



Insurance Edition

The impact of direct mail marketing is undeniable. **74% of marketers agree that direct mail delivers the best ROI, response rate, and conversion rates than all other channels used. They also agree direct mail is a more effective channel for their company than email.** Given the ROI impact, 58% of marketers have more marketing budget allocated to direct mail compared to 2022.

While data shows that direct mail positively impacts results, many practitioners aren't automating campaigns, making it harder to measure and attribute their direct mail efforts.

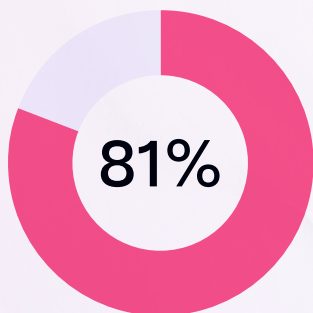
The insights in our 2023 State of Direct Mail are indispensable for marketing practitioners and leaders seeking a greater understanding of generating maximum impact from this channel. Plus, we've created this special insurance edition as an overview of how direct mail marketing stacks up for insurance in 2023 and beyond.

74%

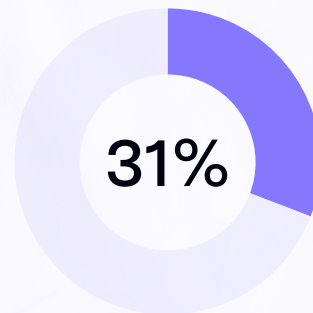
of marketers agree that direct mail delivers the best ROI, response rate, and conversion rates than all other channels used. They also agree direct mail is a more effective channel for their company than email.



FOR INSURANCE:



Agree direct mail shows the best ROI of all the channels my company uses today



Use a software/technology platform to execute campaigns



LEARN MORE

[The Intelligence Behind Next Insurance's 4x Increase in Campaign Performance](#)

[The Modern Marketer's Guide to Omnichannel Marketing](#)

TOP CHALLENGES

34%

Lack of personalization and customization

31%

Poor response rates

22%

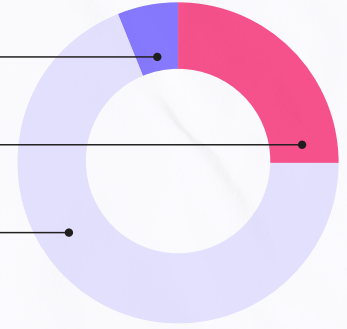
Bad address data

TYPES OF DIRECT MAIL SENT

6% Personalized

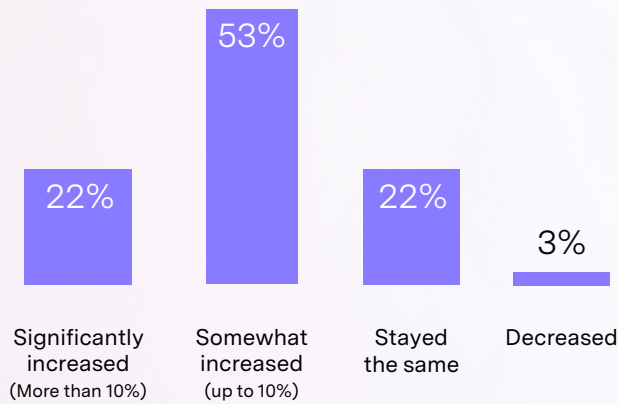
25% Batch

69% Both

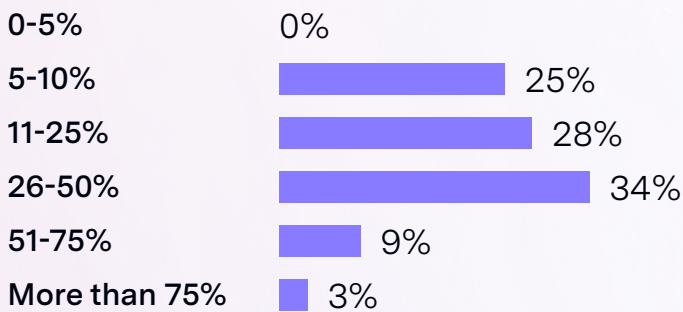


Source: *2023: State of Direct Mail*

YEAR OVER YEAR DIRECT MAIL BUDGET CHANGES



YEAR OVER YEAR DIRECT MAIL BUDGET CHANGES



The Modern Marketer's Guide to Intelligent Direct Mail

Insurance Industry Edition

Lob

To learn more, get our [Modern Marketer's Guide to Intelligent Direct Mail: Insurance Industry Edition](#)

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

Lob is the only direct mail automation platform for the digital age. Lob's platform automates the direct mail execution process for enterprises at any scale - from creation, printing, postage, delivery, and sustainability with end-to-end analytics and campaign attribution. Over 11,000 businesses trust Lob to transform their direct mail into intelligent mail.

Get a demo

Founded in 2013 and based in San Francisco, Lob is venture-backed by Y Combinator, Polaris Partners, Floodgate, and First Round Capital.

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