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The Future of Direct Mail

SG360^o

Our research

491 B2C MARKETERS

48%

VP and above

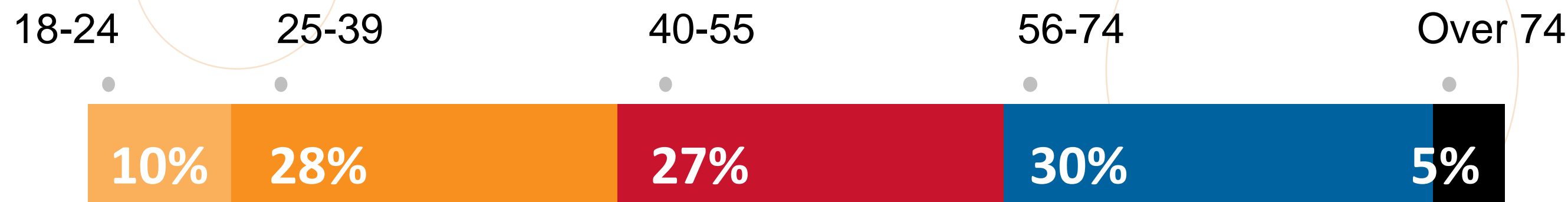
13

Industries that mail regularly

Including

- Retail/Etail
- Insurance
- Financial Services
- Education
- Travel, Hospitality & Entertainment
- Telecom
- Automotive
- Healthcare
- Non-Profit
- Consumer Goods

1,148 CONSUMERS



Today

- Why direct mail commitment is growing
- Crucial performance factors in 2024 and beyond
- Direct mail analytics
- 4 key takeaways

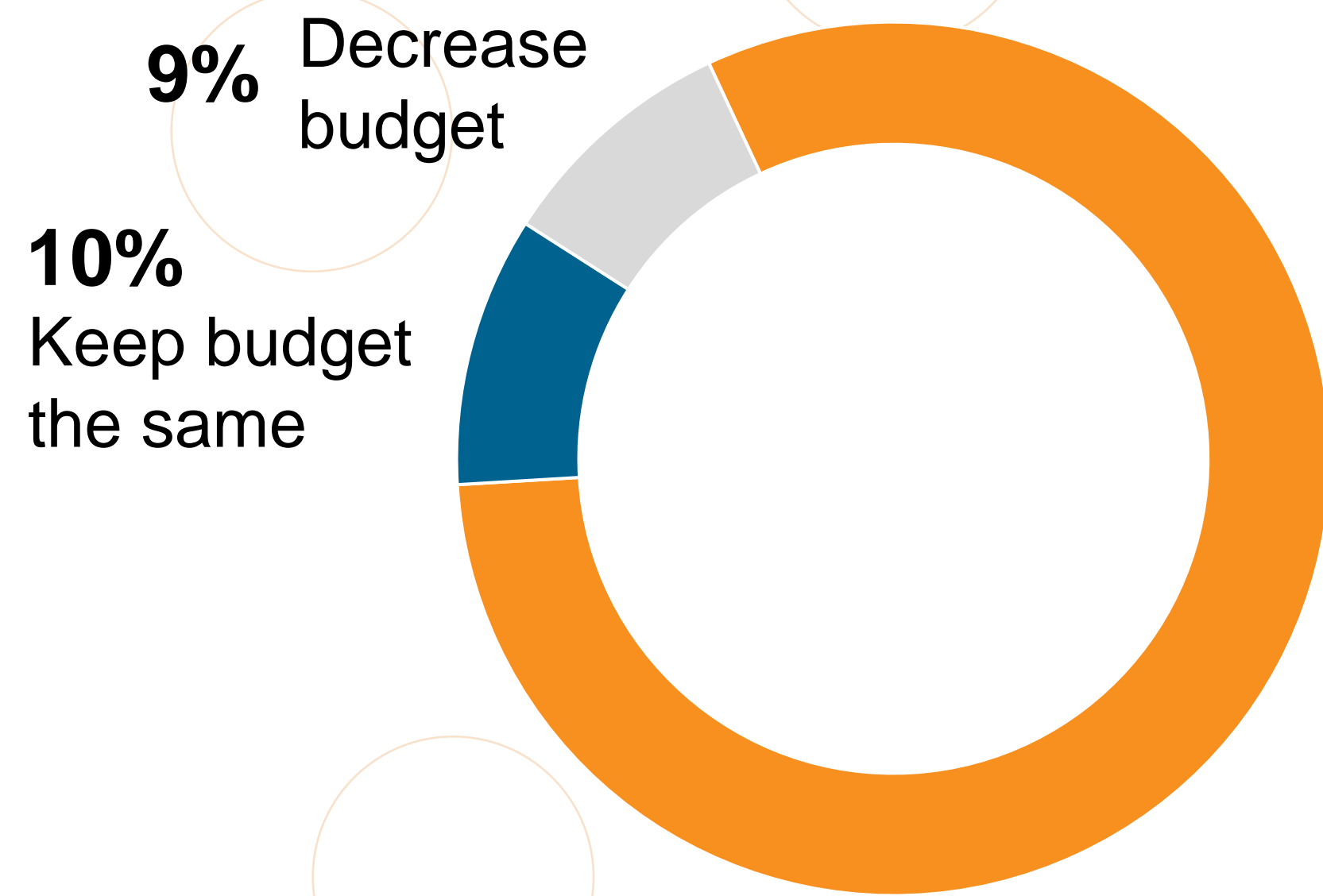




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Why direct mail commitment is growing

