



**USPS  
PRODUCT  
MANAGEMENT**



# **Elevate Omnichannel Marketing with Direct Mail Innovations**

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# The Power of Direct Mail Marketing



## Cost Efficient



**84% of marketers** agree that direct mail provides the highest ROI of any channel they use.<sup>1</sup>



**Cost Per Acquisition of Direct Mail is \$19.<sup>2</sup>**

*Compare to: \$16-\$18 Mobile & Social, \$21-\$30 Paid Search, & \$41-\$50 Internet Display*

## Effective



**Every 8 out of 10 customers have taken measures to limit their digital behavior**, which has led to lower engagement with digital tactics.<sup>3</sup>



**53% of U.S. consumers** aged 18-34 **search for brands online after receiving direct mail**, and those aged 35+ visited the brands website.<sup>4</sup>



Direct mail achieves an **80-90% open rate**, surpassing email's 20-30% performance.<sup>5</sup>

1. Lob State of Direct Mail 2024
2. Modern Postcard, Direct Mail Statistics 2023
3. Deloitte Connected Customer Survey 2023
4. PebblePost, Power of Direct Mail in 2024
5. PostGrid Direct Mail Statistics That Will Convince You To Invest In It, 2024

# Direct Mail's Value to the Consumer



## Trust

# 76%

of customers trust direct mail over digital channels when making a purchase decision<sup>1</sup>

- ✓ Offers a tangible, credible experience that fosters trust
- ✓ The physical nature of mail pieces instill confidence in recipients

## Reliability

# 90%

of Millennials believe that direct mail is reliable<sup>2</sup>

- ✓ Predictable delivery and physical presence, offering a dependable means of communications
- ✓ Reliably reaches recipients, ensuring that messages are seen and considered

## Personalization

# 88%

of marketers believe that personalization helps deliver a superior customer experience<sup>3</sup>

- ✓ Transforms generic messages into tailored experiences
- ✓ Captures attention, drives engagement, and forms better connections

1. Modern Postcard, Direct Mail Statistics 2023

2. USPS Mail Moments Spring 2023

3. Zipdo, Essential Digital Marketing Vs Traditional Marketing Statistics In 2024



# Direct Mail Resonates with its Recipients



Over half of mail recipients have tried a new product, service, or establishment in the past 6 months because of Marketing Mail<sup>1</sup>

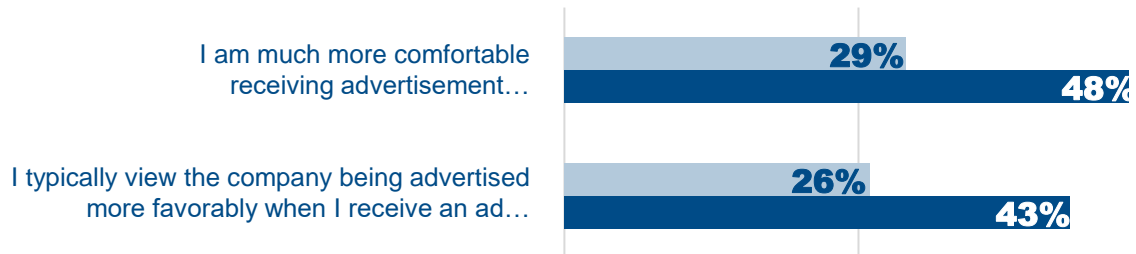
*Agreement with Statements about Receiving Ads through the Mail vs. Digitally<sup>2</sup>*



Statement A:  
Digitally



Statement B:  
In the Mail



Responses were almost 2X more favorable to mail over digital

1. USPS Mail Moments Spring 2023  
2. USPS Brand Health Tracker Q4 FY23 Mail Report

# What is Omnichannel Marketing?



## OMNICHANNEL MARKETING

A customer-focused integrated marketing approach across a variety of devices and touchpoints.



