

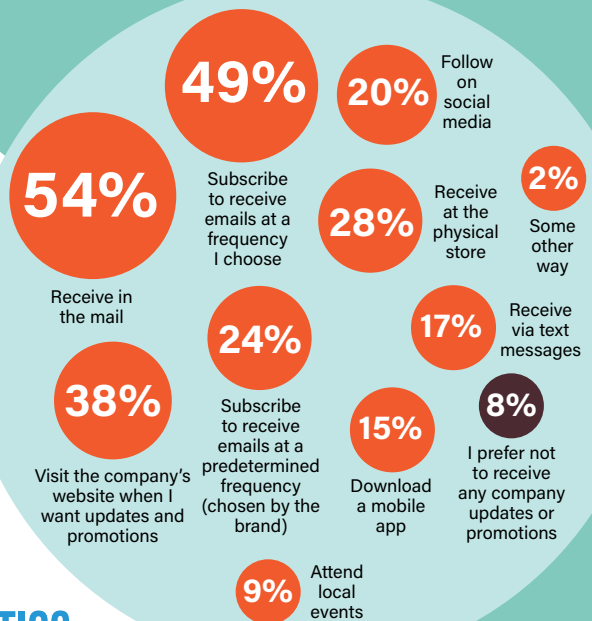
**DIRECT MAIL  
MARKETING  
STATISTICS FOR  
SMALL BUSINESSES**

# DIRECT MAIL MARKETING STATISTICS

- A total of more than 150 million direct mail promotions were sent out in 2015.
- 42 percent of recipients read or scanned the mail pieces.
- More than 2.5 billion coupons were redeemed.

## PREFERRED WAYS OF RECEIVING UPDATES AND PROMOTIONS

- The greatest number, **54 percent**, of consumers surveyed said they want to receive mail from brands they're interested in.
- **59 percent** of U.S. respondents and **65 percent** of Canadian respondents agreed with the following statement, "I enjoy getting postal mail from brands about new products."
- **56 percent** of customers find print marketing to be the most trustworthy type of marketing.
- **70 percent** of Americans say mail is more personal than the internet.



## DIRECT MAIL MARKETING EFFECTIVENESS STATISTICS

U.S. advertisers spend \$167 per person on direct mail to earn \$2,095 worth of goods sold; a **1,300 percent** return.

One study, "The neuroscience behind the response-driving power of direct mail" found that:

- Direct mail generates a motivation\* score that is **20 percent** higher than digital media.
- Direct mail was found to require **21 percent** less cognitive effort. That means your message is absorbed more quickly and effectively.
- Brand recall was 70 percent higher among participants who were exposed to direct mail ads rather than to digital ones.

The average ROI for direct mail campaigns is between **18 and 20 percent**.

**56 percent** of consumers who responded to direct mail went online or visited the physical store.

**62 percent** of consumers who responded to direct mail in the past three months made a purchase