Direct mail budget plans

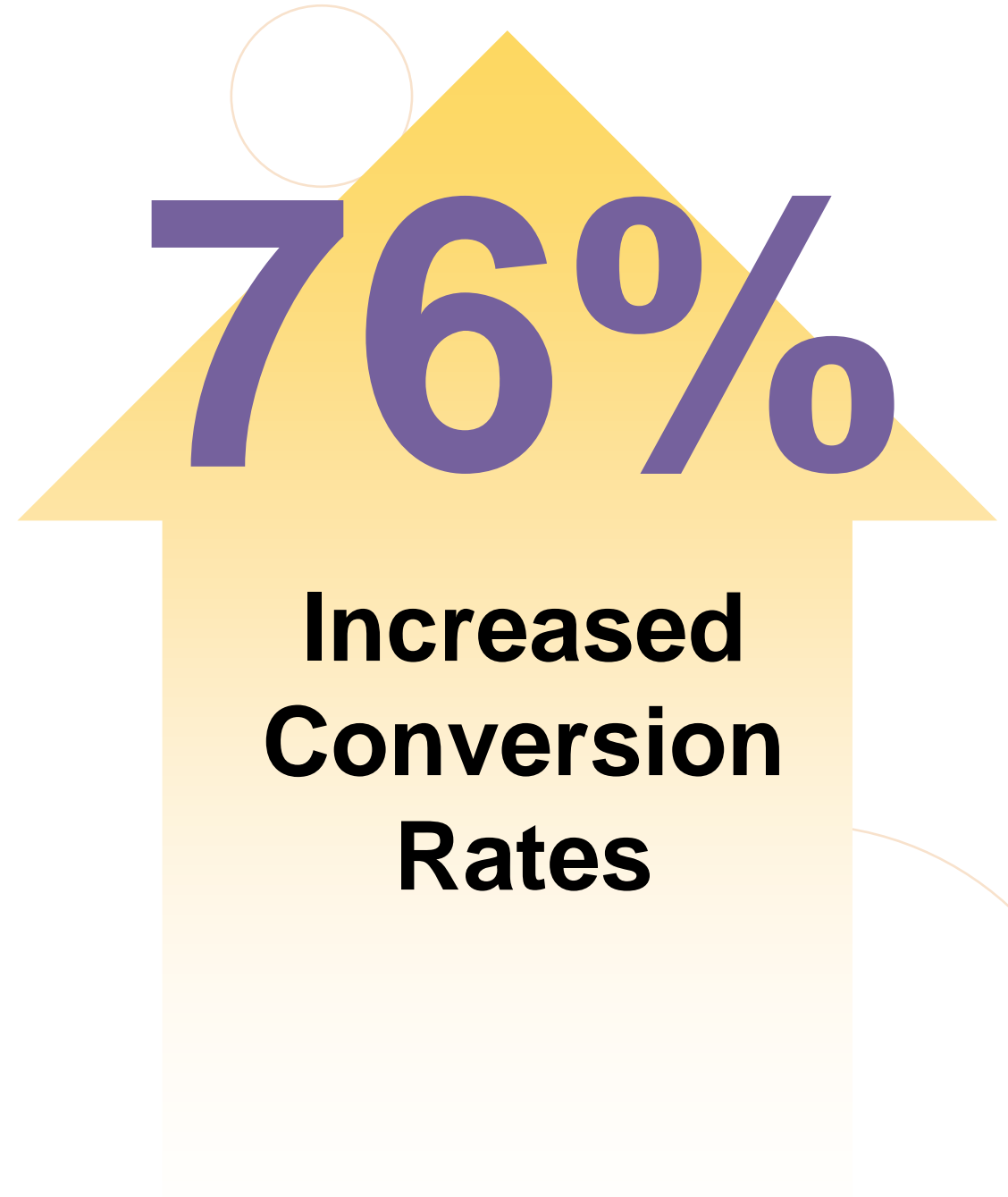


81%
plan to increase
direct mail budget
in the next 12
months



Direct mail results vs. other channels

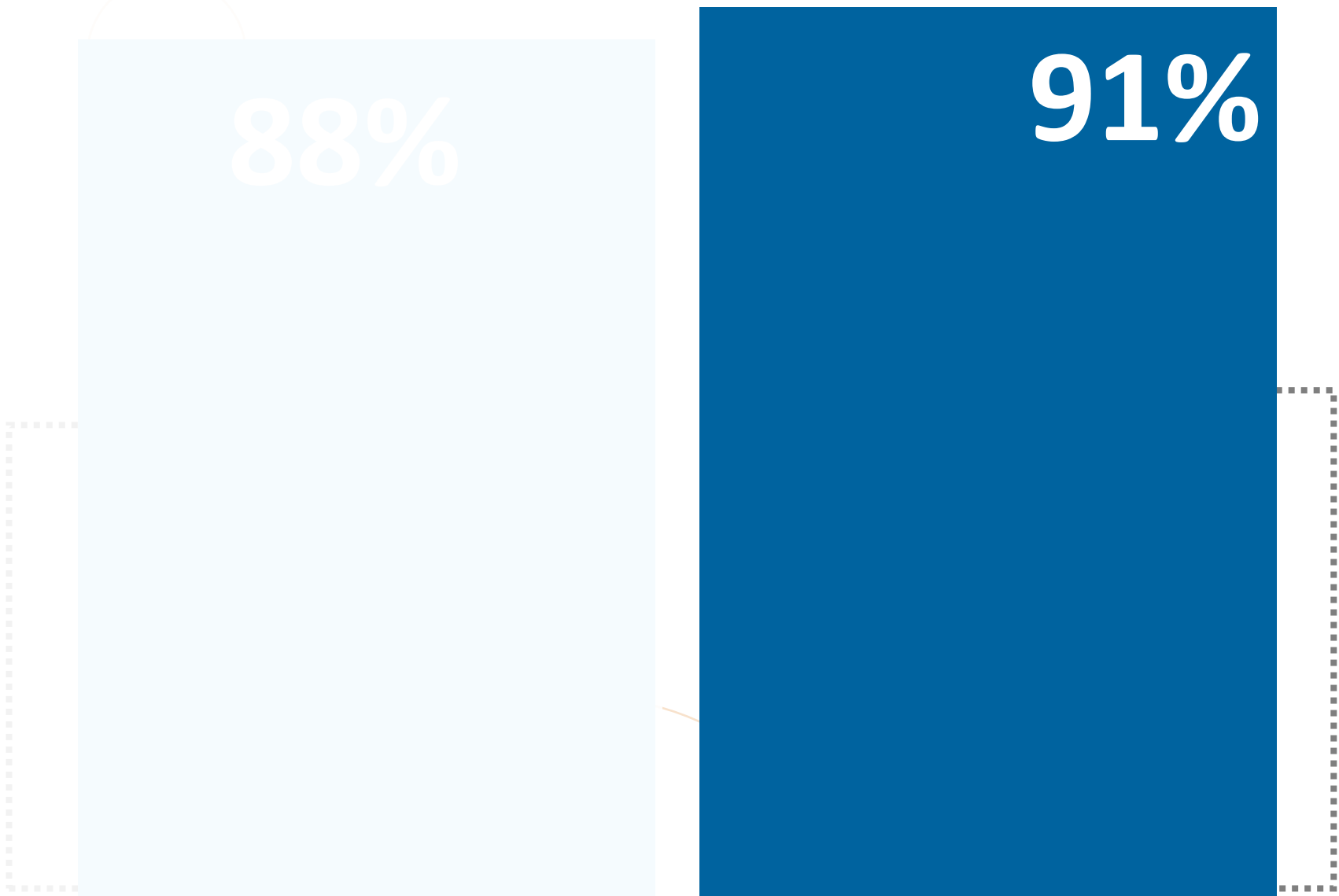
- 42% Better audience targeting
- 49% Improved ROAS/ lower CAC
- 53% Larger/more diverse prospecting audiences
- 64% Larger average order value



