

2024 STATE OF DIRECT MAIL MARKETING

Telecommunications Edition



The impact of direct mail marketing is undeniable. **84% of marketers 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 significance of direct mail marketing for the telecommunications industry continues to grow. A staggering **92% of marketers** in the industry agree that direct mail outperforms all other marketing channels in terms of ROI, and **87% agree** it has the best conversion rates.

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

92%

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TOP FORMATS OF DIRECT MAIL

	Postcards	72%
	Letters and envelopes	64%
	Catalogs	62%

DIRECT MAIL PERFORMANCE

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

82%

Response rates

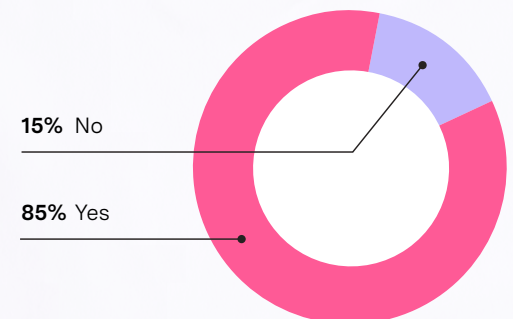
92%

Return on investment

87%

Conversion rates

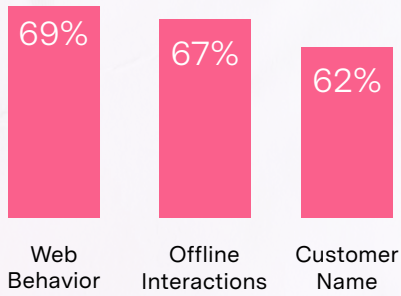
ABILITY TO MEASURE ROI



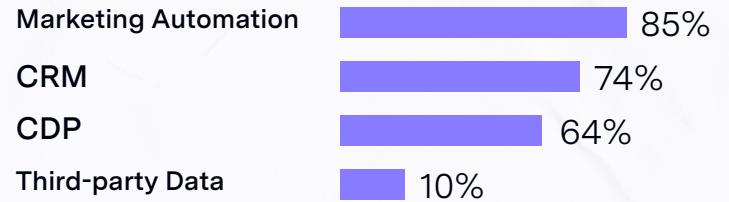
LEARN MORE

- To learn more get [Direct Mail's Great Digital Transformation](#)
- Get full access to the [2024 State of Direct Mail Marketing Report](#)

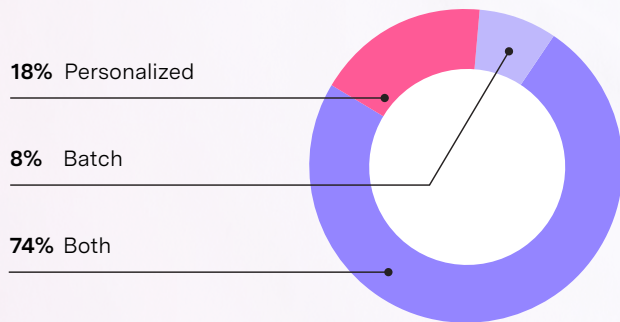
TOP DATA USED IN DIRECT MAIL



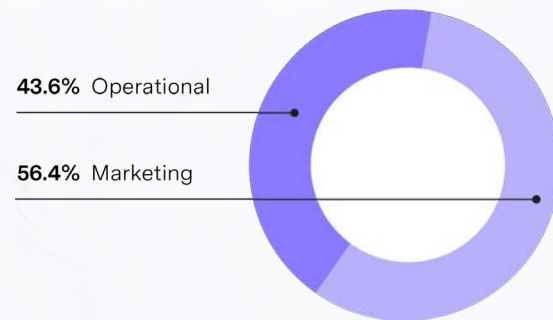
SOURCES INTEGRATED WITH DIRECT MAIL



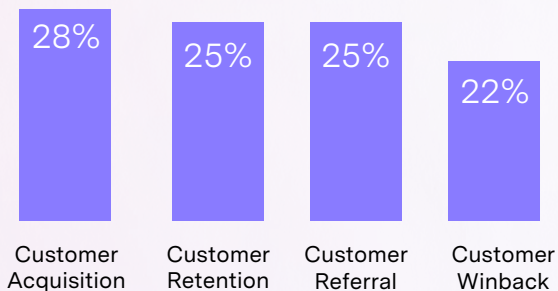
TYPES OF DIRECT MAIL SENT



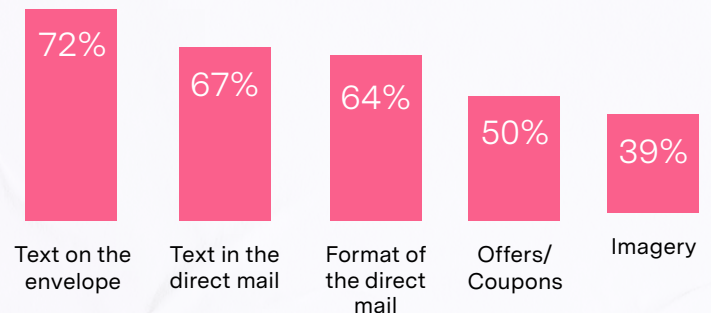
PURPOSE OF DIRECT MAIL SENT



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)