



Delving Into Direct Mail Engagement in the Digital Age

Matthew Tilley

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The JOY of Direct Mail



MEANINGFUL, CONNECTED MOMENTS OF IMPACT

We transform every touchpoint to meet evolving customer needs



RRD Direct Mail Influence Study

- Built on previous findings from Temple University's Center for Neural Decision Making.
- Survey of U.S. consumers 18+ conducted November 2023
- In partnership with Prosper Insights & Analytics
- 1,815 respondents
- Analyzed by Dr. Martin Block, Professor Emeritus in Medill's Integrated Marketing Communications program at Northwestern University



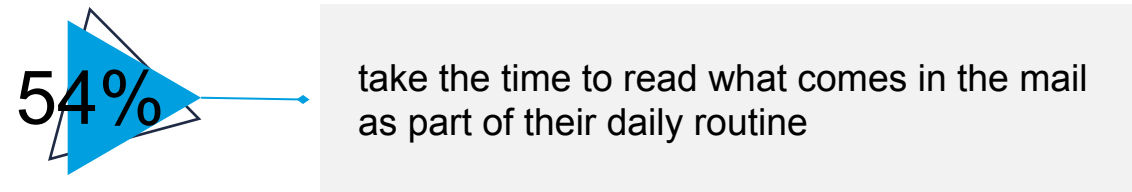
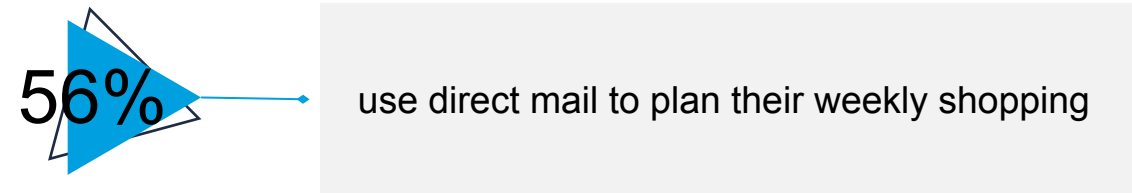
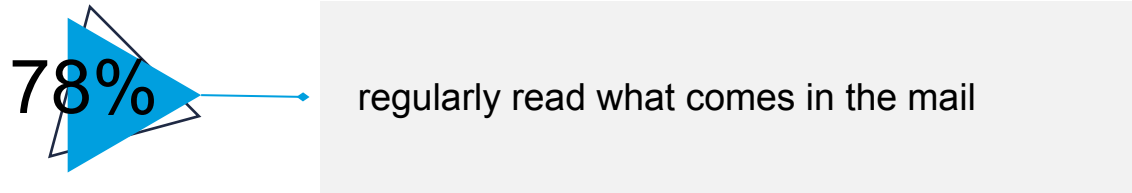
The JOY of Direct Mail





Enabling a relaxing ritual

Direct mail resonates with everyday needs



Anticipating the delight

Direct mail resonates with everyday needs

54%

Say it's relaxing and pleasurable to look through mailed ads

49%

look forward to mail from advertisers that deliver on a planned frequency



Creating memorable moments

Direct mail resonates with everyday needs

60%

Say direct mail is easy to remember when ready to make a purchase

55%

Pay more attention to direct mail ads vs. 39% for digital ads

51%

Start noticing direct mail when in the market to make a purchase or schedule a service





