



eCommerce Edition

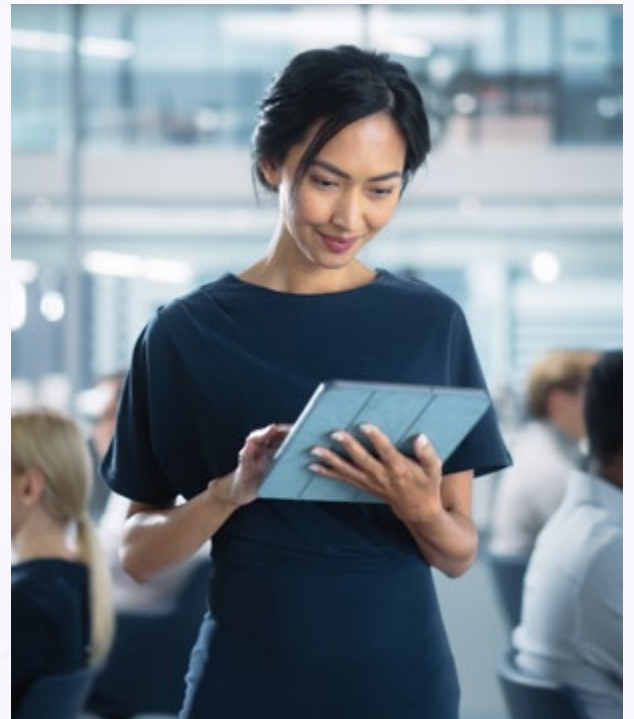
In the fast-paced marketing world, direct mail has emerged as a powerful tool that leaves an undeniable impact. 74% of marketers unequivocally agree that direct mail delivers the best return on investment (ROI), response rate, and conversion rates among all other channels. Even more compelling is the fact that **64% of consumers** have said that direct mail has inspired them to take action.

Our [2023 State of Direct Mail Consumer Insights Report](#) is a comprehensive resource that delves deep into the minds of consumers, unraveling their perceptions and actions regarding direct mail. Filled with invaluable insights, this report is essential for direct mail practitioners seeking to drive heightened response rates, conversions, and ROI. It presents a unique opportunity for those striving to gain a competitive edge.

Plus, we've created this special eCommerce edition as an overview of how consumers perceive and take action on direct mail marketing from the [eCommerce industry](#). Read on to get all the insights.

64%

of consumers say that direct mail has inspired them to take action.



SEE IT IN ACTION

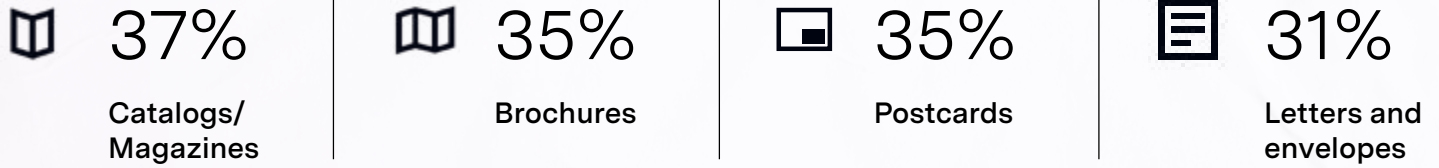
Discover how Marley Spoon [found the recipe for conversion success](#) with intelligent direct mail. As a bonus, get the [Modern Marketer's Guide to Omnichannel Marketing](#).



Connecting the world,
one mailbox at a time.