Conversion rate & customer acquisition cost

88% see conversion rates 5%+ higher than their next best channel

52% had conversion rates >10% better



91% see CAC 5%+ lower than their next best channel

58% had CAC >10% better



Customer lifetime value

86%

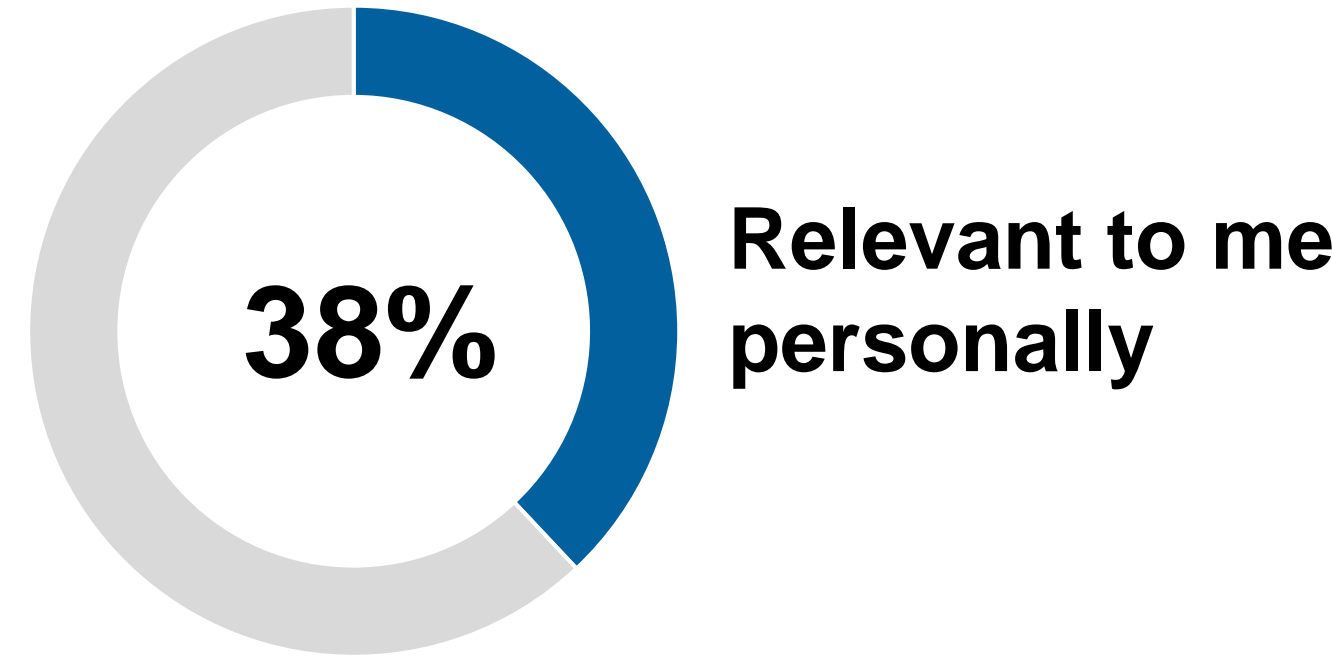
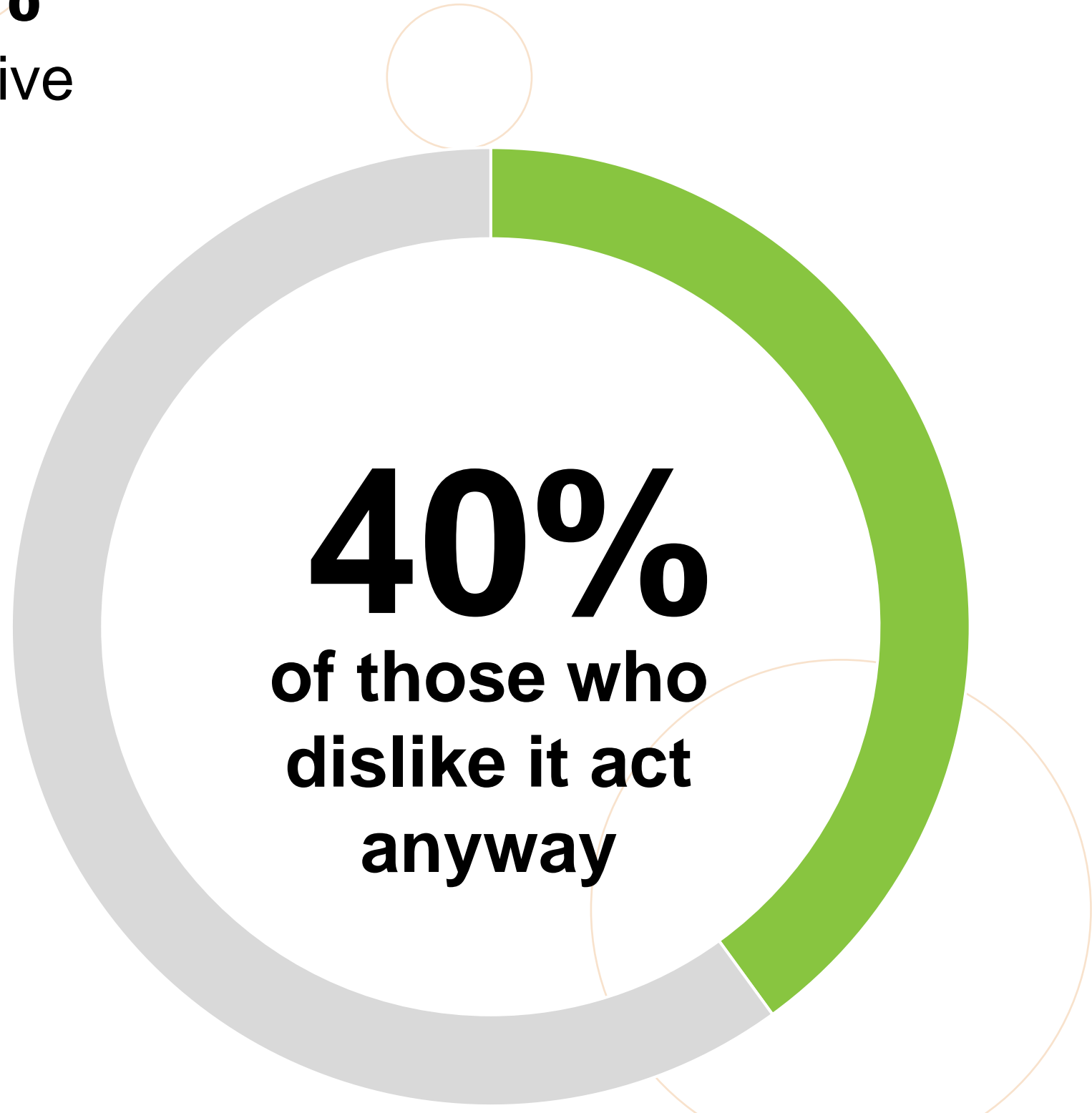
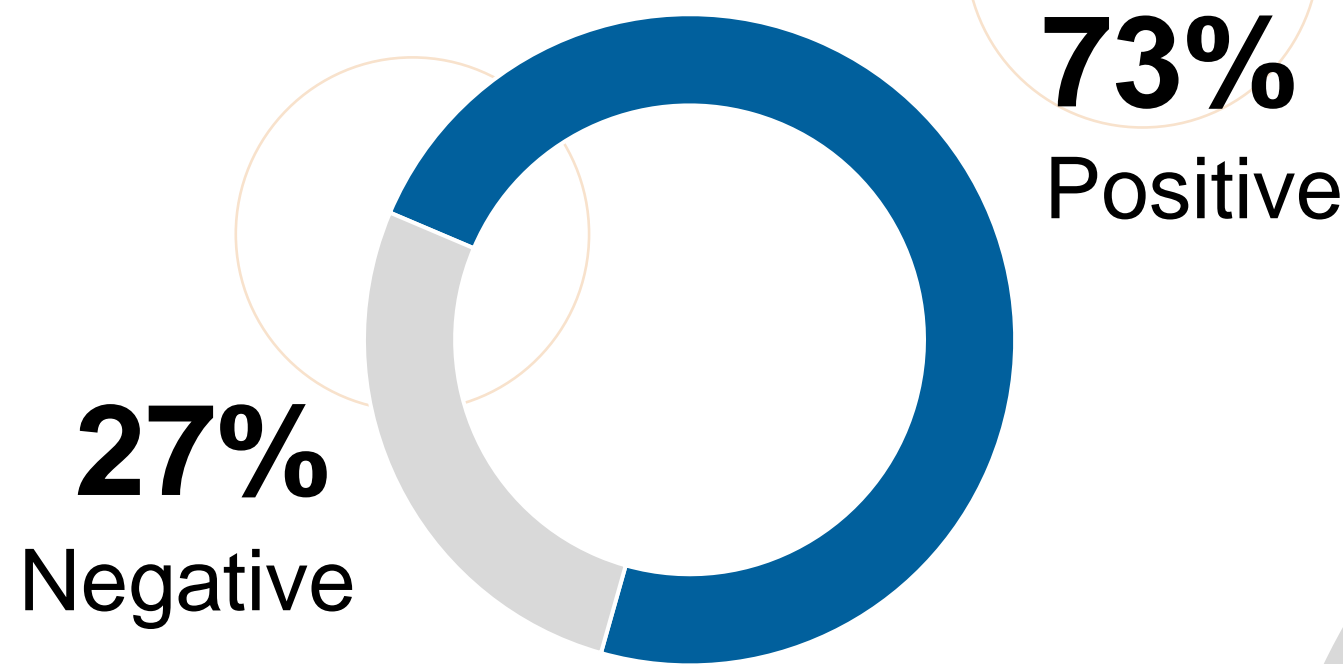
Of those who track CLV