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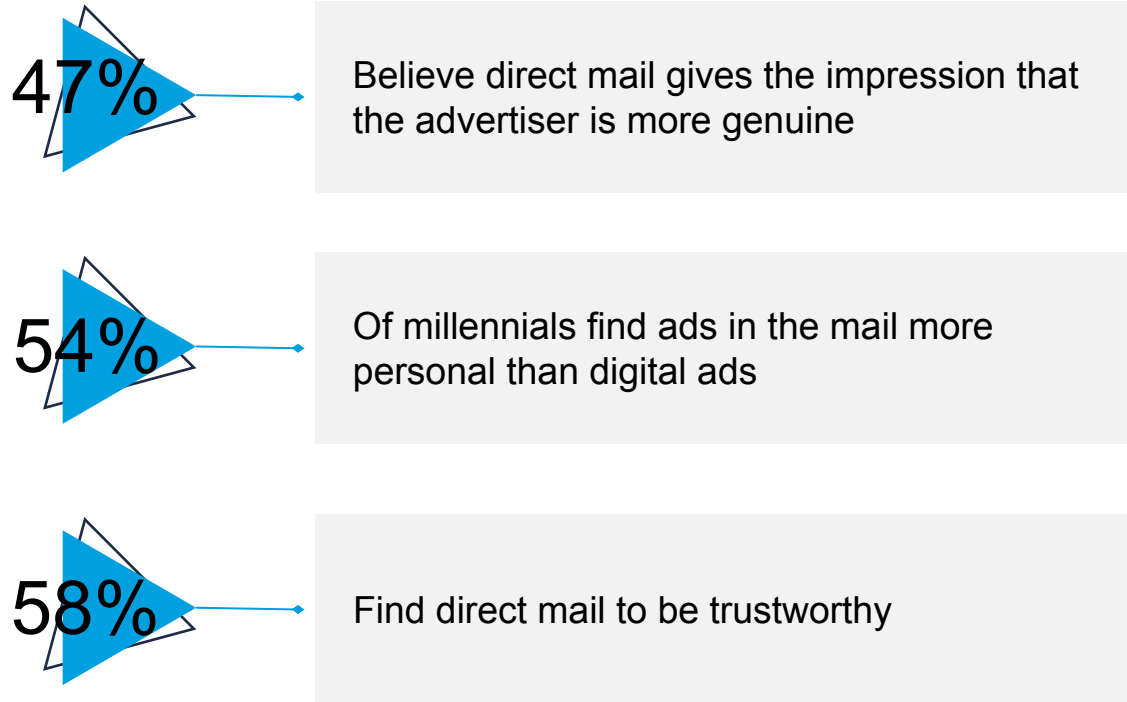
My assessment and conclusion of the study finds that consumers who use print ads are happy, confident, and consistent. Why is this significant? Years of conducting and reviewing this type of research shows a predisposition for happier people to shop and spend more.

Dr. Martin Block, Professor Emeritus
Medill's Integrated Marketing Communications program Northwestern University

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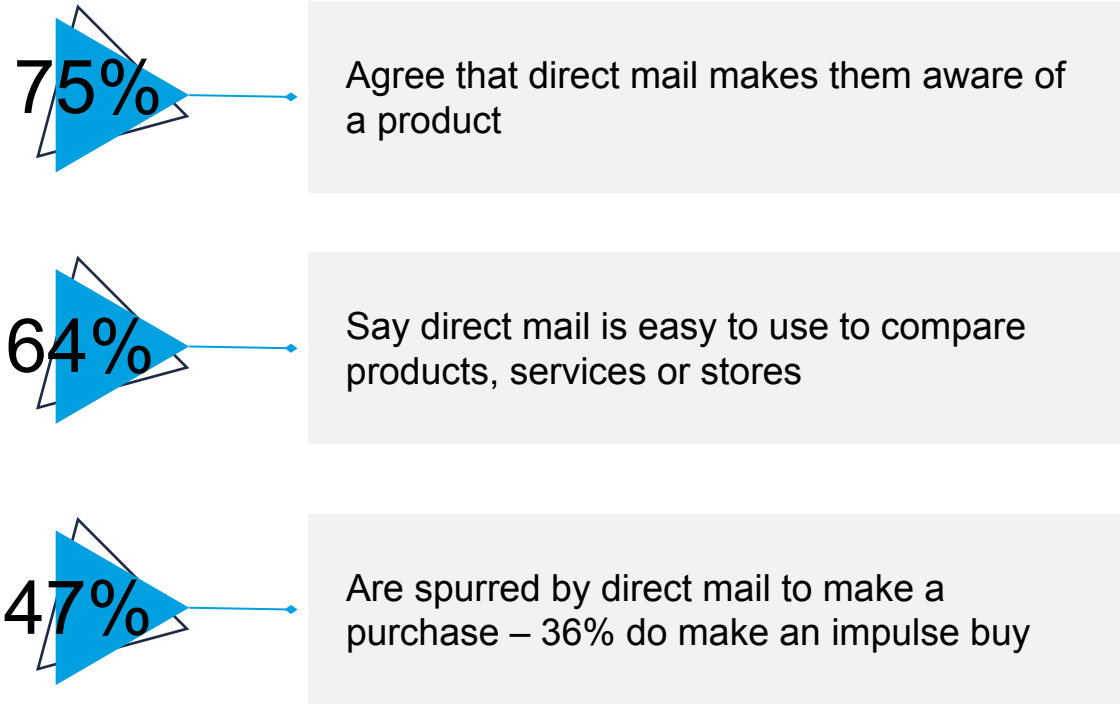
Delivering the personal touch

