

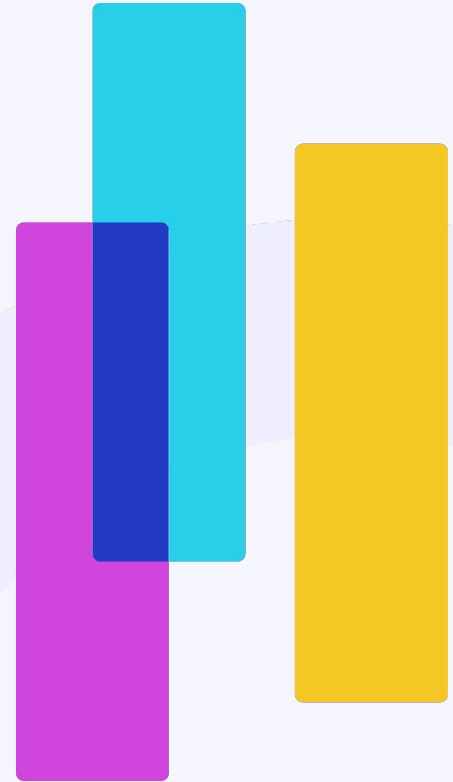
Cracking the code:

What consumers want in direct mail and how to deliver it

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What to expect today

1. Top 3 findings from our 2024 The State of Direct Mail study, with data from 2,000 US consumers
2. Pragmatic advice for leveraging these findings to evolve your direct mail strategy for greater impact
3. Real-world examples of what good looks like

About The State of Direct Mail – Consumer Insights research program



Demographics

n=2,000 US general population respondents aged 18+

Respondents are nationally representative of age, gender, income, education and region.



Survey flow

Respondents answered a 15-minute online survey with ~50 questions and open-ended follow-ups. Survey flow included:

- Screener
- Channel Mix
- Direct Mail Evaluation
- Tactical Elements of Direct Mail
- Direct Mail Dive: Sector Specific



Industry deep dive

Respondents were asked a series of questions around their preferences and satisfaction related to direct mail overall and within four specific sectors:

- Retail
- Healthcare
- Financial Services
- Insurance

The background is a solid blue color with several overlapping circles of varying shades of blue. One large circle is on the left side, and another is on the right side. There are also smaller circles and overlapping areas between them, creating a layered effect.

The 2024 insights, and how to apply them

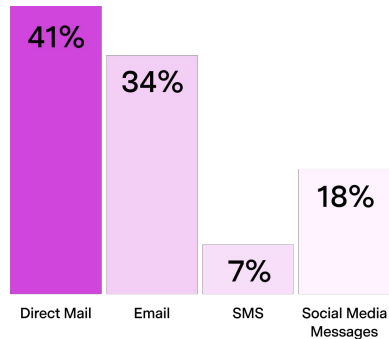
Finding 1

Direct mail is a strong tool for customer and prospect engagement.

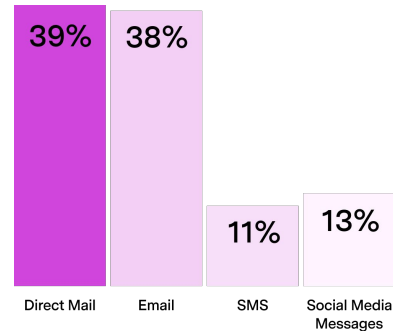
Affinity for direct mail is high across audiences with varying degrees of brand awareness

Which of the following types of communication would you most prefer to receive from brands?

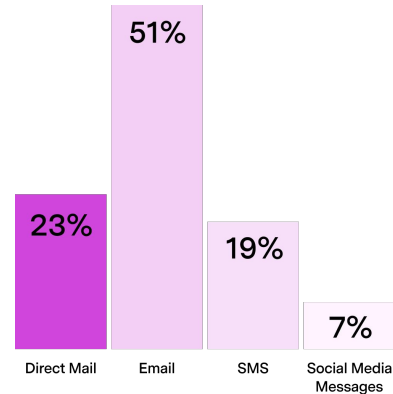
Brands you don't know



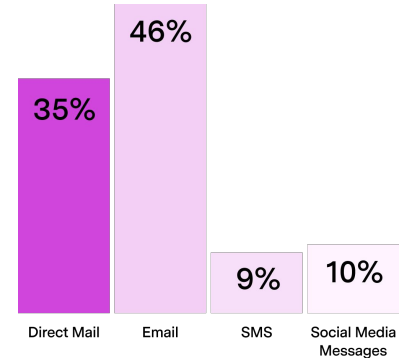
Brands you do know, but don't have a relationship with



Brands you have a relationship with



Brands you haven't purchased from in over a year



Apply the finding

Pair direct mail with email

Double down on reaching your audience across the funnel with the 2 most preferred channels:

