

How effective is **DIRECT MAIL MARKETING?**

70%

of marketers report
direct mail performance
has improved over the
last 12 months

76%

of marketers agree direct mail is
more effective than people think

69%

of consumers surveyed engage with
direct mail weekly or daily

41%

of consumers
have visited a
website
mentioned in
a piece of
direct mail

40%

of consumers
enjoy learning
about new
brands,
products,
and services
through mail

33%

of consumers
have googled a
product or
service
advertised in
direct mail

38%

of consumers feel mail is the most influential
type of advertising, beating popular
digital channels