rank
direct mail

#1



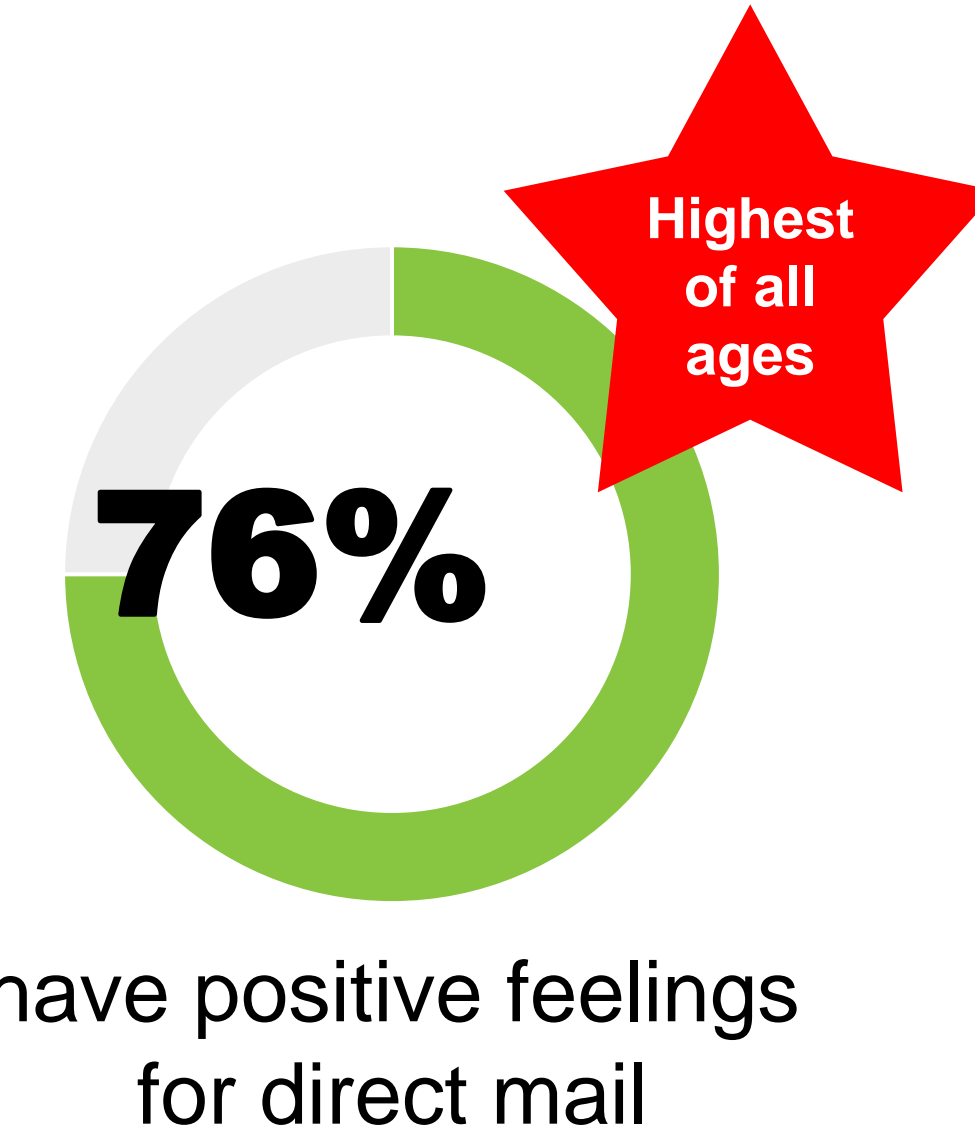
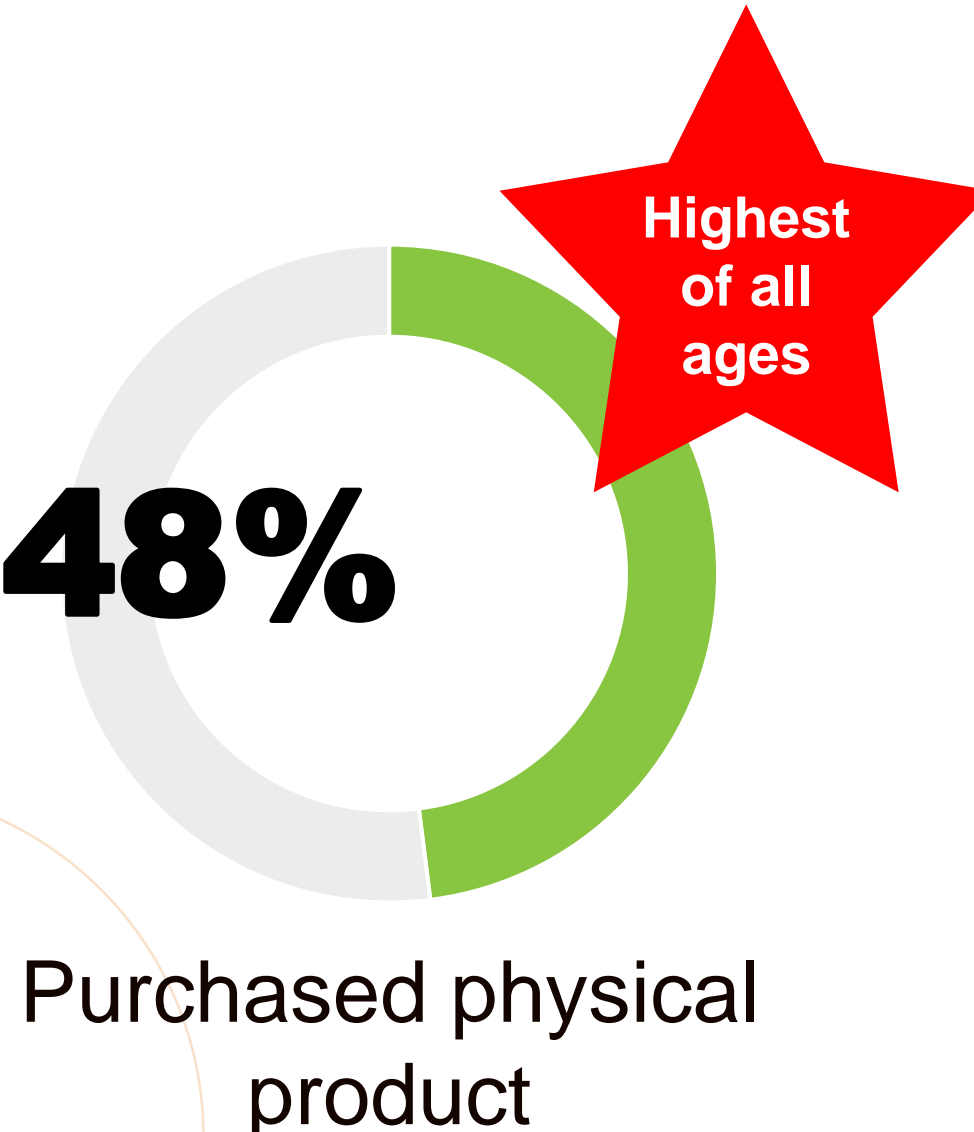