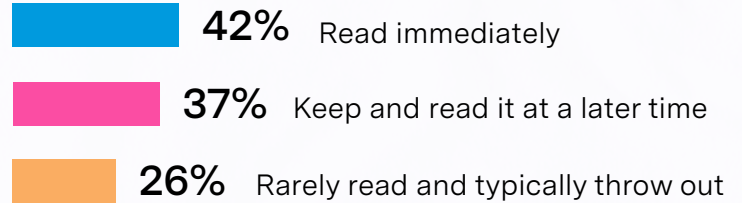
Get a demo

MOST LIKELY READ FORMATS FOR ECOMMERCE:

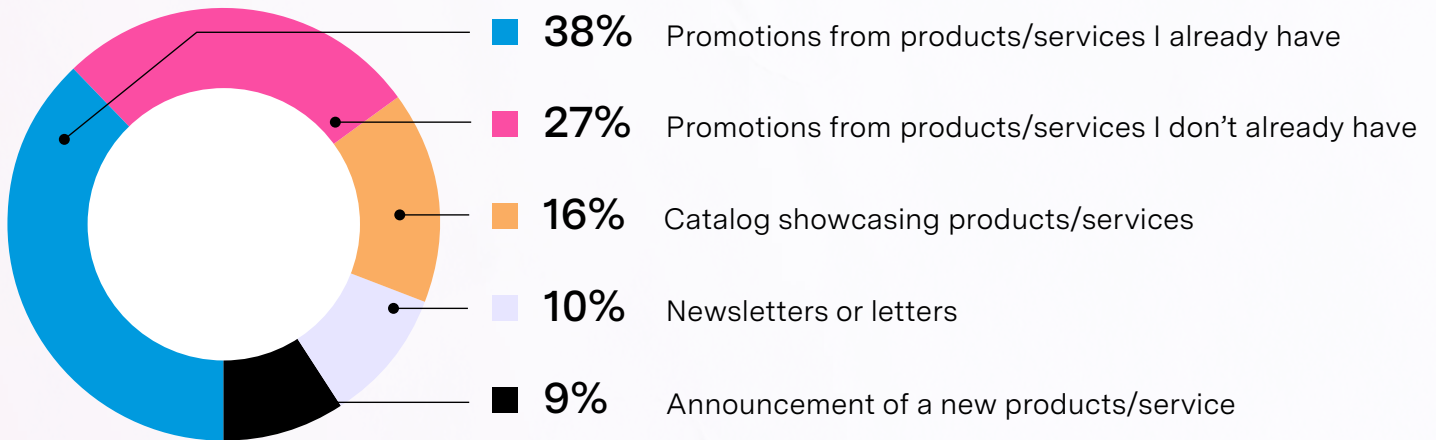


79%

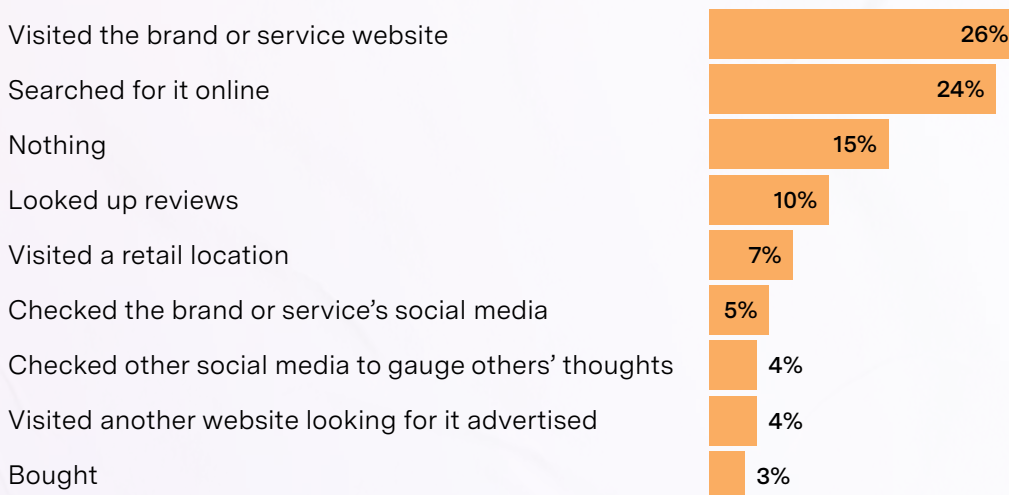
read direct mail immediately and/or save it to read later.



MOST LIKELY READ FROM A CURRENTLY USED BRAND



WAYS CONSUMERS LEARN MORE



TO LEARN MORE
Download our [2023 State of Direct Mail Consumer Insights](#) report.