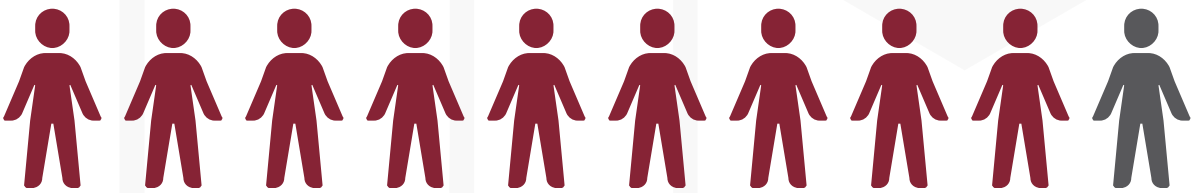


What is the impact of DIRECT MAIL MARKETING?

97%

OF MARKETERS SAY THEIR YOY DIRECT MAIL PERFORMANCE HAS IMPROVED OR STAYED THE SAME



91%

OF MARKETERS AGREE INTEGRATING DIRECT MAIL AND DIGITAL MEDIA INCREASES CAMPAIGN PERFORMANCE

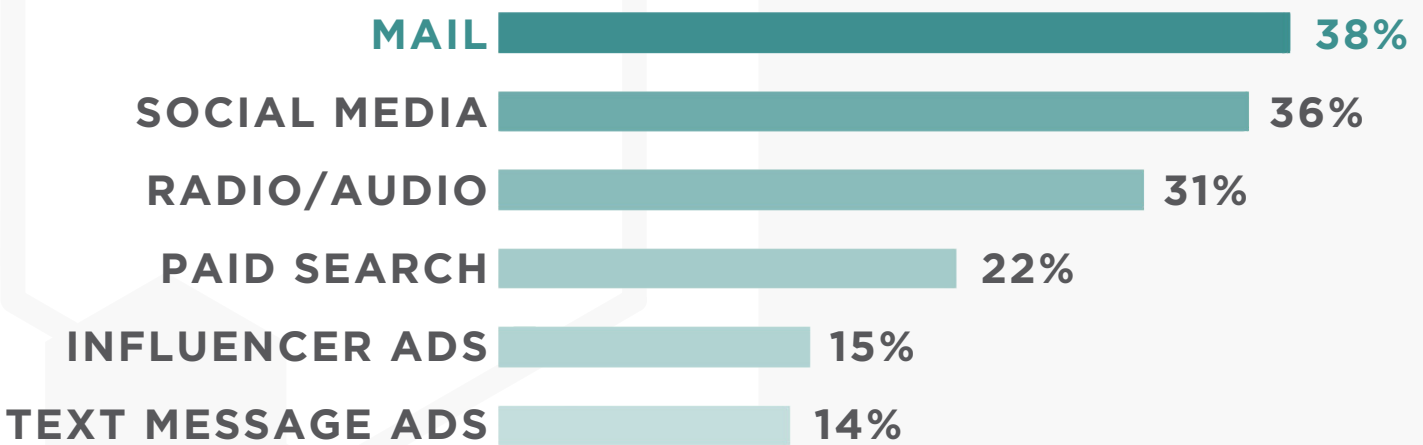


OF MARKETERS INDICATE MAIL'S AFFORDABLE CPA/CAC AS A TOP ADVANTAGE OF THE CHANNEL



OF MARKETERS ACHIEVE A CPA LESS THAN \$150 WITH A DIRECT MAIL CAMPAIGN

WHAT ADVERTISEMENTS ARE THE MOST INFLUENTIAL OVER YOUR PURCHASE DECISIONS?



OF DIRECT MAIL RECIPIENTS WILL PURCHASE WHAT IS ADVERTISED ON THE MAIL PIECE