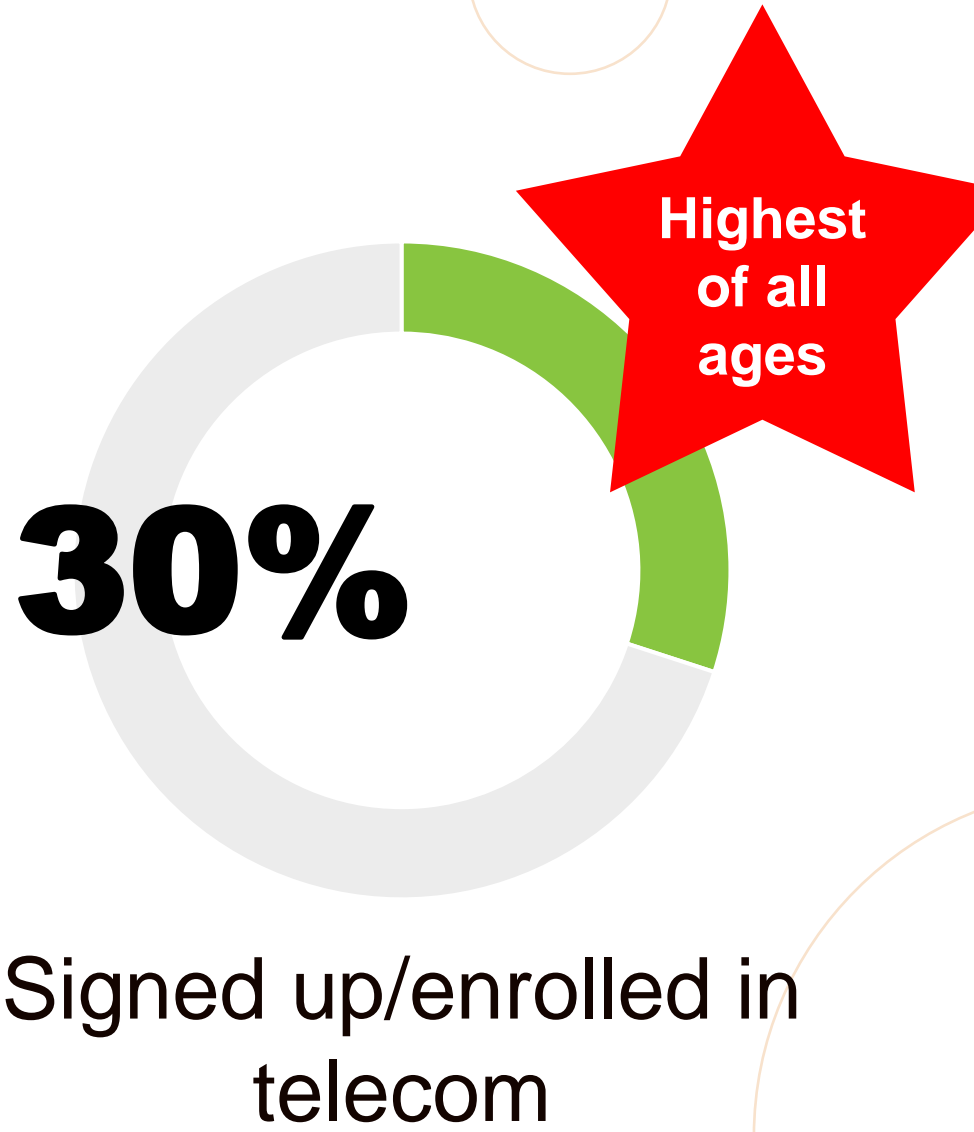
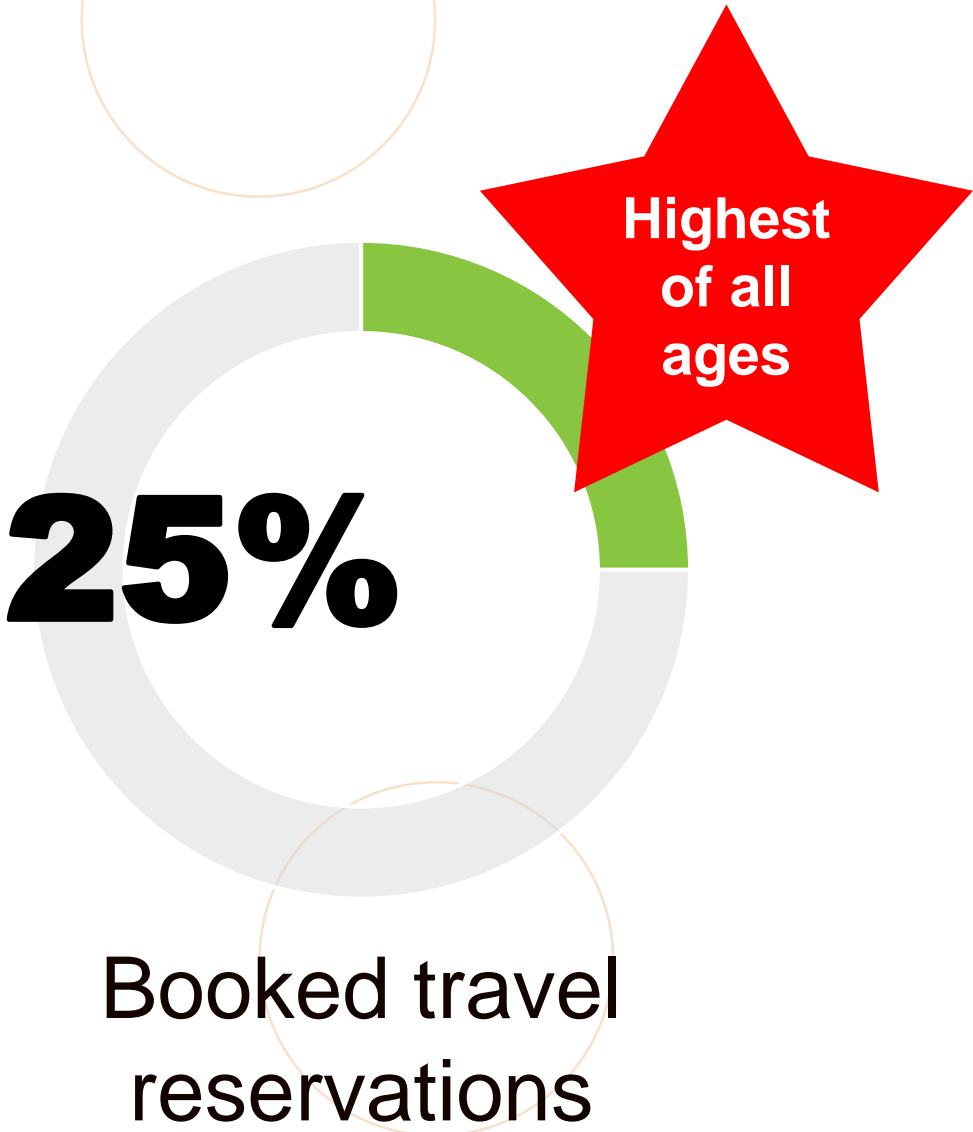
People like direct mail



