The State of Direct Mail
CONSUMER INSIGHTS
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- Demographic insights
- How consumers act on direct mail
- Direct mail format preferences & by industry
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Introduction

For this State of Direct Mail Consumer Insights Report, we partnered with Comperemedia to interview 2,111 US consumers age 18+ to understand their usage of, attitudes toward, and preferences around direct mail. These insights are invaluable for marketers looking to breakthrough the digital marketing noise and engage customers with intelligent direct mail to drive revenue and ROI.

Read on to get all the key findings and actionable insights in this groundbreaking report.

62% of consumers say direct mail has inspired them to take action
Methodology

2,111

US consumers age 18+ were interviewed.

Respondents were nationally representative of age, gender, income, ethnicity and region.

Respondents answered a 15-minute online survey with ~50 questions and open-ended follow-ups.

Among other questions, respondents were asked a series of questions around their preferences and satisfaction related to direct mail and within four specific sectors:

- Financial Services
- Healthcare
- Retail
- Local Business
Key findings & actionable insights

01 72% of consumers read direct mail immediately or the same day they bring it inside their residence

02 For brands consumers do not know, direct mail is the preferred channel of communication with 44% of respondents selecting this channel

03 62% of consumers say direct mail has inspired them to take action

04 Half of consumers sometimes or often share direct mail with friends and family

05 Offers and promotions are key motivators for existing customers to take action

06 The majority of consumers still opt to receive some paper statements from brands
**KEY FINDING 1**

72% of consumers read direct mail immediately or the same day they bring it inside their residence.

- **85%** regularly read direct mail either *immediately*, the same day or at a later time.
- **63%** keep direct mail for less than two days.

**ACTIONABLE INSIGHT**

With the majority of consumers opening direct mail immediately, you should invest in triggered omnichannel campaigns based on mail delivery date. Coordinate emails to go out the day after the direct mail arrives or an email to look out for a promotion that’s on the way.

Base: Total n=2,111

Q: What do you typically do with direct mail you receive from any brand? (Select one response.) / How long do you typically keep direct mail from any brand? (Select one response.)
Direct mail attitudes

- I expect direct mail I receive from brands will be personalized for me in some way
- 18-34: 53%, 35-54: 56%, 55+: 49%

- I am often introduced to new brands via direct mail
- 18-34: 44%, 35-54: 51%, 55+: 53%

- Direct mail is an important way for brands to build relationships with me
- 18-34: 44%, 35-54: 51%, 55+: 50%

- Receiving direct mail from a brand feels more important than receiving an email from a brand
- 18-34: 44%, 35-54: 50%, 55+: 42%

**Key Finding 2**

44% of respondents aged 18-34 agree direct mail is an important way for brands to build relationships with them.

**Actionable Insight**

Direct mail is an excellent channel for new customer acquisition to build awareness and loyalty. Invest in new customer acquisition campaigns and ongoing retention campaigns to grow CLTV and ROI.

Base: n by Age = 545 | 684 | 845

Q: Take a moment to consider the statements listed below. Please state the extent to which you agree or disagree with each. (Select one per row.)
Because consumers most often visit a brand website after receiving a direct mailpiece, ensure every touchpoint in your campaign has consistent visuals and message match to create an engaging customer experience optimized for conversion.

KEY FINDING 3

62% of consumers say direct mail has inspired them to take action

Specific action taken on direct mail by age

<table>
<thead>
<tr>
<th>Action</th>
<th>Total</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visited the brand or service website</td>
<td>43%</td>
<td>38%</td>
<td>45%</td>
<td>45%</td>
</tr>
<tr>
<td>Bought a product/signed up for a service</td>
<td>31%</td>
<td>29%</td>
<td>32%</td>
<td>31%</td>
</tr>
<tr>
<td>Visited a retail location to check out a product in person</td>
<td>31%</td>
<td>34%</td>
<td>33%</td>
<td>27%</td>
</tr>
<tr>
<td>Searched for the brand/product/service online (e.g. Google, Bing etc.)</td>
<td>28%</td>
<td>30%</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>Looked up reviews of the brand/product/service</td>
<td>26%</td>
<td>26%</td>
<td>22%</td>
<td></td>
</tr>
</tbody>
</table>

Base: Total n=1,300; n by age = 302 | 451 | 547

Q: Now, which of the following best describes the action you took after receiving this specific piece of direct mail? (Select all that apply.)
KEY FINDING 4

Offers and promotions are key motivators for all customers

ACTIONABLE INSIGHT
Create personalized offers based on purchase history to stand out from digital noise and motivate consumers to convert.

