



Financial Services and Banking Edition

In the dynamic realm of financial services and banking, direct mail has emerged as a formidable force, making an undeniable impact. 74% of marketers in the industry unanimously agree that direct mail yields the highest return on investment (ROI), response rate, and conversion rates compared to other channels. Equally compelling is the fact that **64% of consumers** say that direct mail has inspired them to take action.

Our [2023 State of Direct Mail Consumer Insights Report](#) is an invaluable resource that provides profound insights into the minds of consumers, unraveling their perceptions and behaviors regarding direct mail. This report is essential reading for professionals in the industry who strive to enhance their response rates, conversions, and ROI. By exploring these insights, you gain a distinct competitive advantage in the fast-paced financial services and banking market.

Plus, we've created this special Financial Services and Banking edition as an overview of how consumers perceive and take action on direct mail marketing from the Financial Services and Banking industry in 2023 and beyond. 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 direct mail [delivers for the financial services industry](#). As a bonus, get our [Guide to Intelligent Direct Mail for the Financial Services and Banking industry](#).





Connecting the world,
one mailbox at a time.


Get a demo

MOST LIKELY READ FORMATS FOR FINANCIAL SERVICES AND BANKING:




 **46%**
Letters and envelopes

 **34%**
Brochures

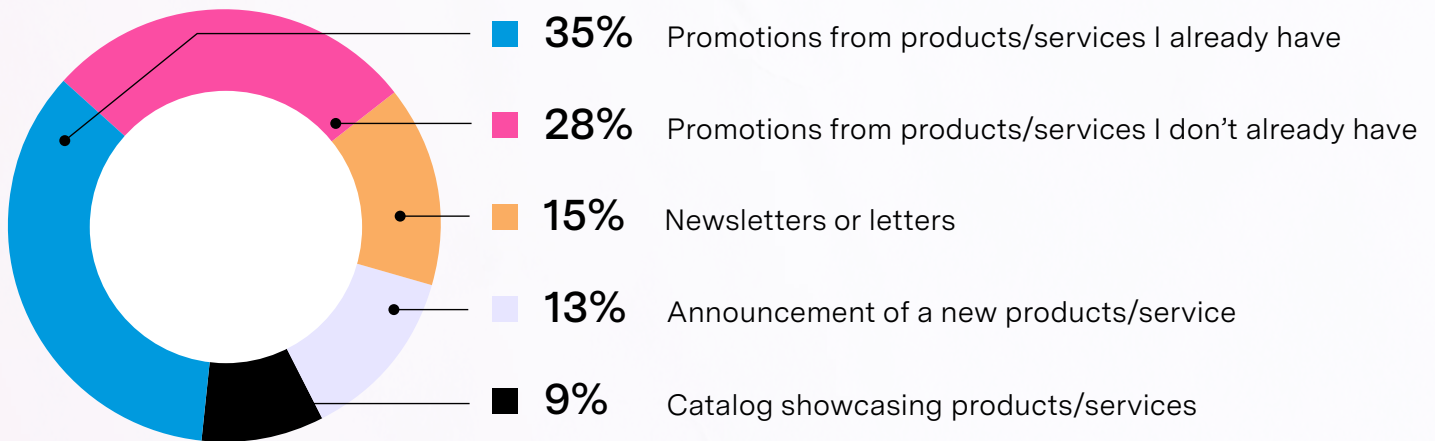
 **31%**
Postcards

 **19%**
Catalogs/
Magazines

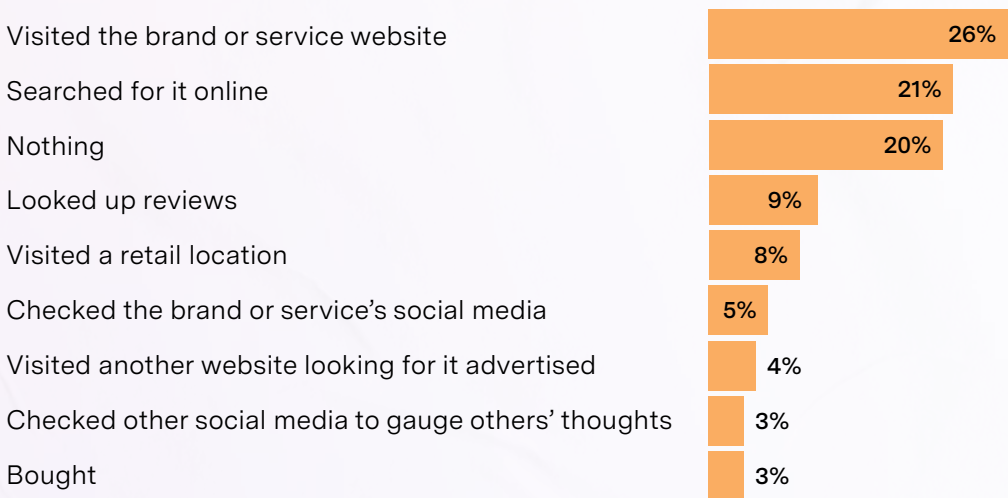
79% read direct mail immediately and/or save it to read later.

-  **45%** Read immediately
-  **34%** Keep and read it at a later time
-  **27%** Rarely read and typically throw out

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.