



Retail Edition

In the fast-paced marketing world, direct mail has emerged as a powerful channel 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 in the dynamic direct mail market.

Plus, we've created this special [Retail edition](#) as an overview of how consumers perceive and take action on direct mail marketing from the retail 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 a [successful reactivation campaign](#) helped thredUp re-engage customers. 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 RETAIL:



55%

Catalogs/
Magazines



40%

Brochures



35%

Postcards



27%

Letters and
envelopes

93%

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



49% Read immediately

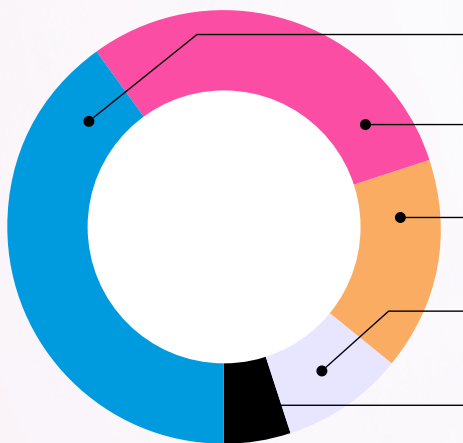


44% Keep and read it at a later time



13% Rarely read and typically throw out

MOST LIKELY READ FROM A CURRENTLY USED BRAND



40%

Promotions from products/services I already have

30%

Promotions from products/services I don't already have

16%

Catalog showcasing products/services

9%

Announcement of a new products/service

5%

Newsletters or letters

WAYS CONSUMERS LEARN MORE

Visited the brand or service website

Searched for it online

Visited a retail location

Looked up reviews

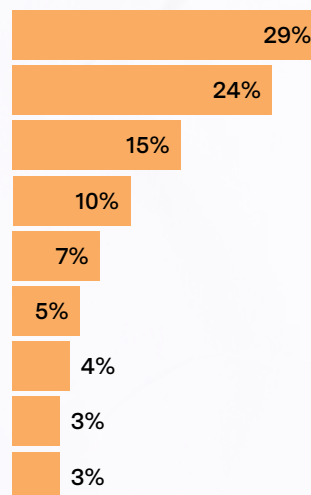
Nothing

Visited another website looking for it advertised

Checked the brand or service's social media

Checked other social media to gauge others' thoughts

Bought



TO LEARN MORE

Download our
[2023 State
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Consumer
Insights report.](#)



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