

# AI and Emerging Tech in Direct Mail to Lift ROI



# Direct Mail is a Powerhouse!

- Direct mail advertising is a **\$58.5B** industry in 2023 (*The Business Research Company*).
- \$10.9B in US forecasted to reach **\$20.38B at the end of 2024** (*Statista*)
- Nearly **72%** of businesses use direct mail to generate sales (*Global Newswire*)
- Over **91%** of promo mail is read and opened (*2022 Direct Mail Industry Benchmark Study SeQuel Response*)
- Direct mail takes **21% less cognitive effort to process than digital marketing** because the audience doesn't have to invest time or brainpower in understanding mail. (*USPS*)
- Effective channel for ALL demographics. **90%** of Millennials love receiving mail with **57%** acting on direct mail offers. More than **70%** of Gen X consumers feel mail is more personal than online digital communications and are more likely to read promotional mail than emails. (*USPS*)



# Take Mail to the Next Level!

- Leverage AI to predict optimal direct mail attributes
- Uncover winning tactics with competitive intel
- Lift response rates and prove attribution with omnichannel



# Favorable Outcomes & Results!

- Add value; differentiation
- Sell more mail, tap into greater portion of dm revenue
- Not lose customers to other print providers
- Better results, higher response rates & more leads
- Save \$ on marketing



# Leverage AI to Predict Optimal Direct Mail Attributes



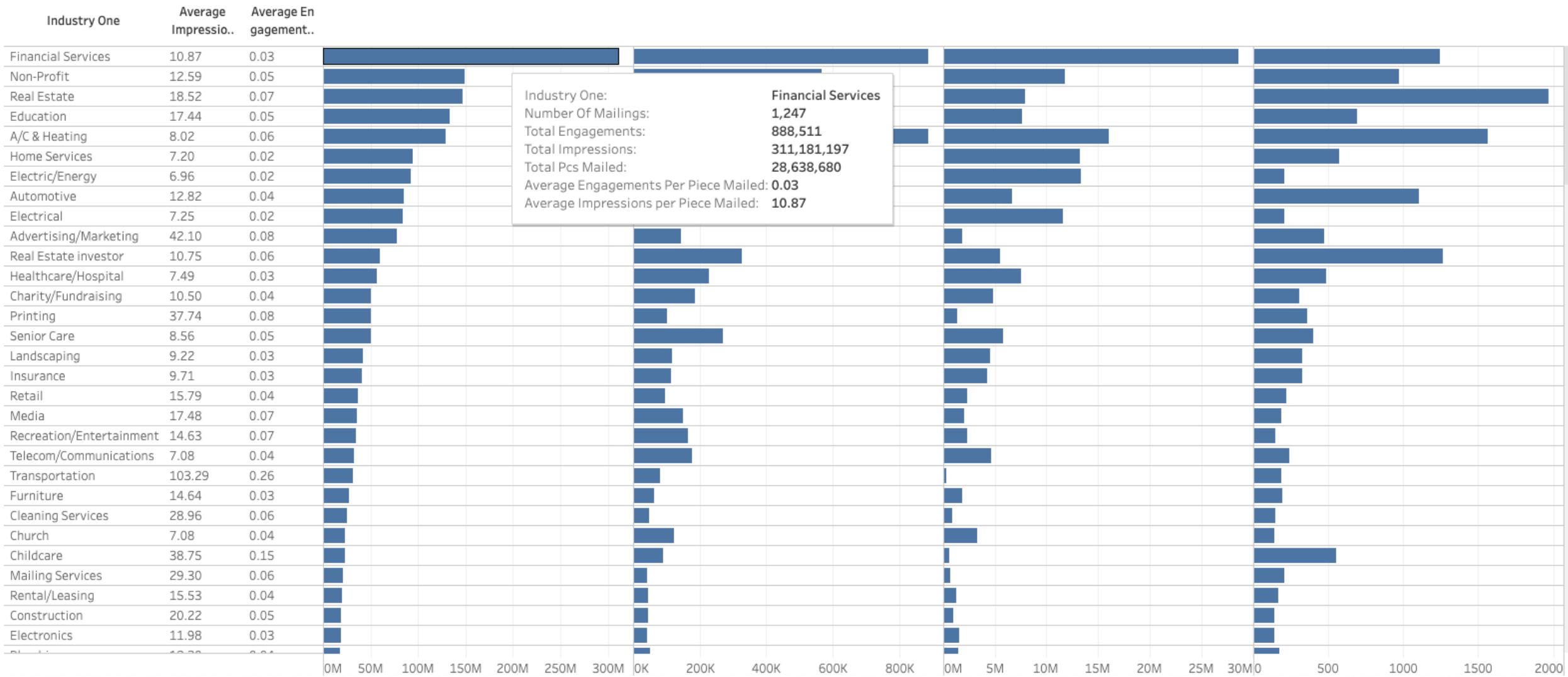
- Data Integration
- AI-powered Analysis
- Predictive Modeling for Improved Design and Targeting
- Design and Layout
- Personalized Offers and Content
- Real-time Optimization