What part/aspect made you take action?

- Offer or promotion caught my eye: 64%
- Was already interested in brand/product/service: 54%
- Piece was personalized to me: 20%
- Found the piece particularly creative: 17%
- Someone I know recently purchased from this brand and recommended to me: 17%
- Other: 2%

Base: Total n=1,300;
Q: Now, which of the following best describes the action you took after receiving this specific piece of direct mail? (Select all that apply.)
KEY FINDING 5

51% of consumers sometimes or often share direct mail with friends and family.

30% of consumers say they would take action on a direct mailpiece if someone they know had recently purchased from this brand and recommended them to them.

**ACTIONABLE INSIGHT**

Leverage the shareability and virality of direct mail by including additional promo codes or offers to share.

**Frequency of sharing direct mail with friends and family**

- **Sometimes**: 40%
- **Rarely**: 28%
- **Never**: 22%
- **Often**: 11%

Of the 78% who reported sharing direct mail with friends and family:

- 13% shared discounts and promotions
- 32% shared coupons

Base: Total n=2,111
Q: How often do you share direct mail pieces or offers with your friends or family? (Select one response.)

Base: Total N=1,655
Q: You mentioned you share direct mail pieces or offers with your friends and family. What specific direct mail pieces or offers have you shared in the past? Please use specific examples when possible. (Please briefly describe.)

Base: Total n=2,111
Q: Imagine you were bringing in a piece of direct mail into your residence. Which of the following elements of a direct mail piece would inspire you to take action? (Select all that apply.)
Nearly three-fourths (72%) of 18-24 year olds report they still receive at least some paper statements from brands, with 17% reporting they have not opted in to paperless for any brand.

KEY FINDING 6

70% of consumers opt to receive at least some paper statements from brands

ACTIONABLE INSIGHT

Offer the option to go paperless to support sustainability initiatives and be eco-conscious but give consumers options to provide the best customer experience.

30% have opted into paperless statements for every brand that offers it.

Base: Total n=2,111
Q: Which of the following statements best describes your relationship with paperless statements? (Select one response.)
Demographic insights
AGES 18-34

Consumers ages 18-34 are significantly more likely to prefer to receive letters and envelopes than those 35+

Those 18-34 are significantly more likely to prefer letters and envelopes than those 35+, potentially due to the information typically found in this format matching their life stage (e.g. credit card approvals, education information, etc.)

For consumers 18-34 design and copy are important elements of a direct mailpiece

Factors that inspire consumer action

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offer or promotion caught my eye</td>
<td>52%</td>
</tr>
<tr>
<td>I was already interested in brand/product/service</td>
<td>47%</td>
</tr>
<tr>
<td>Someone I know recently purchased from this brand and recommended to me</td>
<td>34%</td>
</tr>
<tr>
<td>Design and wording of piece captured my attention</td>
<td>36%</td>
</tr>
<tr>
<td>Piece was personalized to me</td>
<td>35%</td>
</tr>
</tbody>
</table>
Those aged 35-54 are more interested in postcards than other age groups, likely due to being time-starved.

Catalogs and magazines are of top interest among all age groups.

Direct mail formats from brands with relationship by age

- **Catalogs/Magazines**: 51% (18-34), 54% (35-54), 52% (55+)
- **Brochures (pamphlet/booklet)**: 41% (18-34), 41% (35-54), 46% (55+)
- **Letters and envelopes**: 46% (18-34), 39% (35-54), 35% (55+)
- **Postcards**: 32% (18-34), 39% (35-54), 29% (55+)
- **Other**: 3% (18-34), 4% (35-54), 4% (55+)

Base: Total n= 565 | 696 | 850

Q: Which of the following direct mail formats do you prefer to receive from brands you already have a relationship with? (Select all that apply.)
Consumers 35+ are more likely to engage with direct mailpieces from brands they have a relationship with than their younger counterparts.

