



Grow your ROI with performance-driven **DIRECT MAIL**

Direct Mail delivers the...

**GREATEST
ROI**

among
primary
D2C
channels
at

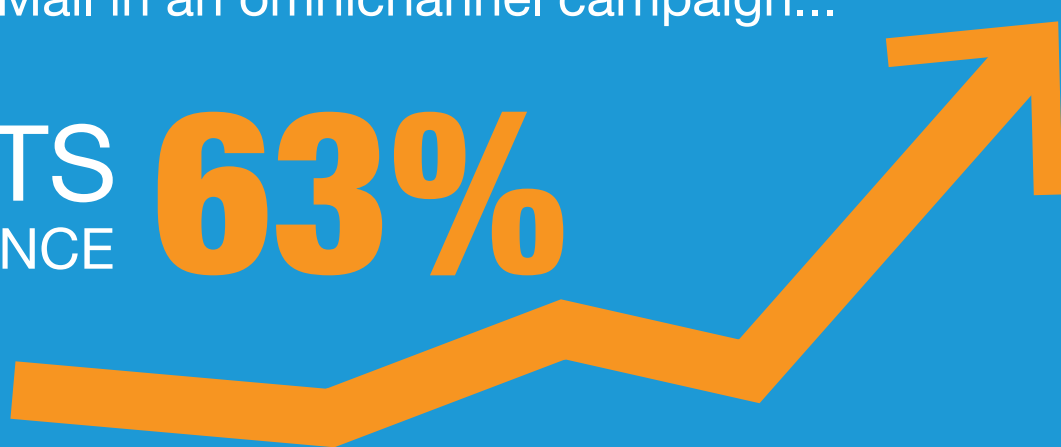
112%

Source: 2021 Response Rate Report, ANA

Using Direct Mail in an omnichannel campaign...

**BOOSTS
PERFORMANCE**

63%



Source: Brand United

Consumers have spoken!

85%
of consumers

prefer to be
marketed to
with a blend of
physical + digital.



Source: CMO Council

In 2021...

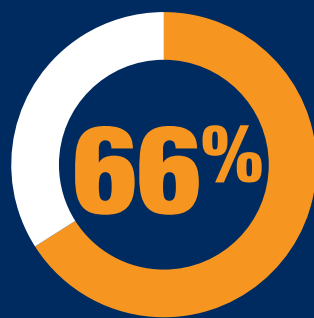
65%
of marketers saw

**DIRECT MAIL
RESPONSE
RATES**

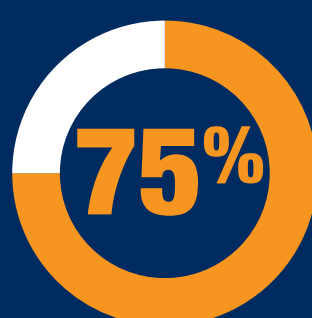
> 3%

Source: The Future of Direct Mail 2022, SG360°

Direct Mail is acted on by...



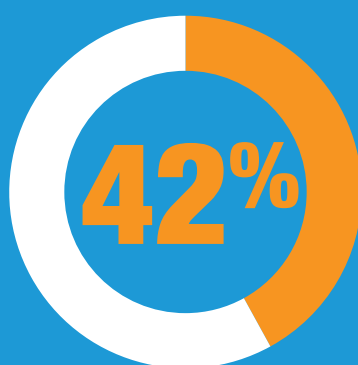
of
consumers,
including...



of
Millennials
and Gen Z
(ages 18-39).

Source: The Future of Direct Mail 2022, SG360°

Direct Mail is so powerful...



of consumers
who claim
to dislike it...

**ACT ON IT
NONETHELESS!**

Source: The Future of Direct Mail 2022, SG360°

Marketers rank Direct Mail...



for
EFFECTIVENESS
among traditional media channels.

Source: Nielsen