**98%**

of Americans switch between devices in a single day.<sup>1</sup>

**90%**

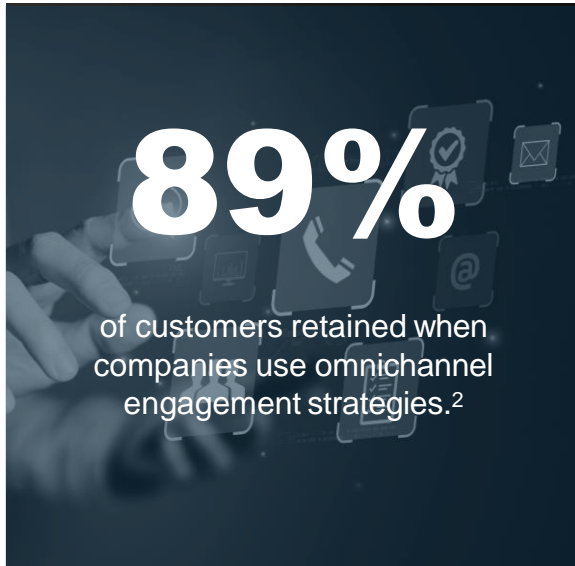
of customers expect consistent interactions across channels.<sup>2</sup>

# Omnichannel Marketing: More is Merrier



## PLAY TO THEIR STRENGTHS

An integrated marketing approach empowers you to eliminate discrepancies among communications channels while also taking advantage of each channel's strengths.<sup>1</sup>



1. State of B2B Omnichannel Marketing, DemandGen Report 2023  
2. Porch Media Group, Omnichannel Marketing Statistics 2023

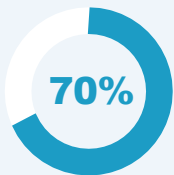
3. Omnisend Omnichannel Statistics 2022  
4. Think with Google Customer Trends

# A Channel Apart: Direct Mail

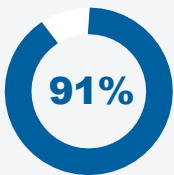


**DIRECT MAIL MARKETING'S DEMISE HAS BEEN GREATLY EXAGGERATED.**

**PHYSICAL MAIL + DIGITAL INTEGRATION = 40% CONVERSION RATES<sup>1</sup>**

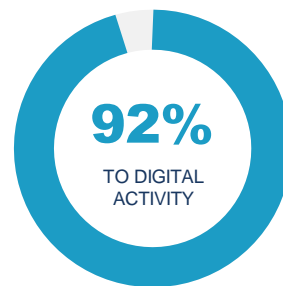


**70% OF AMERICANS THINK<sup>2</sup>**  
mail is more personal than the internet



**91% OF PEOPLE THINK<sup>3</sup>**  
digital ads are more intrusive today  
than 2-3 years ago

AMONG RECIPIENTS, DIRECT MAIL DROVE:<sup>4</sup>



**92%**  
TO DIGITAL  
ACTIVITY



**87%**  
TO SHOP  
ONLINE

# Omnichannel Success Tips



1

**Use Your Mailpiece to Deliver More Than Content**

2

**Turn Conversation into Profit**

3

**Magnify your Mailing Campaigns with New Technologies**





**OMNICHANNEL SUCCESS TIP 1**

**USE YOUR MAILPIECE  
TO DELIVER MORE  
THAN CONTENT**

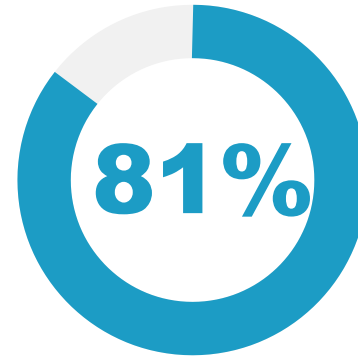


## OMNICHANNEL SUCCESS TIP 1

# DELIVER A FEELING

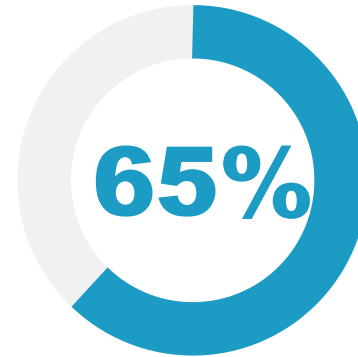
There's nothing like the real thing.

