

Direct Mail

IS ALIVE



MAIL COSTS
are increasing



MAIL VOLUME
is decreasing



DAILY, the average person receives

2 pieces of mail



VS



LESS CLUTTER in the mailbox

=
MORE MESSAGE EXPOSURE

FOR YOU

Direct mail response rates continue to **RISE**

HOUSE LIST

9%

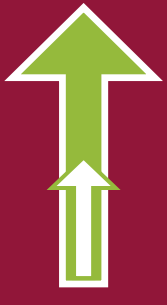
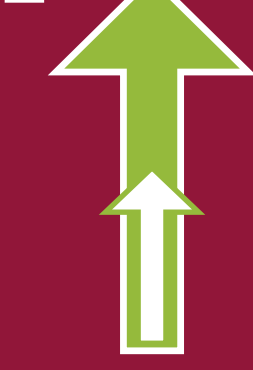
PROSPECT LIST

5%

VS

Digital Marketing response rates of

<1%



Most people find physical mail

MORE TRUSTWORTHY

than it's digital counterpart

more trusted, tangible, & "sticky"



It requires **21% LESS**

cognitive effort to process **direct mail** vs a **digital ad**,

RECALL IS

70% higher



on a printed mailer compared to a digital ad.

NAME PERSONALIZATION CAN INCREASE RESPONSE BY

135%



Other targeted messaging can increase response by **50%**

79% OF CONSUMERS ACT ON DIRECT MAIL IMMEDIATELY

VS

ONLY 45% OF CONSUMERS ACT ON EMAIL IMMEDIATELY

COMBINED WITH DIGITAL AVENUES, INDUSTRY RESEARCH SHOWS THAT DIRECT MAIL LIFTS THE RESPONSE RATE OF OTHER CHANNELS BY

300-500%



Have More Questions? Ask Us.

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