Consumers 35+ are significantly more likely to report that they are very or somewhat likely to engage with direct mailpieces from brands they have a relationship with compared to 18 – 34 year old consumers.

50% of consumers age 35–54 agree that receiving direct mail from a brand feels more important than receiving an email from a brand.

Base: n by Age = 545 | 684 | 845 | Q: Take a moment to consider the statements listed below. Please state the extent to which you agree or disagree with each. (Select one per row.)

Base: n by Age = 565 | 696 | 850 | Q: Please indicate how likely you are to engage with direct mail pieces from the following. (Select one for each row.)
Older consumers (55+) are significantly more likely to prefer communications via direct mail from all brand types compared to younger consumers.

### Communication preferences by age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Email</th>
<th>Direct Mail</th>
<th>Text Messages</th>
<th>Social Media Messages</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>43%</td>
<td>23%</td>
<td>14%</td>
<td>21%</td>
</tr>
<tr>
<td>35-54</td>
<td>38%</td>
<td>39%</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td>55+</td>
<td>27%</td>
<td>62%</td>
<td>7%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Base: n by Age = 565 | 696 | 850
Q: Which of the following types of communication do you most prefer to receive from brands you don’t know/brands you know, but don’t have a relationship with/brands you have a relationship with? (Select one response.)

Provided by Lob and Comperemedia
AGES 55+

64% of those 55+ report direct mail overall has inspired them to take action, with offers and promotions most important to this age segment.

Base: Total n = 2,111; n by Age = 565 | 696 | 850
Q: Has any piece of direct mail ever inspired you to take some kind of action? Action can include searching for the brand online, visiting a brand website, checking the brand’s social media, looking up reviews of the brand/product, buying a product, or visiting a brand location. (Select one response.)

Direct mail has inspired action in...

<table>
<thead>
<tr>
<th>Age Segment</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>55+</td>
<td>64%</td>
</tr>
<tr>
<td>35-54</td>
<td>65%</td>
</tr>
<tr>
<td>18-34</td>
<td>53%</td>
</tr>
<tr>
<td>Total</td>
<td>62%</td>
</tr>
</tbody>
</table>
How consumers act on direct mail
A majority of consumers visit the brand or service website directly and 50% search for the brand/product/service online. This is true across the four sectors analyzed, with most consumers likely to visit the brand or service website.

62% of consumers report direct mail has inspired them to take action

Regularly read their direct mail either immediately, the same day or at a later time

Only 15% of consumers rarely read direct mail and typically recycle or throw it away.

60% of consumers overall would be inspired by offers or promotions that catch their eye

Consumers are also inspired if they are already interested in a product/service. Images of an item/brand/service that consumers have previously purchased are most appealing, suggesting that while direct mail can be used at the beginning of the marketing funnel, it can also be used as a tool for re-contacting or re-engaging consumers.
Direct mail drives store visits when consumers are looking to learn more about brands.

Method to learn more about a brand from direct mail:

- Visit store, if they have one: 24%
- Use a search engine: 27%
- Generic URL: 16%
- Personalized URL: 14%
- Phone number: 9%
- QR code: 9%

Base: Total n = 2,111
Q: Imagine you received a piece of direct mail from a brand you are interested in and want to learn more. Which of the following methods would you be most likely to use to get more information? (Select one response.)
**Offers are the most important factor in consumers reading a direct mailpiece**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Likelihood to Open/Read (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your first and last name</td>
<td>51%</td>
</tr>
<tr>
<td>Name of an item you recently purchased or viewed online</td>
<td>58%</td>
</tr>
<tr>
<td>A local event or location</td>
<td>60%</td>
</tr>
<tr>
<td>Image of an item you recently purchased or viewed online</td>
<td>59%</td>
</tr>
<tr>
<td>Personalized URL</td>
<td>42%</td>
</tr>
<tr>
<td>QR code</td>
<td>37%</td>
</tr>
<tr>
<td>Single offer or promotion</td>
<td>72%</td>
</tr>
<tr>
<td>Multiple offers or promotions</td>
<td>73%</td>
</tr>
<tr>
<td>Your first name</td>
<td>48%</td>
</tr>
</tbody>
</table>

**Base:** Total n=2,111  
**Q:** Imagine you receive a piece of direct mail from a brand you are particularly interested in. How likely are you to open/read this piece of mail if it had the following included?
Offers & promotions are also key motivators for consumers to take action on a direct mailpiece

What part/aspect made you take action?