A direct mail promotion with rich texture and material puts the product in the consumer's hands—transforming how they engage with your campaign online and offline.



**81% OF  
CONSUMERS**

FAVOR A PRODUCT THEY CAN  
SMELL AND TOUCH OVER ONE  
THEY CAN ONLY SEE<sup>1</sup>



**65% OF  
CONSUMERS**

CAN RECALL MEMORIES  
ASSOCIATED WITH SCENTS  
AFTER 12 MONTHS<sup>1</sup>

## OMNICHANNEL SUCCESS TIP 1

# DELIVER REPEAT INTERACTIONS

Marketing mail makes itself at home.

On the fridge or in a drawer, a physical mailpiece can open a channel for repeat customers.



## Pizza Shop Case Study<sup>1</sup>

Using call tracking, a Mail Shark marketing study assessed responses to a mailpiece featuring a pizza shop's menu.

Month 1-2 post mailing

**1,246**

phone calls

Month 3-7 post mailing

**2,476**

phone calls

**NEARLY 50%**

of these calls came from **repeat customers.**

1. Mail Shark

**OMNICHANNEL SUCCESS TIP 2**

**TURN  
CONVERSATION  
INTO PROFIT**



# MAKE A STATEMENT: CROSS-SELL & UPSELL

## Monthly Bills And Statements

**97%**  
**OPEN RATE**

Receive at least **2 minutes**  
of a customer's attention<sup>1</sup>



Think outside the payment  
due box by adding:



A company newsletter



Referral incentives



Customer testimonials



Promotion for a new  
product or service

**OMNICHANNEL SUCCESS TIP 3**

**MAGNIFY  
YOUR MAILING  
CAMPAIGNS WITH  
NEW TECHNOLOGIES**



## OMNICHANNEL SUCCESS TIP 3

# FROM OFFLINE BROWSING TO ONLINE BUYING

## Technology Spotlight: Augmented Reality (AR)



Blends the real world with computer-generated content



Customers using AR are 20% more likely to make a purchase online<sup>1</sup>

BUILD BUYER CONFIDENCE.

# 71% OF SHOPPERS

would shop more often if using AR.<sup>3</sup>

1. Harvard Business School, Augmented Reality 2022

2. USPS, How Marketing Has Evolved 2023

3. Thinkmobiles, Augmented Reality in Retail 2023



## DIGITAL MEDIA + DIRECT MAIL

CAPTURES



# 39% MORE ATTENTION

THAN DIGITAL ONLY CAMPAIGNS<sup>2</sup>

## OMNICHANNEL SUCCESS TIP 3

# CREATE DIGITAL IMPRESSIONS FOR PHYSICAL MAIL

## INFORMED DELIVERY®

### GET TO THE INBOX, GET READ

Dodge the spam filter and go straight to the top of the inbox

### DRIVE IMMEDIATE ACTION

Arriving in close succession via two channels, a Ride-along Image and physical mailpiece provide a 1-2 marketing punch that drives customers to action

1. USPS, Informed Delivery Year in Review 2024

2. Campaign Monitor Glossary



54 MILLION USERS

67%

INFORMED DELIVERY  
EMAIL OPEN RATE<sup>1</sup>

21.5%

AVERAGE MARKETING  
EMAIL OPEN RATE<sup>2</sup>

6 BILLION

DAILY DIGEST  
EMAILS OPENED<sup>1</sup>





# USPS Invests in Your Success



## FROM TEST RUN TO HOME RUN

Take advantage of USPS Promotions discounts to test out these techniques and get the most out of mail.

