SEQUEL RESPONSE

Direct Mail Attribution:
6 things you need to know

KEY PERFORMANCE INDICATORS (KPIs)

43% of marketers utilize direct mail for customer acquisition campaigns. It's also a popular channel for customer retention (27%) and brand awareness (34%) programs.

WHAT ARE COMMON DIRECT MAIL KPIs?

- Sales Rate
- Cost Per Acquisition (CPA)
- Return on Investment (ROI)
- Customer Lifetime Value (LTV)

TIP We recommend tracking multiple metrics for an actionable perspective.
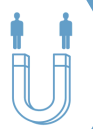
TRACKING

20-35% of responses are captured by directly attributable elements.

WHAT TO USE?

- Offer Code / Coupon Code
- Website URL
- Scannable QR Code
- Toll-Free Number
- Business Reply Envelope (BRE)

TIP Consumers are more likely to Google the company name and use a promo/offer code than they are to use a link, QR code, or BRE.

MATCHBACK

60-75% of matchback sales from the mail group are incremental, based on a holdout performance of 25-40%.

WHY USE IT?

- All sales or orders over the attribution window are matched back to the campaign's mail file, indicating some credit for the sale
- A more comprehensive analysis on your mail's impact

TIP Direct mail read period lasts 60-90+ days.

HOLDOUTS

10-20% is the average holdout audience, but varies based on your total mail volume.

WHAT IS THE BENEFIT?

- Helps fully understand which matchback sales are incremental and deserving of credit
- Allows marketers to track the lift that mail produced over no mail exposure to determine direct mail's impact

TIP A strong performing holdout is often a sign of good targeting.

ATTRIBUTION MODELS

#2 Consumers ranked direct mail as the second most influential direct response channel on purchasing decisions.

WHAT ARE THE MODEL TYPES?

- First-touch: gives credit only to the first channel touched
- Last-touch: gives credit to the last touchpoint
- Multi-touch: gives credit to each touchpoint that is engaged with

TIP Create custom attribution measurements that give credit to the actions that mean the most to your brand.

To learn more, download our e-book, sequeldm.com/all-e-books/direct-mail-attribution-ebook/