

2024 THE STATE OF DIRECT MAIL: CONSUMER INSIGHTS

Insurance Edition

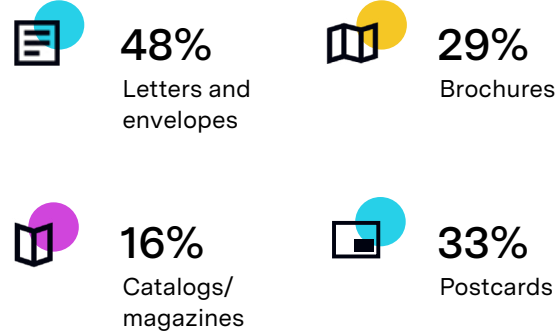
Today's direct mail is more powerful than ever, with unmatched personalization, scalability, and potential integration with digital marketing channels.

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.

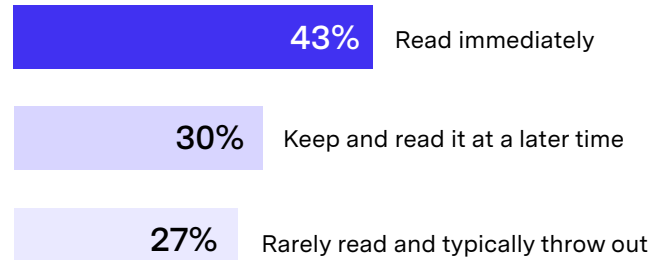
Our 2024 report is a comprehensive resource that examines consumer perceptions of direct mail and how it compares to other channels. Filled with actionable insights, it is essential reading for direct mail practitioners who want to boost response rates, conversions, and ROI. This is an opportunity to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

We've created this special Insurance Edition to give you an overview of how consumers perceive and take action on the direct mail marketing they receive from the [insurance industry](#). **Read on to get all the insights.**

MOST LIKELY READ FORMATS



TYPICAL ACTION TAKEN



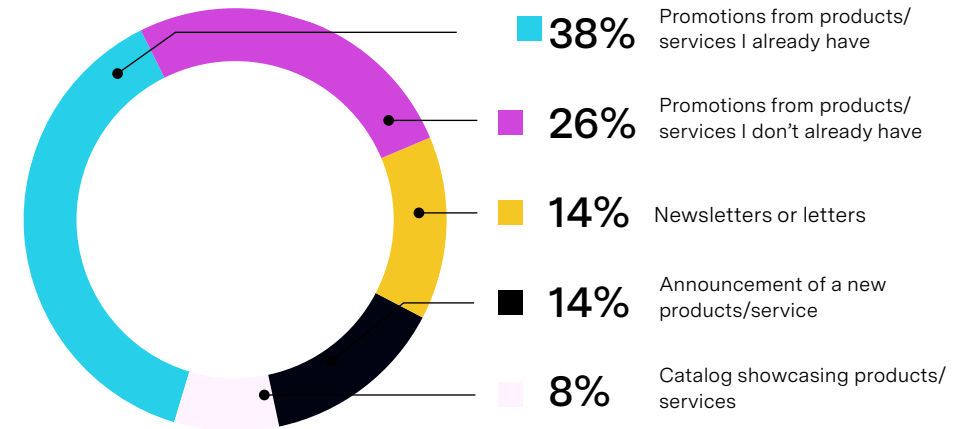
Discover how NEXT [made a bet on a new channel](#) and increased performance 4X.

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](#).