# USPS

[POSTALPRO.USPS.COM/PROMOTIONS](https://postalpro.usps.com/promotions)

Discount to

MAILERS & MARKETERS

Request service form

PRINTER

INVESTING  
IN YOUR  
SUCCESS

Engage with

Print

CUSTOMERS

Sent to

INNOVATIVE  
MAILPIECES

# 2025 Mailing Promotions



5 PROMOTIONS



**INTEGRATED TECHNOLOGY**



**TACTILE, SENSORY, INTERACTIVE**



**CONTINUOUS CONTACT**



**REPLY MAIL  
IMBA™\***



**FIRST-CLASS MAIL  
ADVERTISING**

**+ 2 ADD-ONS | Additional Discount to Promotion**



**INFORMED DELIVERY®**

**AND/  
OR\*\***

**SUSTAINABILITY**



\* Reply Mail IMBA is not eligible for Add-Ons

\*\*Up to two Add-Ons can be claimed. Add-Ons can only be claimed with a promotion.

# 2025 Mailing Promotions



## INTEGRATED TECHNOLOGY

- Integrate technologies that enhance mail's performance such as Augmented, Mixed or Virtual Reality; NFC; Video in Print; voice assistants and more.

DISCOUNT: 3%



## TACTILE, SENSORY, INTERACTIVE

- Enhance customer engagement through innovations in paper and stock, substrates, inks, interactive elements, and finishing techniques.
- Gloss stock not eligible.

DISCOUNT: 4%



## CONTINUOUS CONTACT

- Increase customer touchpoints by mailing more frequently to the same addresses.
- Content of each mailing must be iterative or complementary, not duplicative.

DISCOUNT: 3%



## REPLY MAIL IMbA™

- Encourages Qualified Business Reply Mail™ (QBRM™) and High-volume QBRM customers to adopt IMbA™.

DISCOUNT: 3% OR 6%



## FIRST-CLASS MAIL ADVERTISING

- Leverage First-Class Mail® to promote your offerings to customers.

DISCOUNT: 3%



## INFORMED DELIVERY®

- Enhance your mailings with USPS' omni-channel feature to give your mailpiece a digital element when using Informed Delivery® campaigns.

DISCOUNT MAILERS: 1%

eDoc SUBMITTER: 0.5%

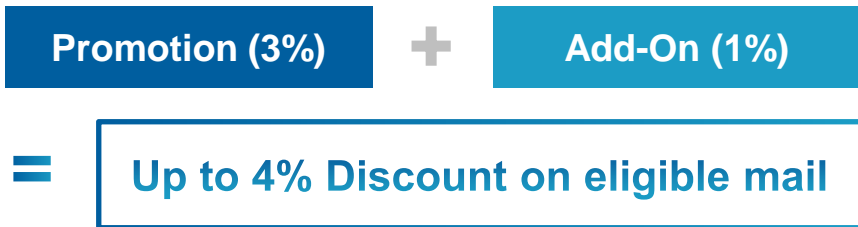


## SUSTAINABILITY

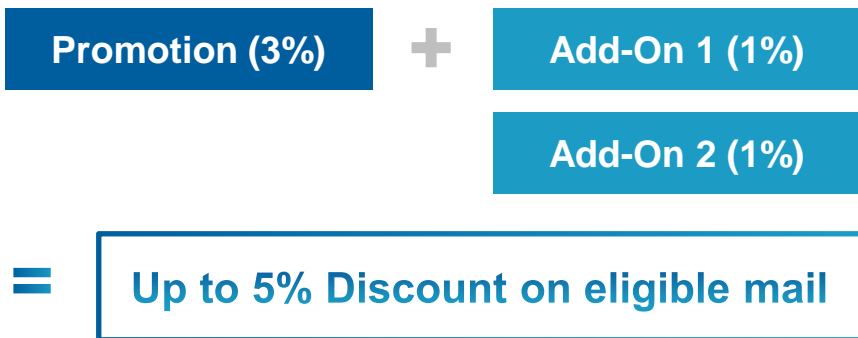
- Enhance your campaigns with environmentally conscious materials by demonstrating the paper used in the mailing came from a certifiable, responsible source.

