

# DIRECT MAIL x MEDIA VALUE DATAGRAM



## MORE VALUE PER TOUCH

Riversol targeted people who'd ordered a 15-day free trial, using direct mail to reactivate them. It allowed the brand to tell its story, extend content and provide an experience as intimate as its products. Customers receiving the direct mail ordered **21% more items** than those only exposed to digital channels.

Source: Riversol



## OMNI-CHANNEL BENEFITS

**39%** of marketers say an improved ability to activate omni-channel campaigns is the top factor in their decision to **increase direct mail spend** over the next year.

Source: *Delivering Performance: Direct Mail in the United States 2023*, Winterberry Group, September 2023



## ENGAGEMENT TO THE MAX

Direct mail has a **95% engagement rate**, whereas **57%** of consumers are unsubscribing from emails, primarily due to receiving an excessive number of digital messages.

Source: Marketreach, 2023



## ROI WINNER

**84%** of marketers agree **direct mail provides the highest ROI** of any channel they use. This number has consistently increased year over year over the last three years (**74%** in 2023; **67%** in 2022).

Source: *2024 State of Direct Mail Marketing*, Lob and Compermedia



## ATTENTION EFFICIENT

Mail is more attention efficient than social and digital display. It costs only **£0.11 (CAN\$0.19)** to generate a minute of consumer attention with direct mail, compared with **£0.15 (CAN\$0.26)** for desktop display and **£0.19 (CAN\$0.32)** for social display.

Source: *The Time We Spend With Mail*, JICMAIL, 2023



## CUSTOMER LIFETIME LIFT

When a supplements brand looked to secure customer lifetime value, it turned to a direct mail win-back campaign targeting repeat purchasers who had exceeded **90 days** since their last purchase. The results? A **1,052.8% ROI**.

Source: "How these 5 retailers use direct mail to increase sales," Shopify, May 2022



## BROWSERS INTO BUYERS

Catalogues turn consumers into buyers:

**76%** said catalogues give them ideas of things to buy.  
**69%** spend 5-30 minutes reading catalogues.

**68%** notice a catalogue in the mail vs. a marketing email.  
**55%** bought something they saw in a catalogue.

Source: *Catalogues: Connecting With consumers. Converting Sales.*, Royal Mail Marketreach

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