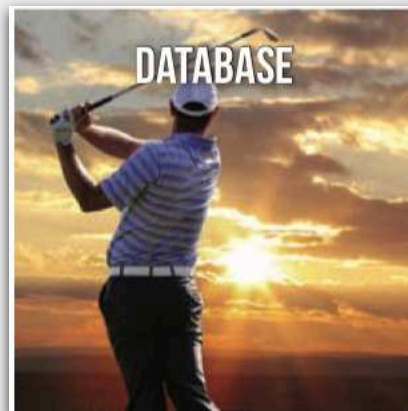


As you plan
ahead, consider
this...

- Direct Mail is alive and well
- The physical and tangible aspect of Direct Mail make it highly effective at brand recall, emotional connection and purchase intent
- It remains one of the most trusted marketing channels
- Direct Mail boosts the performance of other digital channels

Sources

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THE WORLD'S GREATEST VACATIONS

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