DISCOUNT: 1%

# Add-ons Overview



## Add-ons Overview



- ✓ Increase the Promotion discount by qualifying for 2025 Add-Ons.
- ✓ Add-Ons cannot be claimed alone.
- ✓ Mailers who qualify may leverage one or both Add-Ons in addition to the Promotion.
- ✓ Add-On discounts are added to the Promotion discount percentage on eligible mailpieces.

# Add-ons Overview



The Marketing Mail and First-Class Mail Incentives provide value for both mailers and the USPS.

## Postage Credits for Mail Volume Growth

**30%**  
Credit

1. Mailers will receive a postage credit for qualifying **volume in excess 1M pieces and FY23 baseline volume** – whichever is higher
2. Earned postage **credits will be issued quarterly** after June, September, and December 2024

## Value of Mail Growth Incentives

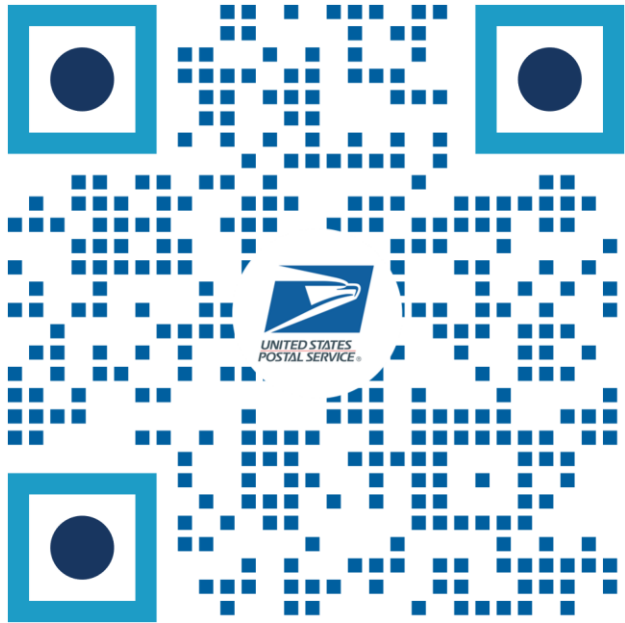
- ✓ Decreases Cost of Mail
- ✓ Stabilizes Mailing Patterns
- ✓ Enables Entry Into New Markets
- ✓ Strengthens Relationship with USPS

## Which industries have taken advantage of these benefits?

Finance/Insurance  
Healthcare  
Consumer Products

Retail/Etail  
Political  
Education

Government/Non-Profit  
Travel/Entertainment  
Communications



## For Promotions Related Questions:

Participants must upload all mailpiece samples to the Mailing Promotions Portal for preapproval. Please do not email samples.

To access the Mailing Promotions Portal, visit:

[postalpro.usps.com/promotions/portal](https://postalpro.usps.com/promotions/portal)

Please direct questions about promotion requirements to the Mailing Promotions Portal. For questions about Portal functionality, please contact:

[mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov)

## For Mail Growth Incentive Related Questions:

PostalPro contains more MGI information including FAQs, webinars, and more.

[postalpro.usps.com/msi](https://postalpro.usps.com/msi)

# Questions?





# Appendix



# PCT REQUIREMENTS



**3% DISCOUNT**



**OPTION 1**

Full Color  
Marketing  
Message



**OPTION 2**

Full Color  
Visualization of  
Account Data



**OPTION 3**

Cross-Sell or  
Upsell Product  
or Service

**4% DISCOUNT**



Reply Mail  
Mechanism  
with IMb™

# TSI QUALIFYING TREATMENTS



## SENSORY TREATMENTS

- Texture
- Scent Marketing
- Visual Effects



## INTERACTIVE ELEMENTS

- Integration
- Infinite Folding
- Trailing Edge Die-Cut (TED-C) Envelopes



## SPECIALTY INKS

- Texture
- Scent Marketing
- Visual Effects