What about ages 18-39?

18-24

18-39





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Factors crucial to success

#1

Maximize conversion

Why consumers acted on a mailer



Vehicle Maintenance

“ I knew I needed maintenance, and the mail piece encouraged me to take action. ”

60%



Telecom

“ I took action due to a specific price / rate offer. ”

55%



Charitable Giving

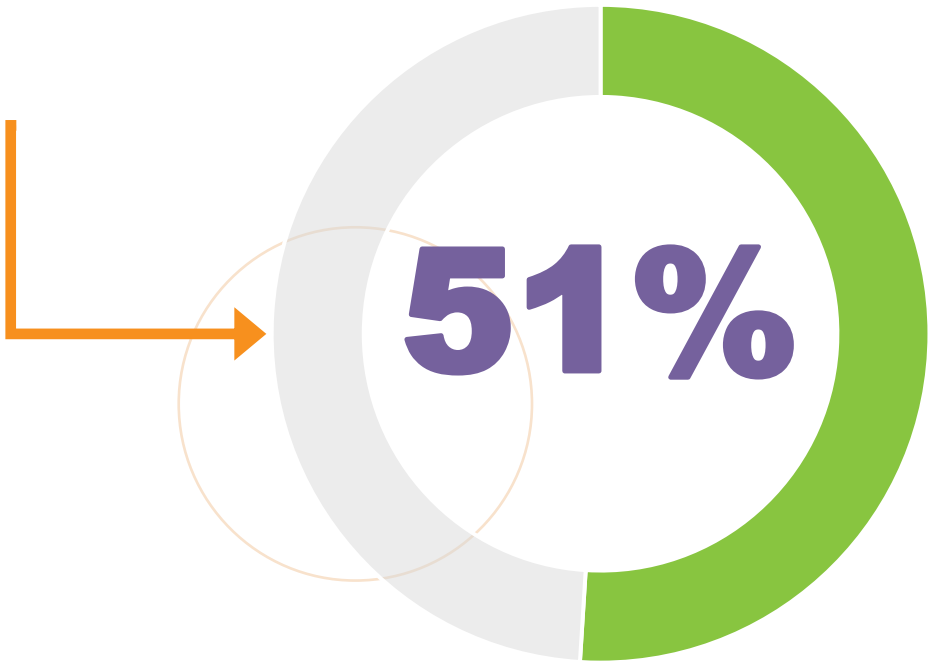
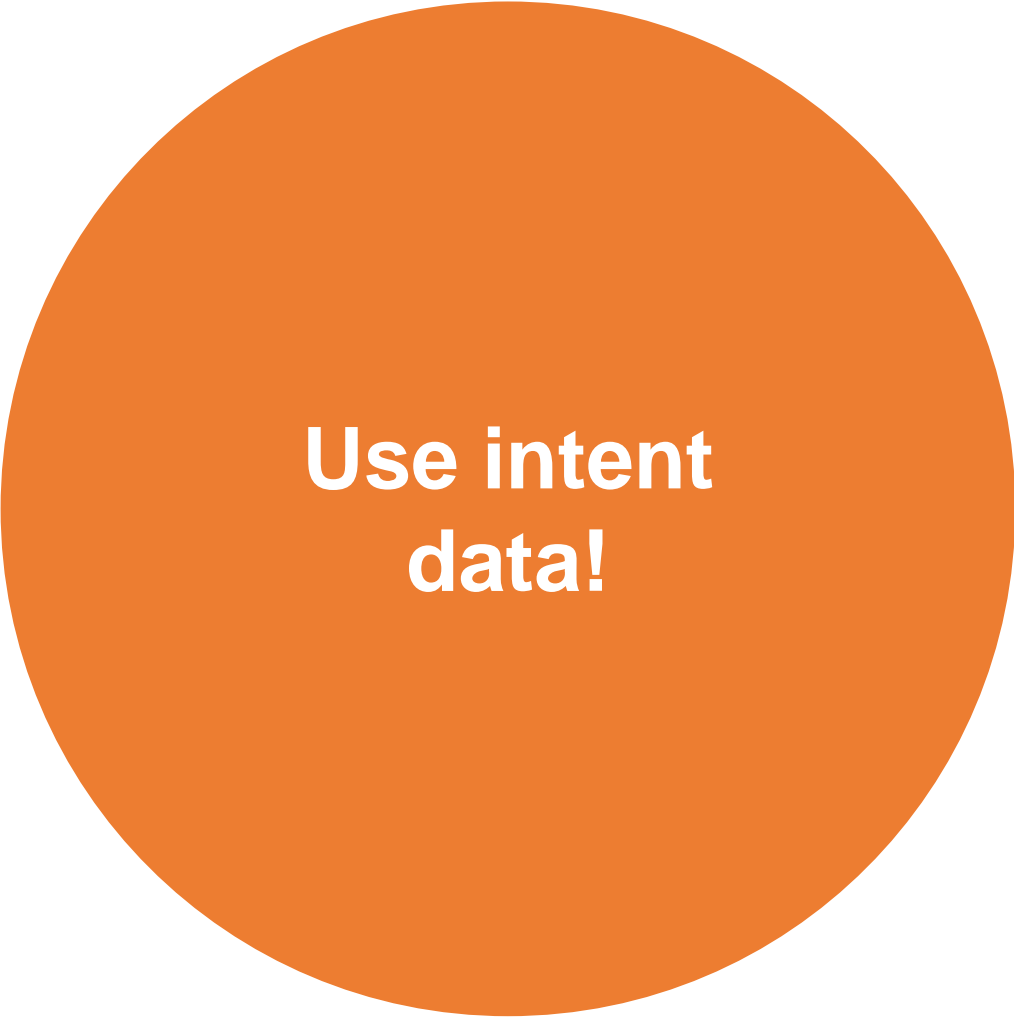
“ The cause the organization promotes made me take action. ”