- Offer or promotion caught my eye: 64%
- Was already interested in brand/product/service: 54%
- Piece was personalized to me: 20%
- Found the piece particularly creative: 17%
- Someone I know recently purchased from this brand and recommended to me: 17%
- Other: 2%

Base: Total n=1,300
Q: Which of the following describes why this particular piece of mail inspired you to take action? (Select all that apply.)
Consumers most commonly visit a brand website after receiving a direct mailpiece

Specific action taken on direct mail by age

- Total
- 18-34
- 35-54
- 55+

Visited the brand or service website
- Total: 43%
- 18-34: 35%
- 35-54: 26%
- 55+: 26%

Bought a product or signed up for a service
- Total: 45%
- 18-34: 29%
- 35-54: 29%
- 55+: 22%

Visited a retail location to check out a product in person
- Total: 31%
- 18-34: 18%
- 35-54: 18%
- 55+: 13%

Searched for the brand/product/service online (e.g. Google, Bing etc.)
- Total: 38%
- 18-34: 34%
- 35-54: 33%
- 55+: 27%

Looked up reviews of the brand/product/service
- Total: 45%
- 18-34: 29%
- 35-54: 27%
- 55+: 19%

Visited another website looking for the product or service advertised
- Total: 31%
- 18-34: 15%
- 35-54: 19%
- 55+: 5%

Checked the brand or service's social media
- Total: 31%
- 18-34: 14%
- 35-54: 14%
- 55+: 14%

Checked other social media to gauge others' thoughts on the brand/product/service
- Total: 38%
- 18-34: 14%
- 35-54: 14%
- 55+: 4%

Base: Total n = 1,300; n by Age = 302 | 451 | 547
Q: Now, which of the following best describes the action you took after receiving this specific piece of direct mail? (Select all that apply.)

Provided by Lob and Comperemedia
Half (52%) of consumers expect direct mail to be personalized

Direct mail attitudes

- I expect direct mail I receive from brands will be personalized for me in some way: 52%
- I am often introduced to new brands via direct mail: 50%
- Direct mail is an important way for brands to build relationships with me: 49%
- Receiving direct mail from a brand feels more important than receiving an email from a brand: 45%

Base: Total n = 2,111
Q: Take a moment to consider the statements listed below. Please state the extent to which you agree or disagree with each. (Select one per row.)
Images of previously purchased items or local events or locations are most appealing to consumers

- Images of an item/brand/service I have previously purchased: 17%
- Images that include an event or location that is local to me: 15%
- Images of an item/brand/service I have seen in other ads previously: 13%
- Images of food: 11%
- Images of an item/brand/service I have viewed online: 11%
- Images that include animals: 8%
- Images that include people in general: 5%
- Images that include people that look like me: 4%
- Images that include families: 4%
- Direct mail pieces without images are most appealing to me: 8%
- Other: 4%

Base: Total n=2,111
Q: Which of the following types of images make a direct mail piece most appealing to you? (Select one response.)
Half of consumers sometimes or often share direct mail with friends and family

**Frequency of sharing direct mail with friends and family**

- Sometimes: 40%
- Rarely: 28%
- Never: 22%
- Often: 11%

**What pieces of direct mail were shared?**

- 32% shared coupons
- 13% shared discounts/promotions

Base: Total n=2,111
Q: How often do you share direct mail pieces or offers with your friends or family? (Select one response.)

Base: Total N=1,655
Q: You mentioned you share direct mail pieces or offers with your friends and family. What specific direct mail pieces or offers have you shared in the past? Please use specific examples when possible. (Please briefly describe.)
The majority of consumers read direct mail the same day they bring it inside their residence, deciding whether or not to keep the piece fairly immediately.

