

In Case You Were Wondering:

DIRECT MAIL STILL FLEXES ITS MUSCLE!



41% of Americans of all ages look forward to checking their mail each day.

Admit it! There's something exciting going to the mailbox and finding mail addressed specifically to you. And though older generations are more likely to say they enjoy getting mail, 36% of Americans under 30 also feel this way. *Gallup*

Not only do we look forward to receiving a piece of mail, but we tend to hold on to it, too. **On average, mail is kept for 17** days before it is discarded. *smallbizgenius.net*

According to data from a recent USPS Mail Use & Attitudes Report, **the direct mail industry accounts for almost 60% of the mail US households receive.** Two different studies -similar findings! *United States Postal Service*

The average American household receives 454 pieces of marketing mail per year. On top of that, 92 pieces of nonprofit marketing mail land in the average mailbox as well. *United States Postal Service*

The 2018 DMA Response Rate Report brought news of **amazing average direct mail response rates. The household list response rate was 9% in 2018, significantly up** from 2017, when it was 5.1%. The prospect list response rate was 4.9%, also showing a big increase compared to the 2.9% it achieved the year before. Come on ANA/DMA – we can't wait for the 2019 numbers!

Letter-sized direct mail performs best for lead generation with 15.1% response rate. *2018 DMA Response Rate Report*

Industries using direct mail the most were **Travel and Hospitality (80%), Nonprofit (75%), Publishing or Media (71%), Financial Services-Banks/Credit (67%), and Healthcare (63%).** *ANA/DMA Response Rate Report, 2018*

In general, **oversized envelopes have the highest response rate at 5%** while **postcards** are not far behind at **4.25%** – followed by **dimensional mailers with 4%** and **catalogs with 3.9%**. The average response rate for direct mail in letter-sized envelopes is the lowest at only 3.5%. *Data & Marketing Association*

Consumers can run a Google search and discover new products from their favorite brands. But when they **receive a catalog through the mail, it makes them feel appreciated by the brand.** **As many as six in 10 Americans (59%)** say they **enjoy learning about new products this way** according to Epsilon's direct mail advertising statistics. *Epsilon*

60% of catalog recipients visit the website of the company that mailed them the catalog. *United States Postal Service*

73% of American consumers say they prefer being **contacted by brands via direct mail** because they can read or review the information at their leisure. *Epsilon*