- Use direct mail to introduce your brand and drive better email open rates
- Break through to a lead that's cooling or hasn't opened a few recent emails
- Time direct mail and email together with real-time data tracking

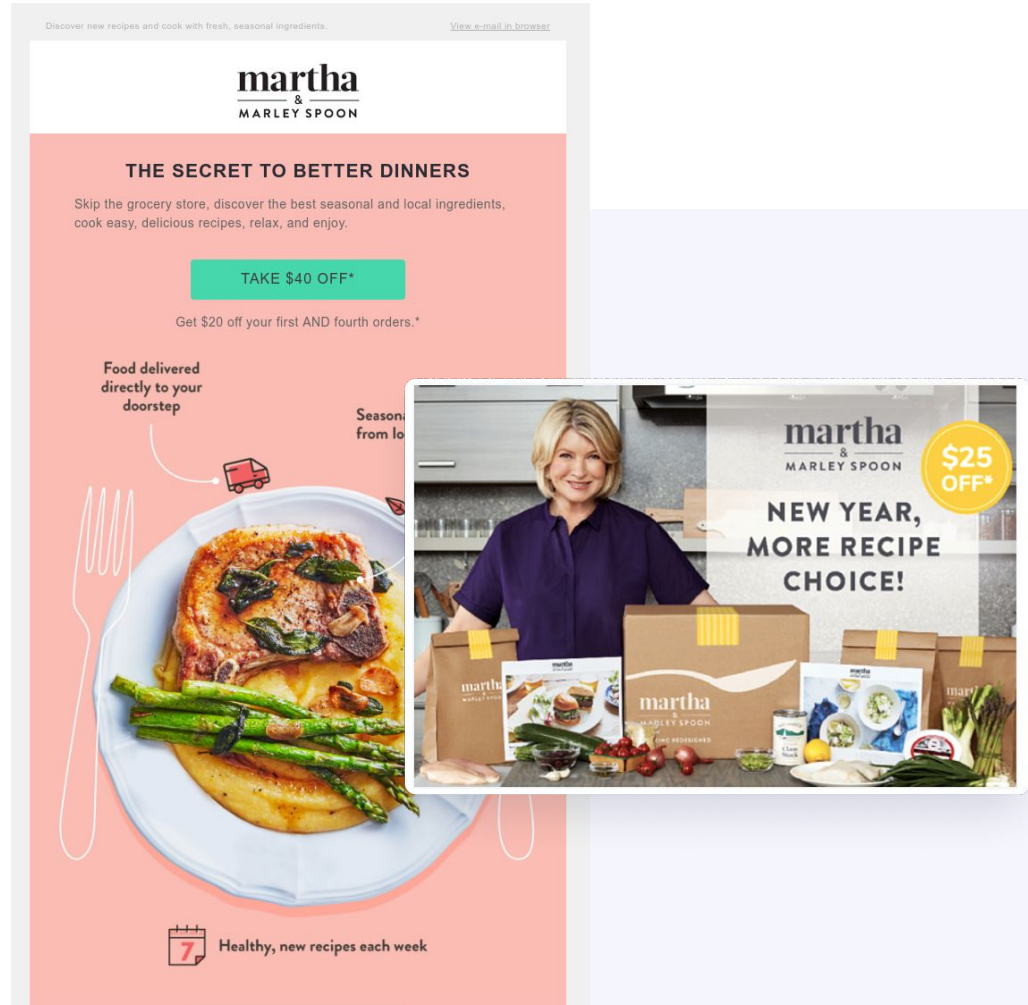
What good looks like

Email + direct mail for high-value audience segments

Marley Spoon

- Has tested direct mail, email, and a combined approach to assess conversion potential
- Now targets high-value audience segments with direct mail and follows up with email for highest conversion rate

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Finding 2

Personalization is effective and expected, yet it's a fine line to walk.

Trust, privacy, and personalization: striking a healthy balance

53%

of respondents become concerned about their personal privacy and security when they receive direct mail from brands they do not know.

52%

of respondents expect direct mail they receive from brands will be personalized for them in some way.

64%

of respondents have privacy concerns with digital advertisements when they are personalized and targeted.

23%

of respondents are likely to trust a brand that only engages with them digitally.

Apply the finding

Personalize effectively with the right triggers and tracking

Use martech integrations, QR codes and PURLs to tailor experiences and track engagement

- Automate trigger campaigns by integrating your direct mail campaigns with your marketing tech stack
- Use unique landing page URLs and UTM parameters to tailor the experience a consumer has when scanning a QR code
- Capture more detailed information in your web analytics tools to gain the same insights you'd get from a click-through
- Use mail delivery data to observe trends in your page/search traffic as mail lands

What good looks like

Using dynamic variables, personal QR codes and pixels for customer acquisition

VentureStack

- Automated trigger campaigns, with data from marketing tech stack integration
- Highly personalized variables: QR code, phone number, real estate market, location, owner type, problem type, and more
- Achieved more than 2x industry average ad spend return

Thinking about selling your property but don't want to deal with the **hassle** of listing it?