Almost one in five (16%) of respondents aged 18–24 keep direct mail more than 5 days but less than a week, significantly more than those 25+.

- 72% read direct mail the same day they bring it inside their residence.
- 63% keep direct mail for less than two days.

Base: Total n=2,111
Q: What do you typically do with direct mail you receive from any brand? (Select one response.) / How long do you typically keep direct mail from any brand? (Select one response.)
Paperless statements are more popular among younger consumers, but the majority of consumers still opt to receive at least some paper statements. 

70% report they still opt to receive at least some paper statements from brands.

Paperless statements are more common among younger consumers, however three-fourths (72%) of those 18-24 report they still receive at least some paper statements from brands, with 17% reporting they have not opted in to paperless for any brand.
Direct mail format preferences & by industry
Catalogs and magazines are the most popular format. Those 35-54 are more likely to prefer postcards than other age groups. Respondents 18-34 are significantly more likely to prefer to receive letters and envelopes than those 35+, while those 35-54 are more likely to be interested in postcards than their older or younger counterparts.

<table>
<thead>
<tr>
<th>Direct mail formats from brands they know</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catalogs/Magazines</td>
<td>53%</td>
</tr>
<tr>
<td>Brochures (pamphlet/booklet)</td>
<td>43%</td>
</tr>
<tr>
<td>Letters and envelopes</td>
<td>33%</td>
</tr>
<tr>
<td>Postcards</td>
<td>39%</td>
</tr>
<tr>
<td>Other</td>
<td>45%</td>
</tr>
</tbody>
</table>

*Base: Total n=2,111
Q: Which of the following direct mail formats do you prefer to receive from brands you already have a relationship with? (Select all that apply.)
CATALOGS & MAGAZINES are most likely to be read from brands that consumers have a relationship with.

Direct mail formats from brands with relationships: Most likely to read

- **Catalogs/Magazines**: 36%
- **Letters and envelopes**: 21%
- **Postcards**: 17%
- **Brochures (pamphlet/booklet)**: 21%
- **Other**: 4%

Those **18-34** are significantly more likely to read letters and envelopes than those **35+**, potentially due to the information typically found in this format matching their life stage (e.g. credit card approvals, education information, etc.).
Most direct mail preferences are consistent across industries, but format preferences vary. Consumers are most likely to read promotions from products/services owned and are most likely to engage by visiting a brand or service website across sectors.

**Top format most likely to read**

- **Retail**: 53% - Catalogs/magazines
- **Healthcare**: 45% - Letters and envelopes
- **Financial services**: 48% - Letters and envelopes
- **Local business**: 46% - Brochures

**Top way to engage**

- Promotions from products/services owned
- Visiting a brand or service website
Retail
Catalogs & magazine are preferred with promotions driving the most engagement

Top format most likely to read

<table>
<thead>
<tr>
<th>Format</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catalogs/Magazines</td>
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<tr>
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<td>32%</td>
</tr>
</tbody>
</table>

Type most likely to read

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotions from products/services owned</td>
<td>34%</td>
</tr>
<tr>
<td>Promotions from new products/services</td>
<td>33%</td>
</tr>
<tr>
<td>Catalog showcasing products/services</td>
<td>17%</td>
</tr>
<tr>
<td>Announcement of a new product/service</td>
<td>8%</td>
</tr>
<tr>
<td>Newsletters or letters</td>
<td>8%</td>
</tr>
</tbody>
</table>

Top ways consumers engage

<table>
<thead>
<tr>
<th>Engagement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit brand or service website</td>
<td>28%</td>
</tr>
<tr>
<td>Search for it online using search engine</td>
<td>23%</td>
</tr>
<tr>
<td>Visit a retail location</td>
<td>14%</td>
</tr>
<tr>
<td>Look up reviews</td>
<td>10%</td>
</tr>
</tbody>
</table>

Typical action when receiving

- Read immediately: 48%
- Read at a later time: 40%
- Typically throw away: 12%
Healthcare

Consumers prefer letters and envelopes

**Top format most likely to read**

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</tbody>
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**Top ways consumers engage**

