## 2023 STATE OF DIRECT MAIL CONSUMER INSIGHTS



# 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.

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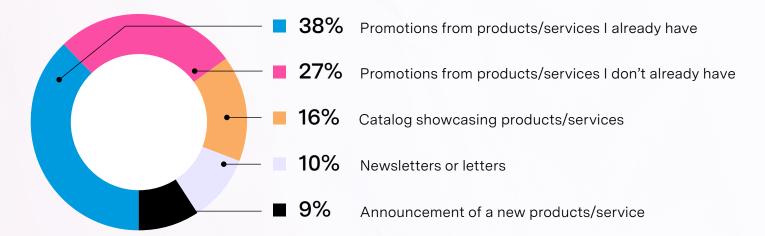
#### **SEE IT IN ACTION**

Discover how Marley Spoon <u>found the recipe for conversion success</u> with intelligent direct mail. As a bonus, get the <u>Modern Marketer's Guide to Omnichannel Marketing.</u>

#### MOST LIKELY READ FORMATS FOR ECOMMERCE:

国 31% Ш 37% **3**5% 35% Catalogs/ **Brochures Postcards** Letters and Magazines envelopes 42% Read immediately read direct mail immediately and/or 37% Keep and read it at a later time save it to read later. 26%  $\,$  Rarely read and typically throw out

### MOST LIKELY READ FROM A CURRENTLY USED BRAND



#### WAYS CONSUMERS LEARN MORE

Visited the brand or service website 26% TO LEARN MORE Searched for it online 24% Download our 15% Nothing 2023 State Looked up reviews 10% of Direct Mail Visited a retail location 7% Consumer Checked the brand or service's social media 5% Insights report. Checked other social media to gauge others' thoughts 4% Visited another website looking for it advertised 4% Bought 3%

