



THE VALUE OF PRINT

DIRECT MAIL CONTINUES TO GENERATE A SUBSTANTIAL RETURN ON INVESTMENT

The most powerful marketing campaigns blend creative and compelling print elements, including direct mail, with sophisticated and approachable digital outreach.

Direct mail marketing proves time and again to be a dynamic and cost effective way to reach current customers and convert valuable prospects into loyal customers.

A well designed and thought out direct mail piece draws in new customers and compels action, especially when part of a strategic, multi-channel approach. The Chief Marketing Officer Council found that 79% of consumers act on direct mail immediately; 40% of consumers polled said they tried a new business after receiving direct mail, while 70% said they renewed relationships with businesses they had previously ceased using after receiving direct mail.¹ A United States Postal Service study reveals that direct mail recipients purchased 28% more items and spent 28% more than non-direct mail recipients. The USPS found that 23% of direct mail recipients visited the sender's store location.²

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Estimates by the Direct Marketing Association predict spending on direct mail marketing will continue to rise in 2016, from \$47.2 in 2015 to \$48.4 billion.³

An advantage of direct mail today is the ability to include it in a cross-media marketing campaign. Including a direct mail piece ahead of, or during, a digital marketing campaign, creates an opportunity to measure the spikes in traffic on your website.⁴ Email in conjunction with a direct mail campaign achieves better brand awareness and recall, increased ROI and a user-friendly customer experience. 44% of customers visit a brand's website after receiving direct mail marketing.⁵ Brands with a compelling message that links direct mail to digital platforms can expect a 10% to 30% increase in conversion when combining the two channels.⁶

Direct mail is endlessly customizable, both inside and out, giving it a strong advantage. One of the best new ways to increase response and track-ability is to include a personalized URL. A pURL is a unique and personalized landing page or microsite created especially for each recipient of your direct mail campaign. Personal URLs increase response rates by as much as 50%, while helping to engage customers at a deeper level by allowing you to collect valuable information about prospects, and they offer the ability to track responses in real-time by sending email alerts to instantly follow up with interested prospects.

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In addition, the format plays a roll, and personalization allows it to stand out. Oversized envelopes have the best response rate at 5%, followed by postcards at 4.25%, dimensional 4%, catalogs 3.9% and letter-sized envelopes 3.5%.⁷ Print is a powerful, creative medium that continues to be highly trusted by consumers and can lend to the effectiveness of your digital tools and overall brand. Savvy organizations combine unique and targeted direct mail with strategic digital tools to create the most effective campaigns and achieve the highest ROI.

CALCULATE YOUR DIRECT MAIL ROI

Not all return-on-investment calculators or direct mail pieces are created equal. The tools below will help you better understand what ROI is and how to use it to determine the success of your marketing campaign. To access the tools, click on the links below.

3 Must-Have Direct Marketing Metrics

This link explains what to measure and the difference between gross response rates, net response rates and cost per acquisition.

Tutorial: What is a Good Direct Mail Response Rate?

This link explains what a good response rate is and how to compare two campaigns using different media.

Calculating ROI to Realize Project Value

This link offers a more in-depth look at how to calculate ROI, and why it is important to do so. Learn how to see the whole picture, including all costs incurred when building and executing a marketing campaign.

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