<table>
<thead>
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<td>Visit a retail location</td>
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</tr>
</tbody>
</table>

**Typical action when receiving**

- **Read immediately**: 45%
- **Read at a later time**: 33%
- **Typically throw away**: 21%
Financial services/banking
Consumers prefer letters and envelopes

Top format most likely to read

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Top ways consumers engage

<table>
<thead>
<tr>
<th>Way</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit brand or service website</td>
<td>26%</td>
</tr>
<tr>
<td>Search for it online using search engine</td>
<td>21%</td>
</tr>
<tr>
<td>Look up reviews</td>
<td>10%</td>
</tr>
<tr>
<td>Visit a retail location</td>
<td>7%</td>
</tr>
</tbody>
</table>

Typical action when receiving

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read immediately</td>
<td>43%</td>
</tr>
<tr>
<td>Read at a later time</td>
<td>33%</td>
</tr>
<tr>
<td>Typically throw away</td>
<td>24%</td>
</tr>
</tbody>
</table>

Base: Total n=1,088
Q: Which of the following direct mail formats are you most likely to read from [INDUSTRY] brands? (Select all that apply.) / What do you typically do with direct mail you receive from brands in the [INDUSTRY] industry? (Select all that apply.) / If you receive direct mail from a [INDUSTRY] company and want to learn more, which of the following ways are you most likely to do that? (Select one response.) / Of the following that you may receive via direct mail, which are you most likely to read if you received it from a brand you currently do business with in the [INDUSTRY] industry? (Select one response.)
Local business
Consumers prefer brochures from local businesses

Top format most likely to read

- Brochures: 46%
- Catalogs/Magazines: 43%
- Letters and envelopes: 39%
- Postcards: 38%

Type most likely to read

- Promotions from products/services owned: 34%
- Promotions from new products/services: 33%
- Catalog showcasing products/services: 14%
- Announcement of a new product/service: 10%
- Newsletters or letters: 8%

Top ways consumers engage

- Visit brand or service website: 25%
- Search for it online using search engine: 20%
- Visit a retail location: 17%
- Look up reviews: 11%

Typical action when receiving

- Read immediately: 55%
- Read at a later time: 35%
- Typically throw away: 10%

Base: Total n=1,048
Q: Which of the following direct mail formats are you most likely to read from [INDUSTRY] brands? (Select all that apply.) / What do you typically do with direct mail you receive from brands in the [INDUSTRY] industry? (Select all that apply.) / If you receive direct mail from a [INDUSTRY] company and want to learn more, which of the following ways are you most likely to do that? (Select one response.) / Of the following that you may receive via direct mail, which are you most likely to read if you received it from a brand you currently do business with in the [INDUSTRY] industry? (Select one response.)
Consumer satisfaction with brand communications & frequency
Consumer satisfaction with brands is driven by their preference of frequency

Consumers aged 35+ are significantly more likely to be dissatisfied when reporting that brand communications are ‘too frequent’ compared to consumers aged 18-34.

Dissatisfaction increases among those who believe they do not receive the right amount, with stronger dissatisfaction among those who receive too much.

63% of those who receive the ‘right amount’ of communication from brands are satisfied with the amount.

Base: Total n = 2,111
Q: How would you describe the frequency of communications you receive from brands overall? (Select one response.) / How satisfied are you with the amount of communications you receive from brands? (Select one response.)
The majority of consumers are satisfied with the amount of direct mail they receive

66% of those who receive the ‘right amount’ of direct mail from brands are satisfied with the amount.

