

THE 4Ps OF DIRECT MAIL



HOW DO TODAY'S CONSUMERS REALLY FEEL ABOUT DIRECT MAIL?

To find out, we went directly to the source as part of our Direct Mail Influence Study.

From its ability to deliver **personalized messages** and offers that **prompt purchases**, to its pivotal role in **planning where to shop**, direct mail stands out as a **preferred choice for consumers**.

1 PERSONALIZATION POWERHOUSE

Tailoring content to the recipient's interests and demographics fosters stronger connections and boosts engagement, leading to higher response rates and improved ROI.

49% Ads I receive in the mail feel more personal than digital ads.

49% Direct mail has the most relevant information.

45% Ads I receive in the mail are typically for products and services more relevant to me.

40% Direct mail is personalized to my interests and needs.

2 PREFERRED PROMOTIONAL PIECE

Direct mail offers a tangible, less intrusive experience that feels credible and trustworthy. It allows precise targeting and stands out in a less crowded space, with the potential to evoke more emotions from recipients due to its longer-lasting presence.

58% I look forward to receiving it.

55% I pay more attention to this type of advertising.

54% Reading/looking through mailed advertising is enjoyable.

47% Give the impression the advertiser is more genuine.



3 PLANNING PARTNER

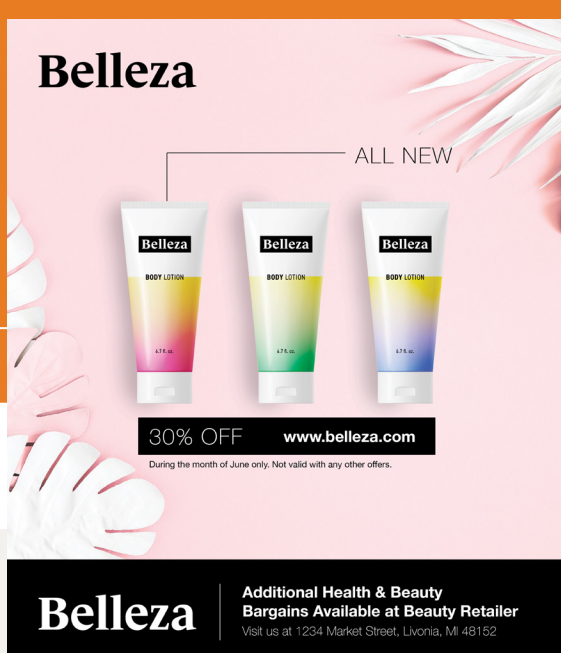
Direct mail helps people plan purchases with visual references, promotional offers, product information, event reminders, and personalized recommendations based on their preferences and past purchases.

64% Easy to use to compare products, services, or stores.

56% Use to plan my weekly grocery shopping.

56% Has the best discounts and savings.

49% Is part of my shopping routine.



4 PROMPTING PURCHASES

Direct mail inspires people to purchase by delivering persuasive offers, clear calls-to-action, personalized content, visually compelling design, trustworthiness, and convenience for recipients to respond when ready.

65% Helps me learn about new products.

64% Grabs my attention.

47% Spurs me to make a purchase.

45% Prompts me to go online for more information.

WAIT — THERE'S A LOT MORE

Check out the full **Direct Mail Influence report** for a deeper look at how consumers respond to direct mail, revealing its crucial role in marketing campaigns and its integration into today's digital landscape. Key findings underscore direct mail as a deliberate and impactful medium, driving engagement, instilling trust, and influencing purchasing decisions.

Vericast Direct Mail Influence Study, November 2023, n=1,815