Call now or scan QR code for a free, no-obligation estimate

QR Code

({{phoneNumber}})

Recent home purchases and renovations in {{market}}

We specialize in purchasing properties directly from {{ownerType}}, with no real estate commissions or fees paid by the seller.

The properties are purchased {{transactionBenefit}}. A flyer of some of our recent projects is included for your review. Please do not hesitate to contact me if you have any questions.

Most of the folks we work with are {{ownerType}} who are:

1. Tired of dealing with {{problemType}} or
2. Simply want to cash out on a hot market.

The clients we buy properties from find that our process is simple, transparent, and honest - with great overall value.

We've agreed to cash offers with dozens of property owners in {{location}}.

Finding 3

Direct mail inspires action,
especially with smart
promotions and CTAs.

Nearly two thirds of consumers report a direct mail piece has inspired them to take action.

Promotions are the biggest action drivers.

60%

state a direct mail piece has inspired action.

What Inspires Action

There was an offer or promotion that caught my eye

61%

I was already interested in brand/product/service

55%

Someone I know had recently purchased from this brand and recommended them to me

33%

The design of the piece captured my attention

28%

This piece was personalized to me

25%

The copy (or writing) within the piece captured my attention

19%

Apply the finding

Make them an offer they can't refuse

Give the right offer to the right audience and test, test, test

- Pay attention to the 3 components of a successful offer: clarity, relevance and value proposition
- Speak to consumer pain points
- Use precise targeting to keep your offer costs within your budget
- Test CTAs, audiences and offer types
- Timing is everything!

What good looks like

4X response rates with the right welcome offer at the right time

NEXT Insurance

- Offer is delivered via a trigger when a prospect has engaged but not converted
- Offer "up to 25% off" is prominent and unmissable
- 3 ways to claim: QR code, webpage, and phone

GET AN INSTANT QUOTE. SAVE UP TO 25%.* AND HOLD THE DEODORANT.

You're making your dream a reality and starting that new business—woo hoo! Then some buzz-kill comes along and says "so, what happens if you get sued?"

That's your #1 reason to get NEXT.

Your new business needs a fighting chance against accidents, damage, lawsuits or anything else that could blow it up. Oh, you GOT this.

Reason #2? Your quote is instant.

As in, instant. And your fully customized policy can be ready in 10 minutes. It's all at nextinsurance.com/startup. Even better: it'll get you a free copy of *The Small Business Guide*. This step-by-step how-to manual is like having your own business mentor. Except you can consult it in the middle of the night.



FUN FACT: Around the country, small businesses count on us for a good night's sleep. **300,000**

We cover that. No sweat.

- ✓ General Liability
- ✓ Workers' Compensation
- ✓ Tools & Equipment
- ✓ Errors & Omissions
- ✓ Commercial Property

Three words: Keep. More. Cash.

We take things like length of time in business, experience and size all in stride—and we find all the discounts you're eligible for. That's how NEXT customers reduce their yearly premiums by up to 25%.*

Get Certificates of Insurance in your sleep.

With NEXT, it's FREE and easy to get and share as many Certificates of Insurance as you need, instantly. Anytime. You'll be amazed at how often it'll come in handy.

Coverage in less than 10 minutes? YES.

Nobody knows small business like NEXT. We've got the technology to customize your coverage based on what you actually do—so your policy is a better fit, for you and for your budget.



Expert advice from actual experts. FREE.

Download your guide today at nextinsurance.com/startup



Get your instant quote—anytime—at nextinsurance.com/startup

We also answer the phone. Call us Mon-Fri, 8 am - 5 pm CT. 855-222-5919.

NEXT is rated "A- Excellent" by AM Best, the industry standard for rating insurance companies. Policies are backed by Munich R.E. and are issued by either NEXT Insurance US company or State National Insurance Company, Inc., depending on the state and type of coverage.



* To the extent permitted by law, applicants are individually underwritten, not all applicants may qualify. Individual rates and savings vary. Discounts and savings are available where state laws and regulations allow, and may vary by state. Certain discounts apply to specific coverages only. In Florida, we do business as Next Insurance, Inc. Instant quote requires a valid physical address, no PO boxes please. For more information go to: nextinsurance.com/insurance/licenses.

Putting it all together

Top 3 Findings

1. Direct mail is a strong tool for customer and prospect engagement.
2. Personalization is effective and expected, yet it's a fine line to walk.
3. Direct mail inspires action, especially with smart promotions and CTAs.

Access all the 2024
consumer insights in
the **full report**



Questions?