

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.

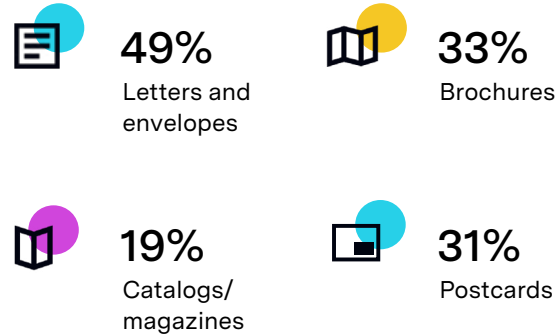
In fact, 84% of marketers say that direct mail delivers the best return on investment (ROI) of any marketing channel. Even more compelling? According to our 2024 State of Direct Mail Consumer Insights report, **60% of those surveyed have taken action after receiving direct mail**, and 78% are likely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

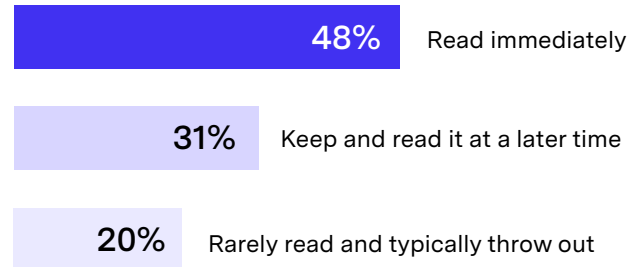
We've created this special Financial Services Edition to give you an overview of how consumers perceive and take action on the direct mail marketing they receive from the [finance industry](#).

**Read on to get all the insights.**

## MOST LIKELY READ FORMATS



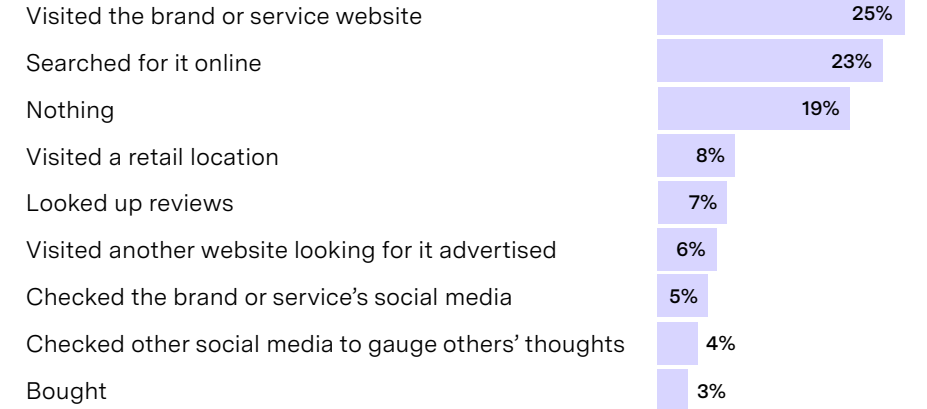
## TYPICAL ACTION TAKEN



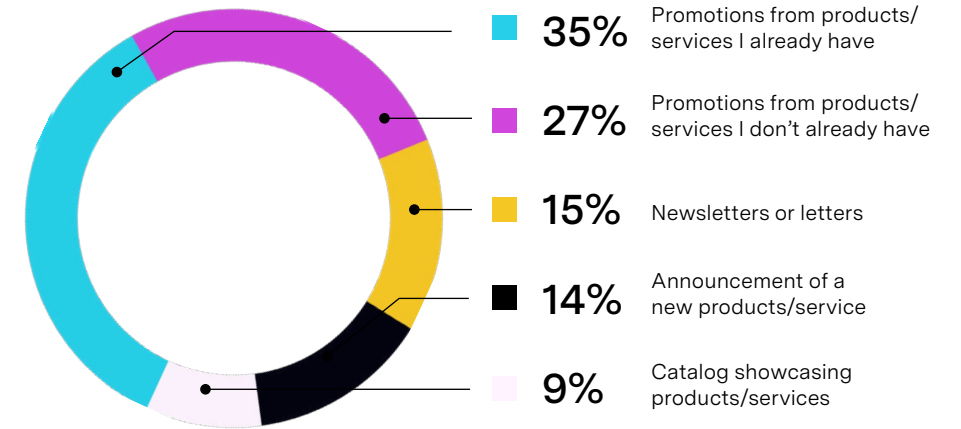
Discover how BlueChip Financial reduced potential mail costs by 50%.

**See it in action →**

## WAYS TO LEARN MORE



## MOST LIKELY READ FROM A CURRENTLY USED BRAND



To learn more, [download our 2024 State of Direct Mail Consumer Insights report](#).