

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.



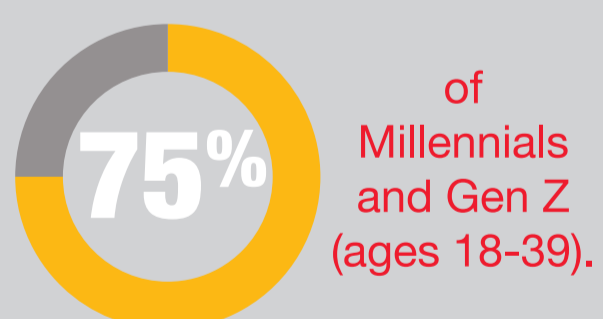
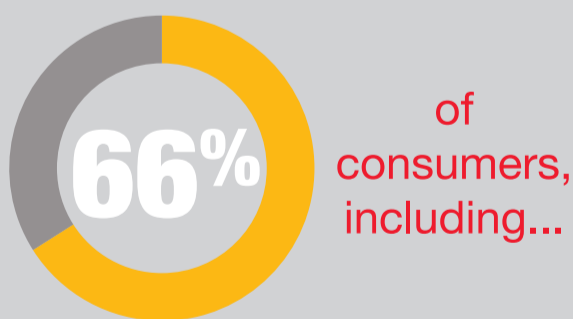
Source: CMO Council

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...



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...

#1

for **EFFECTIVENESS** among traditional media channels.

Source: Nielsen