



Direct mail: why your multichannel strategy needs it in 2020

Multichannel marketing campaigns that reach customers wherever they are to be found have been shown to generate three times the spend of single channel campaigns¹. As it becomes more challenging to maintain results from digital channels, many marketers are realising that adding direct mail into the mix is an effective solution and that their customers actually like it. The rarity of real, physical mail has increased its perceived value and today's digital print, automation and data-driven targeting technologies give marketers a new, deeper level of personalisation that drives results like these...

70%
AUSTRALIANS

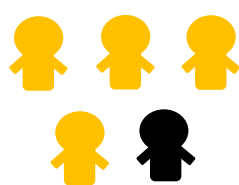
OPEN **ALL**
MAIL THEY
RECEIVE²



70% OF CONSUMERS
THINK BETTER
OF BRANDS
THAT SEND
MAIL²

4 OUT OF 5

Australians **read mail**
the day they receive it²



77% MILLENNIALS

PAY ATTENTION TO
DIRECT MAIL⁵
(Not just Boomers!)

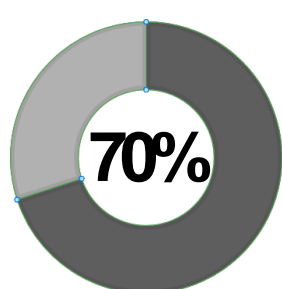


74%
OPEN ADDRESSED
MAIL²

(AND 54%
KEEP IT FOR
LATER
REFERENCE)



**MULTICHANNEL
CAMPAIGNS**
INCLUDING MAIL HAVE
12% GREATER ROI
THAN THOSE WITH NO
MAIL²

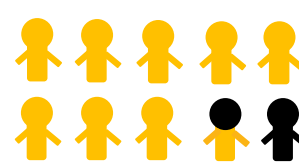


CONSUMERS
SAY RECEIVING MAIL
MAKES THEM **FEEL
MORE VALUED²**
(up from 57% in 2013)

GLOBAL NOT-FOR-
PROFIT CAMPAIGN
RESPONSE RATE
**20-30 X HIGHER
WITH MAIL⁶**



**PERSONALLY
ADDRESSED MAIL
IS OPENED
95% OF THE TIME²**



87%

SAY DIRECT MAIL
IS 'BELIEVABLE'⁴

**WHEN MAIL IS
ADDED INTO
THE CHANNEL
MIX...**

13%

**MORE CONSUMERS
VISIT A SENDERS
WEBSITE³**

21%

**MORE MAKE
PURCHASES³**

35%

**MORE REDEEM
COUPONS OR
VOUCHERS³**

The facts are clear: direct mail combined with digital channels in a planned, multi-channel approach is shown to deliver the strongest business outcomes, increasing return-on-investment and customer engagement.

Sources: ¹ <https://www.invespcro.com/blog/multichannel-marketing/>; ² Bastian Latitude Research, Australia Post, 2019

³ It's all about mail and email, Royal Mail, ⁴ <https://www.thedrum.com/news/2017/09/26/direct-mail-back-the-mix-consumers-consider-mail-believable-digital-channels-face> ⁵ 20170808-USPS-Still Relevant-A Look At How Millennials Respond To Direct Mail.pdf

⁶ <https://auspostenterprise.com.au/insights/understanding-customers/direct-mail-in-a-digital-world>

