2024 THE STATE OF DIRECT MAIL: CONSUMER INSIGHTS

Financial Services & Banking Edition

Today's direct mail is more powerful than ever, with unmatched personalization, scalability, and potential integration with digital marketing channels.

In fact, 84% of marketers say that direct mail delivers the best return on investment (ROI) of any marketing channel. Even more compelling? According to our 2024 State of Direct Mail Consumer Insights report, **60% of those surveyed have taken action after receiving direct mail**, and 78% are likely to open or read a direct mail piece with an offer or promotion.

Our 2024 report is a comprehensive resource that examines consumer perceptions of direct mail and how it compares to other channels. Filled with actionable insights, it is essential reading for direct mail practitioners who want to boost response rates, conversions, and ROI. This is an opportunity to make your direct mail — and omnichannel marketing — stand out from the crowd.

We've created this special Financial Services Edition to give you an overview of how consumers perceive and take action on the direct mail marketing they receive from the <u>finance industry</u>. **Read on to get all the insights.**

49% 33% Letters and **Brochures** envelopes 19% 31% Catalogs/ Postcards magazines **TYPICAL ACTION TAKEN** 48% Read immediately 31% Keep and read it at a later time 20% Rarely read and typically throw out Discover how BlueChip Financial reduced potential mail costs by 50%. See it in action \rightarrow

COMPEREMEDIA

MOST LIKELY READ FORMATS

WAYS TO LEARN MORE

Visited the brand or service website			25%
Searched for it online		23	3%
Nothing		19%	
Visited a retail location	89	%	
Looked up reviews	7%	2	
Visited another website looking for it advertised	6%		
Checked the brand or service's social media	5%		
Checked other social media to gauge others' thoughts	4	1%	
Bought	39	%	

MOST LIKELY READ FROM A CURRENTLY USED BRAND

