



## Insurance Edition

In the competitive realm of insurance, direct mail has proven to be a game-changer with an undeniable impact. 74% of marketers in the industry unanimously agree that direct mail generates the highest return on investment (ROI), response rate, and conversion rates compared to other channels. Equally compelling is the fact that **64% of consumers** admit that direct mail has prompted 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 reading 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 in the dynamic direct mail market.

Plus, we've created this special Insurance edition as an overview of how consumers perceive and take action on direct mail marketing from the [insurance 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 NEXT [made a bet on a new channel](#) and increased performance 4X. As a bonus, get our [Guide to Intelligent Direct Mail for the Insurance industry](#).



*Connecting* the world,  
one mailbox at a time.

Get a demo

## MOST LIKELY READ FORMATS FOR INSURANCE:



44%

Letters and envelopes



32%

Postcards



30%

Brochures

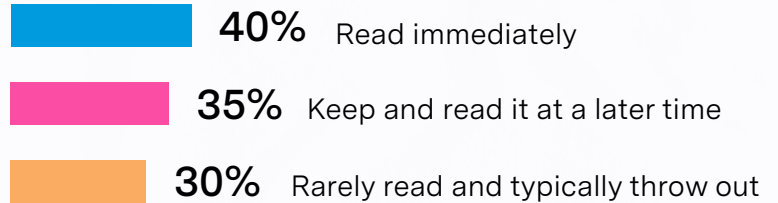


15%

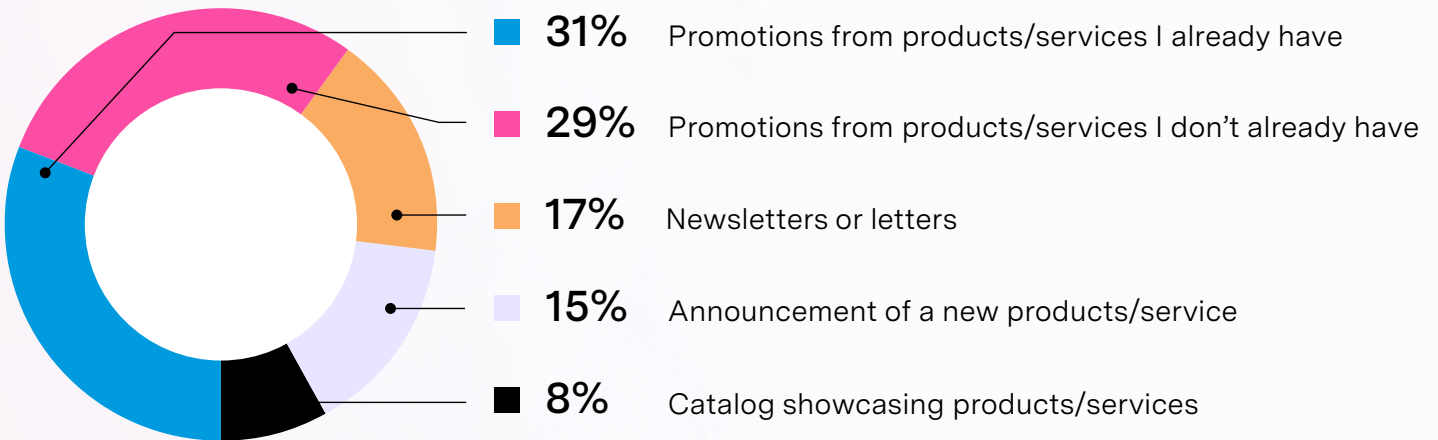
Catalogs/  
Magazines

75%

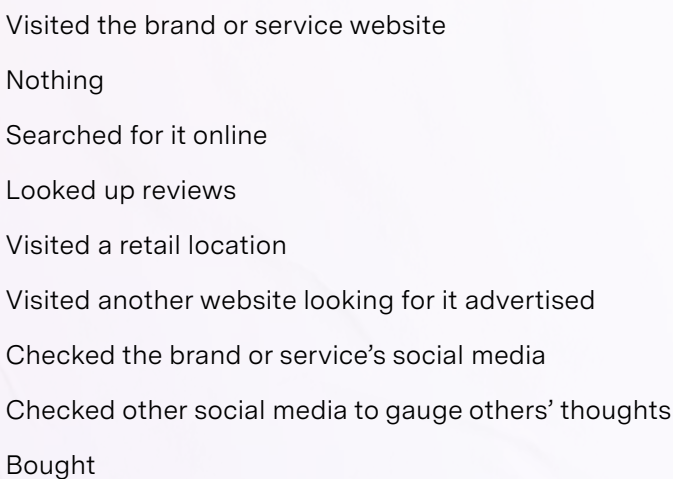
read direct mail immediately and/or save it to read later.



## 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.](#)