



## Financial Services & Banking Edition

The impact of direct mail marketing is undeniable. **84% of all marketers surveyed agree that direct mail delivers the best ROI, response rate, and conversion rates than all other channels**, an increase from 74% in 2023. Moreover, 82% have increased their marketing budget allocation for direct mail, a notable surge from 58% in 2023. Plus, the adoption of direct mail automation platforms has spiked from 40% to 56% year-over-year.


The importance of direct mail marketing for the financial services industry continues to grow. 83% of marketers in the industry agree that direct mail delivers the best conversion rate of any channel and 78% agree it delivers the best ROI.

This 2024 State of Direct Mail Marketing for Financial Services & Banking provides invaluable insights for marketing practitioners and leaders seeking a greater understanding of generating maximum impact from direct mail in 2024 and beyond.

# 83%

of marketers in the industry agree that direct mail delivers the best conversion rate of any channel their organization uses.

### TOP FORMATS OF DIRECT MAIL

	Letters	61%
	Brochures	53%
	Postcards	53%

### DIRECT MAIL PERFORMANCE

Percentage who agree that direct mail delivers the best...

# 75%

Response rates

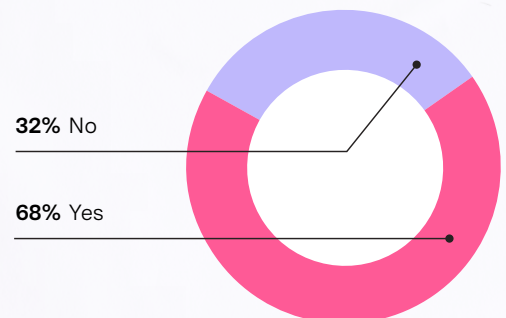
# 78%

Return on investment

# 83%

Conversion rates

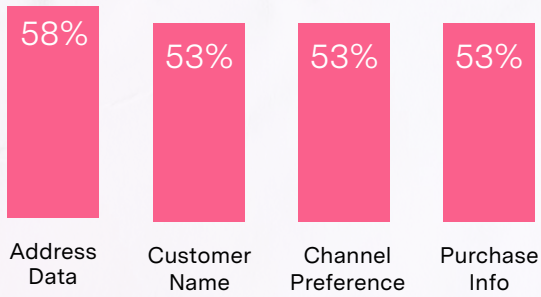
### ABILITY TO MEASURE ROI



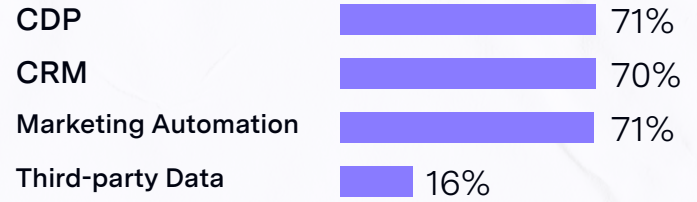
### LEARN MORE

- [Modern Marketer's Guide to Intelligent Direct Mail: Financial Services & Banking Edition](#)
- [State of Direct Mail Consumer Insights Financial Edition](#)
- Get full access to the [2024 State of Direct Mail Marketing Report](#)

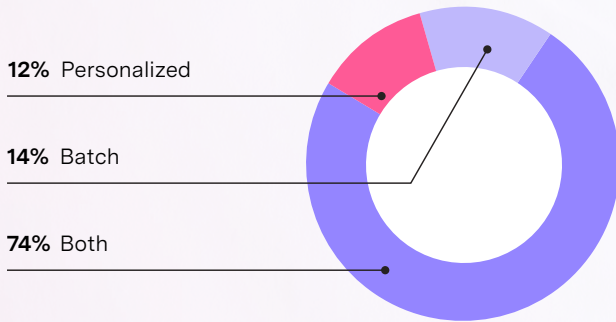
## TOP DATA USED IN DIRECT MAIL



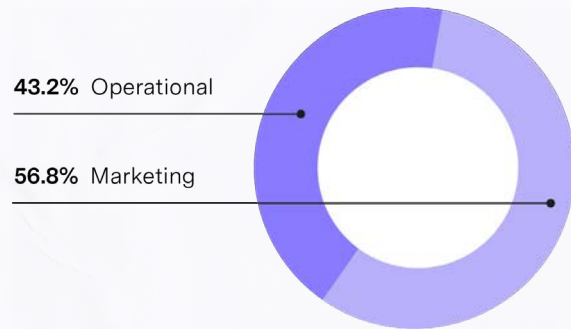
## SOURCES INTEGRATED WITH DIRECT MAIL



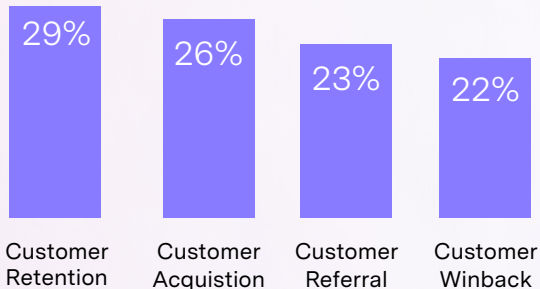
## TYPES OF DIRECT MAIL SENT



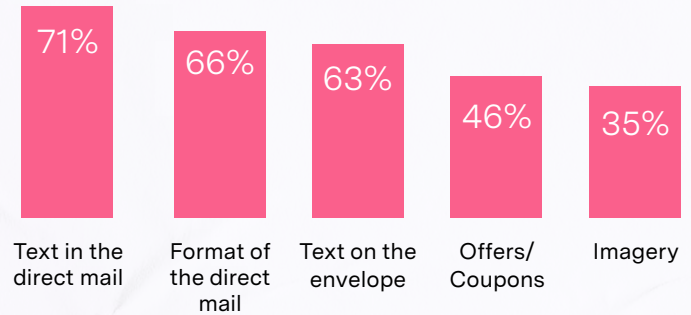
## PURPOSE OF DIRECT MAIL SENT



## CAMPAIGN TYPES USED



## PERSONALIZED DIRECT MAIL ELEMENTS



Source: [2024 State of Direct Mail Marketing](#)

Q: Take a moment to consider the statements listed below. Please state the extent to which you agree or disagree with each.

Q: To the best of your knowledge, is your company able to determine the Return on Investments (ROI) of its direct mail efforts?

Q: What are the most common data attributes you use in your direct mail?

Q: What data sources do you integrate with your direct mail?

# Lob



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 12,000 businesses trust Lob to transform their direct mail into intelligent mail.

[Get a demo](#)

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

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

Find out more about Lob's automated direct mail marketing at: [Lob.com](https://lob.com)