

# Mail lands at the TOP OF THE HEAP

## Nearly 6 Times Stronger Than Digital

With a house list, direct mail scores a 5.3% response rate vs. 2.6% for all digital channels combined.

Source: *DMA Response Rate Report*, Direct Marketing Association, 2016



## Commands Attention

8 of 10 people say they read mail the same day they receive it.

Source: *Consumers and Direct Mail*, Canada Post / TNS, 2013

**50%** of people purchased a product in-store in the past six months as a result of receiving direct mail.

Source: *Direct Mail Omnibus*, Canada Post/Harris Decima, 2014



## Tied to Online Tracking

55% of marketers use some type of online tracking capability, like personalized URLs.

Source: *DMA Response Rate Report*, Direct Marketing Association, 2016

## Marketers Love Mail . . .

Direct mail offers strong return on marketing investment (27% ROI).

Source: *DMA Response Rate Report*, Direct Marketing Association, 2016



## . . . Consumers Do, Too!

59% of U.S. and 65% of Canadian respondents say, "I enjoy getting postal mail from brands about new products."

Source: *2013 Channel Preference Study*, Epsilon

Contact your local Allegra today.

Your Local, Single Source for Strategic Marketing and Print Communications with Measurable Results.



Allegra business are independently owned and operated.