

Not Your Grandfather's Direct Mail

WeDo direct mail. The rapid rise of digital marketing set direct mail back for a time, but today's direct mail has evolved. **New breakthroughs mean that direct mail is more highly effective than ever.** Below are five ways direct mail has adapted to the changing needs of marketers.

Personalization

More than three-fourths (78%) of consumers prefer to shop with brands that personalize their content. Direct mail campaigns used to be imprecise, with heavily siloed customer information. **Today's mail programs are dynamic and sophisticated,** allowing for personalization of recipient names, previous purchase details and special offers.

Timeliness

Direct mail campaigns used to be largely manual, requiring multiple approval and creative steps prior to distribution. **Today's automation means direct mail timelines can be drastically reduced** and mailers can be created and mailed quickly, allowing marketers to be timelier than ever with their messages.

Connected

Direct mail recipients now receive unique pieces in their physical mailboxes that include **digital features that encourage new levels of engagement.** Marketers can integrate online efforts like QR codes, personalized URLs and unique customer codes into mailers, allowing recipients to access personalized, trackable information with measurable, accurate reporting.

An Investment

Direct mail used to have a reputation in some quarters as "junk mail" due to its generalized nature. **But today's personalized and digitally integrated mailers are an investment made by the sender, designed to encourage the confidence of recipients.** With timely offers and relevant content directed at each recipient's needs and interests, receiving direct mail nowadays often seems more special.

Efficiency

Though more expensive than digital options, direct mail is worth the investment. After all, **customers are 30 times more likely to spend time with direct mail and the brands that send it.** Audiences respond to high-quality, customized pieces and avoiding digital clutter boosts customer interest and ROI by 20%.

These benefits underscore why direct mail is still a great marketing tool worthy of consideration—even in the digital age.

With PIP, you'll work with professionals who know the ins and outs of direct mail and understand how to integrate it into your overall marketing strategy. **Contact us at pip.com.**