

Direct Mail is Alive and Well

Direct mail is more expensive...
...but has a much higher response rate!

RETURN ON INVESTMENT



Direct Mail



Email



Social Media



Paid Search



Online Display

RESPONSE RATE



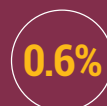
Direct Mail



Email



Social Media



Paid Search



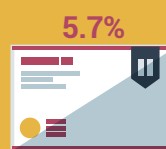
Online Display

**Bigger
is better**

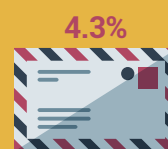
Oversized envelopes have the greatest response rates.



Oversize



Postcard



Letter

Even young people
OPEN MAIL



Direct mail response rate among people age 18-21 is **12.4%**



It's an investment, **not an expense**

For every **\$167** spent on direct mail in the U.S., marketers sell **\$2,095** in goods.