Direct mail frequency perception

- Too frequent: 31%
- The right amount: 60%
- Not frequent enough: 9%

Base: Total n=2,111
Q: How would you describe the frequency of [brand communications overall/direct mail pieces/emails] you receive from brands overall? (Select one response.) / How satisfied are you with the amount of [brand communications overall/direct mail pieces/emails] you receive from brands? (Select one response.)
Email is the new junk mail: Half of respondents believe they receive too many emails

Email communication frequency

- Too frequent: 50%
- The right amount: 47%
- Not frequent enough: 3%

Base: Total n=2,111
Q: How would you describe the frequency of emails you receive from brands overall? (Select one response.)
73% of respondents have security concerns around opening emails from brands they don’t know

Communication attitudes

- I prefer not to receive text messages from brands I do not know: 73%
- I am concerned about the potential security implications of opening an email from a brand I do not know: 73%
- I prefer not to receive emails from brands I do not know: 67%
- I am more likely to engage with a message/communication from brands when it is personal to me: 64%

Base: Total n = 2,074
Q: Take a moment to consider the statements listed below. Please state the extent to which you agree or disagree with each. (Select one per row.)
31% are more likely to engage with a brand when they receive multiple types of communication.
Conclusion

The findings in this State of Direct Mail Consumer Insights Report prove intelligent direct mail that is connected, personalized, and measurable resonates with consumers. Today’s savvy consumers value direct mail and find it an effective way to get to know, build relationships, and engage with brands. Intelligent direct mail that is customized, based on consumer behaviors and preferences, and contains relevant offers and promotions motivates consumers to immediately read and take action, most often by visiting a brand’s website or physical store location.

In a noisy, digital world, direct mail breaks through and gets results like no other channel. That’s why 67% of marketers say direct mail has the best ROI of any channel they use. To combat digital fatigue and email overwhelm, marketers have evolved their customer acquisition and retention strategies from disconnected tactics to a fine-tuned omnichannel approach that engages consumers at every stage of their journey with relevant content and offers.

Brands across various industries are using intelligent direct mail to satisfy consumer needs and drive business results. To learn more, see the 2022 State of Direct Mail.

Join the 10,000 brands using intelligent direct mail from Lob.
About Lob

Lob is the only direct mail automation platform for the digital age. Lob’s platform automates the direct mail execution process for enterprises at any scale - from creation, printing, postage, delivery, and sustainability with end-to-end analytics and campaign attribution. Over 11,000 businesses trust Lob to transform their direct mail into intelligent mail.

Founded in 2013 and based in San Francisco, Lob is venture-backed by Y Combinator, Polaris Partners, Floodgate, and First Round Capital.

Find out more about Lob on our website: Lob.com

Get our 2022 State of Direct Mail for more direct mail industry stats and insights.

About Comperemedia

Comperemedia is an industry-leading competitive marketing intelligence agency serving the United States and Canada. A Mintel Company, Comperemedia provides solutions for decision-makers in the marketing industry with world-class marketing intelligence technology, expert insights and custom consulting services. Visit comperemedia.com for more information.
Get a demo
Lob.com/sales
## Appendix

**Demographics | Total Sample = 2,111**

<table>
<thead>
<tr>
<th>Gender</th>
<th>56% Female</th>
<th>43% Male</th>
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<tbody>
<tr>
<td>Age</td>
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<tr>
<td>18-24</td>
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<tr>
<td>25-35</td>
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<td>35-44</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>45-54</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>55-64</td>
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<tr>
<td>65+</td>
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<tr>
<td>Income level</td>
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<tr>
<td>Less than $25k</td>
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<tr>
<td>$25k-$49k</td>
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<td>$50k-$74k</td>
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<td>$75k-$100k</td>
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<td>$100k+</td>
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<td>Race</td>
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<td>High school grad</td>
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<tr>
<td>Some college, no degree</td>
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<tr>
<td>Associate degree</td>
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<td>Bachelor's degree</td>
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<tr>
<td>Master's degree</td>
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<td>Non-hispanic</td>
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<td>Divorced/separated</td>
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<td>Widowed</td>
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<td>Region</td>
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<td>West</td>
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<td>Northeast</td>
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<td>Midwest</td>
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<table>
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<th>2</th>
<th>3</th>
<th>4</th>
<th>5+</th>
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<tbody>
<tr>
<td></td>
<td>14%</td>
<td>12%</td>
<td>5%</td>
<td>2%</td>
<td>No children</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Urbanicity</th>
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<tbody>
<tr>
<td>Rural</td>
<td></td>
</tr>
<tr>
<td>Suburban</td>
<td></td>
</tr>
<tr>
<td>Urban</td>
<td></td>
</tr>
</tbody>
</table>