

# Mailing It: How Marketers are Using **DIRECT MAIL**

96%

of marketers surveyed use direct mail

of marketers have increased or maintained direct mail use in the last 12 months

89%

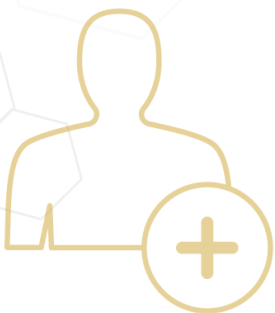
75%

of marketers integrate email marketing with their direct mail strategy



of marketers use direct mail for customer acquisition

43%



69%

of consumers surveyed engage with direct mail weekly or daily

56%

of consumers are likely to use the promo/offer code listed on a mail piece during checkout