Direct mail resonates with everyday needs



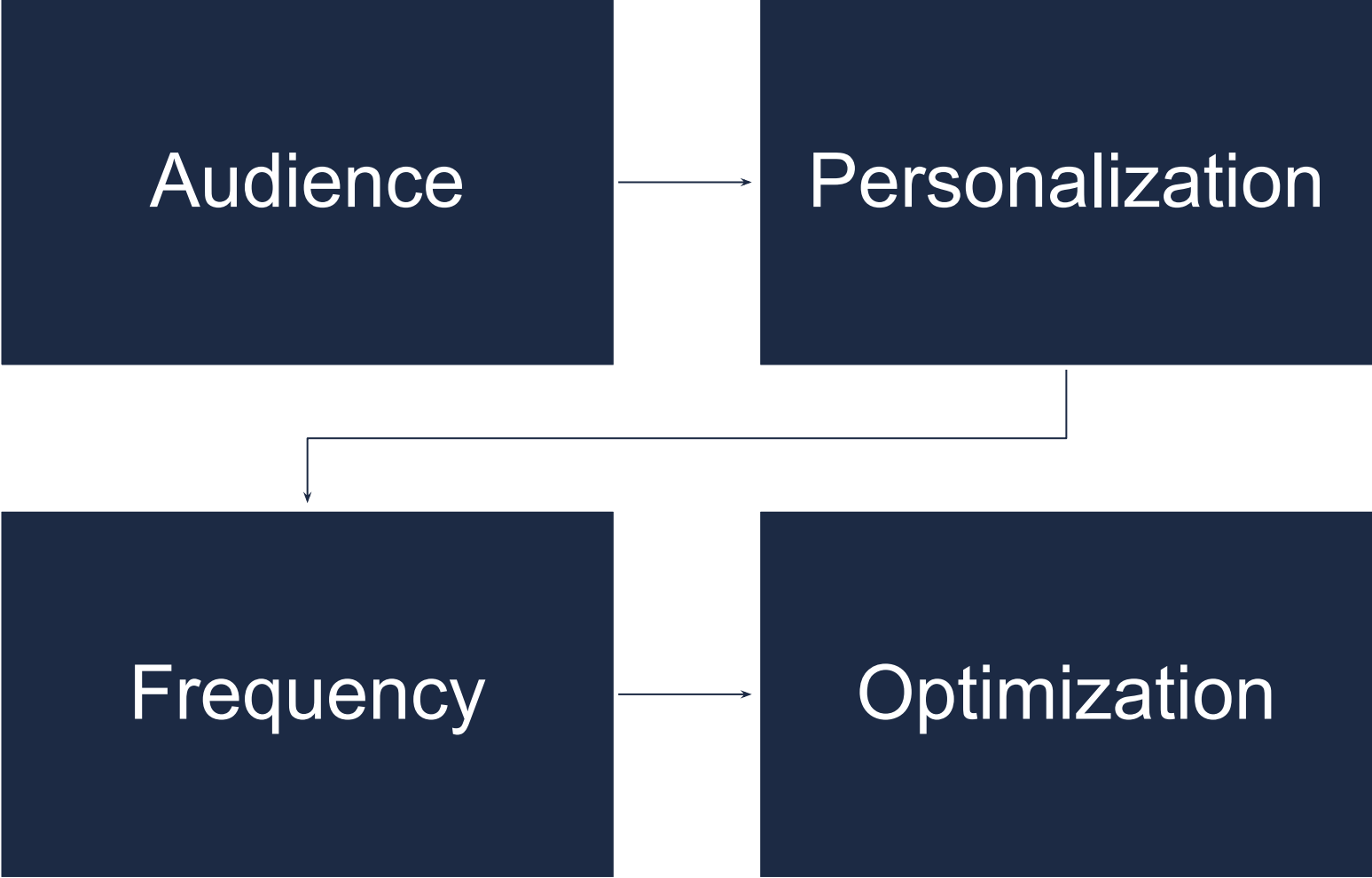
Prompting them to buy

Direct mail resonates with everyday needs





Tap into the power of direct mail for your brand





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Direct Mail

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Thank You

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