

What *Consumers* Want and How *Marketers* Deliver It

How consumers perceive and take action on the direct mail they receive and how marketers deliver on those expectations are the two sides of the envelope when it comes to optimizing your direct mail campaigns for results.

● CONSUMERS ● MARKETERS

CHANNEL

Direct mail is the preferred channel of communication for brands consumers **don't know**, with 43% of respondents selecting this channel.

On average, 28% of direct mail volume is typically spent towards new customer acquisition campaigns.

SPEED TO MARKET

71%

of **consumers** read direct mail immediately or on the same day they bring it into their residence.

When **marketers** transform manual direct mail workflows, they can deploy mail in only

5-7 days

instead of 2-3 months.

[Source: Lob]

RELATIONSHIPS

48%

 of **consumers** agree direct mail is an important way for brands to build relationships with them.

30%

 of direct mail volume is typically used for retention campaigns by **marketers**.

CONVERSION

65%

 of **consumers** took action on a direct mail piece because of an offer or promotion.

1/2

 of **marketers** measure direct mail conversions by tracking individual customer activity within a specific period of time.

RESPONSE

64%

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

74%

 of **marketers** agree direct mail has the highest response, conversion, and ROI of any marketing channel they use.

Lob

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ACTIVITY

SCAN TO LEARN MORE!



39%

 of **consumers** are likely to scan a QR code on a piece of direct mail and take action.

This figure rises to 44% for those aged 35-54 and over half (51%) for those aged 18-34.

Leading measurement tactics used by **marketers** who automate direct mail include:

55%

 use QR codes

52%

 use customer activity in a given time period or PURLs (personalized URLs)

PERSONALIZATION

52%

 of **consumers** expect direct mail to be personalized.

68%

 of **consumers** are more likely to engage with a brand's message when it's personalized.

66%

 of **marketers** use both batch and personalized direct mail campaigns.

12%

 only use personalized campaigns.

SUSTAINABILITY

54%

of **consumers** agree they are more likely to purchase from a brand that prioritizes sustainability.

Every piece of mail sent by Lob customers is

100%

 carbon neutral