

# DATAGRAM

## DIRECT MAIL TARGETING



**12.4%**  of adults 18-21 respond to direct mail.

Source: ANA/DMA. *Response Rate Report*, 2017



**15%** of company respondents report personalizing their offline channels; **37%** of those report a major uplift in conversion rates as a result of doing so.

Source: Econsultancy/RedEye. *Conversion Rate Optimization Report*, 2017

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**9x** higher response rate for direct mail house lists compared to email house lists.

Source: ANA/DMA. *Response Rate Report*, 2018



Canadian marketing decision makers rank direct mail #1 for targeting among all media [digital and non-digital] channels.

Source: Canada Post. *The Smartmail Marketing Canadian Marketer Survey*, 2019

**48%**  of Canadian marketing decision makers ranked targeting as their biggest marketing challenge.

Source: Canada Post. *The Smartmail Marketing Canadian Marketer Survey*, 2019



**78%**

of marketers claim that personalized direct mail is a highly effective channel vs. non-personalized direct mail.

Source: Marketing Charts. *Data Source Demand Metric / PFL*, 2019

 **57%**

Having received addressed mail, 57% of consumers open it vs. 5.7% for unaddressed mail.

Source: ANA/DMA. *2018 Direct Mail Facts & Figures*

“ Leveraging a custom audience list that merges house data and digital data can **increase ROI by 300%**. ”

Source: Pitney Bowes. *National Postal Forum Presentation*, 2019