Industries Mailing Data 07-16-2024 by Chaz



Industries Based On Impressions, Engagements, and Total Pieces Mailed

07/16/2024



# How to Get Started With AI for Direct Mail

- Identify your goals
- Gather your data
- Choose an AI platform



# Uncover Winning Tactics With Competitive Intel

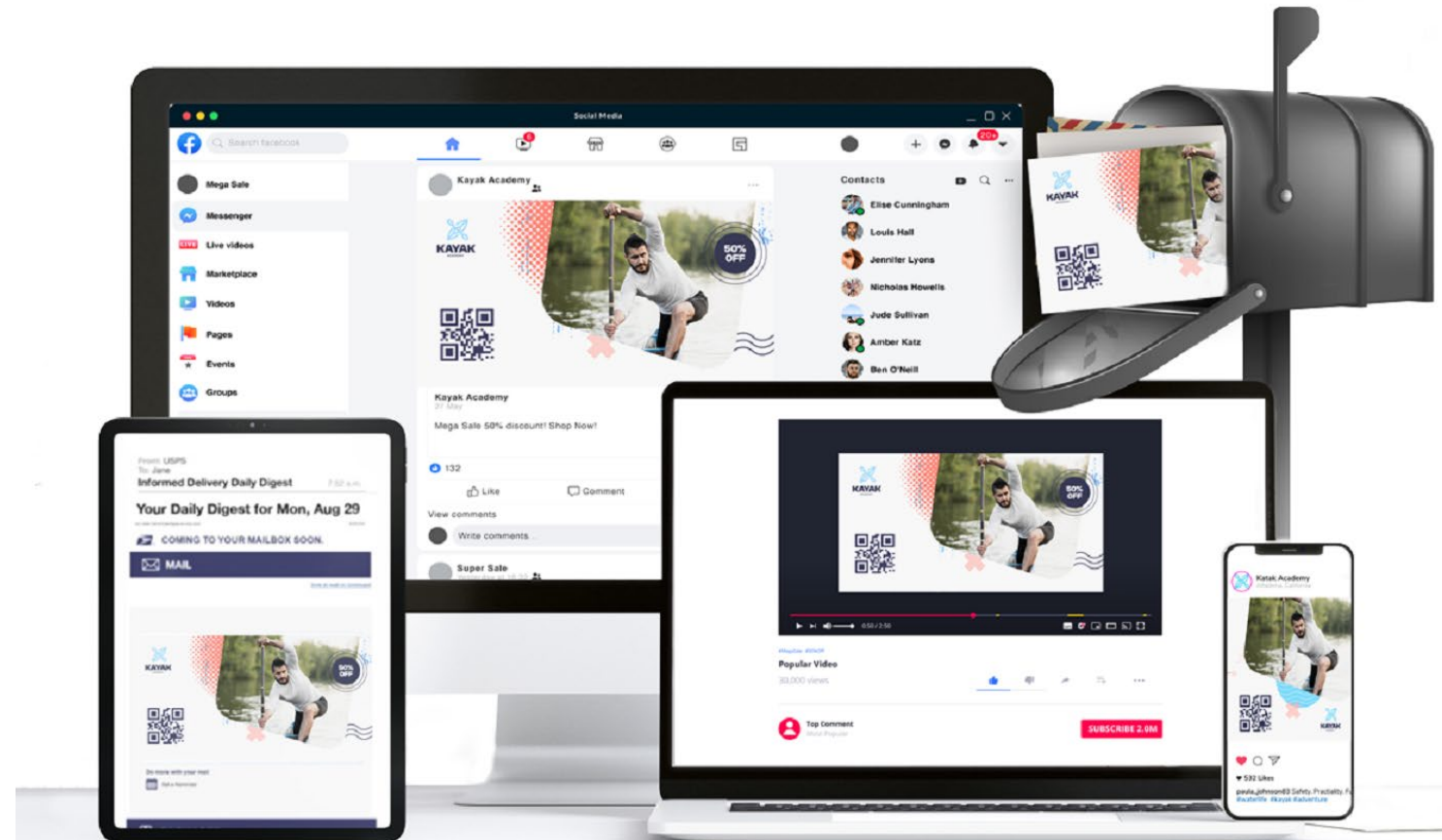
- Competitor Mail Sample Collection
- Analysis & Insights
- Benchmarking and Improvement
- Leverage Digital Integration with Competitive Intel





# Lift Response Rates and Prove Attribution With Omnichannel

- Offline to Online Integration
- Reinforcement/Repetition
- Proving Attribution
- Direct Mail Retargeting
- Marketing Automation Platforms



**By incorporating technology  
into direct mail campaigns,  
you can increase response  
rates, revenue AND save  
money on marketing dollars!**



# Thank you!

## Any Questions?



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