63%

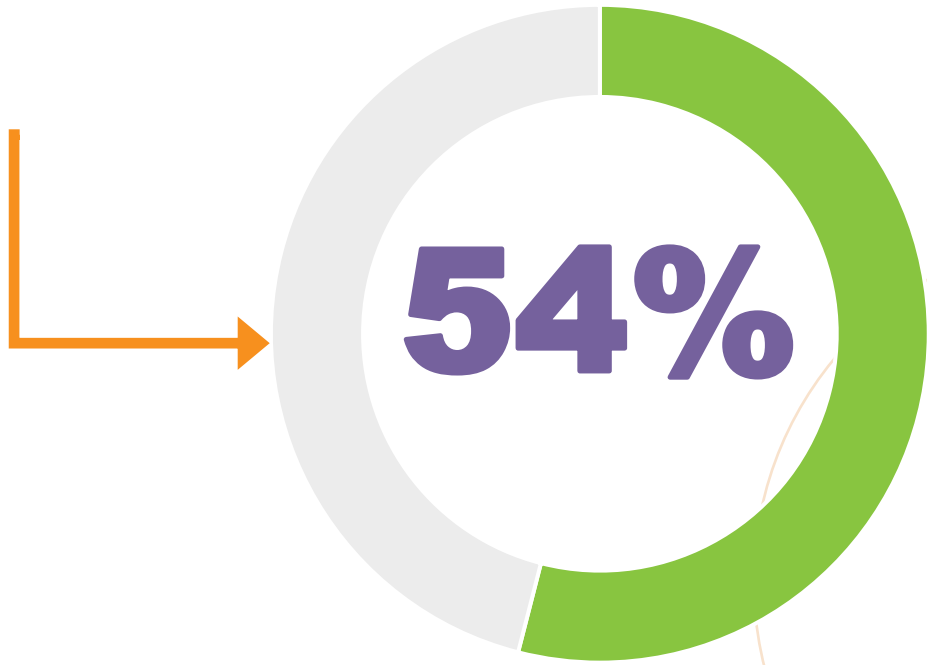


Retargeting & signal-based triggers

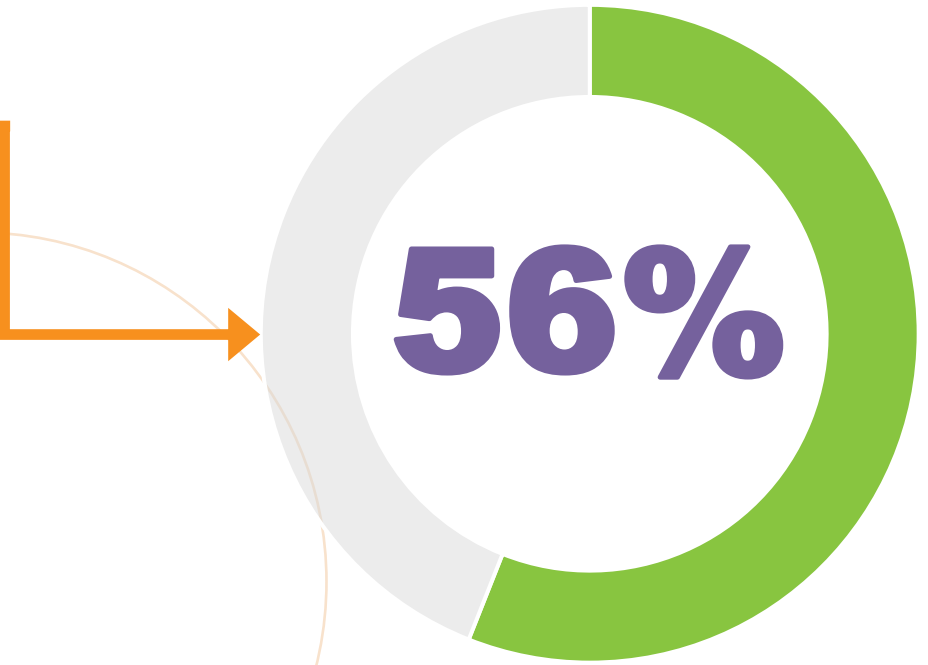
“ I was already looking into the product and the mail piece encouraged me to purchase. ”



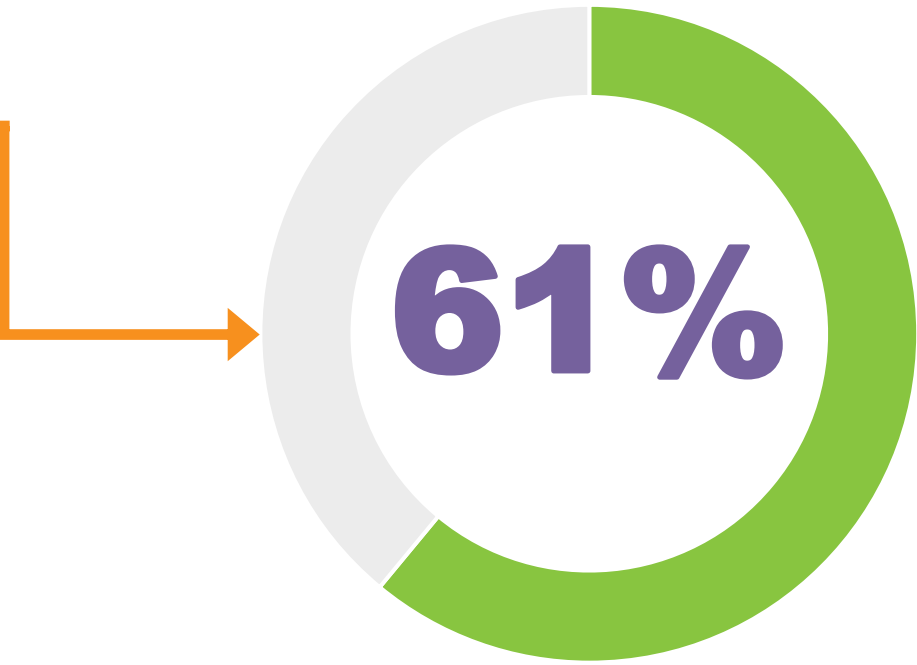
Physical product



Insurance product



Financial product



Travel reservation





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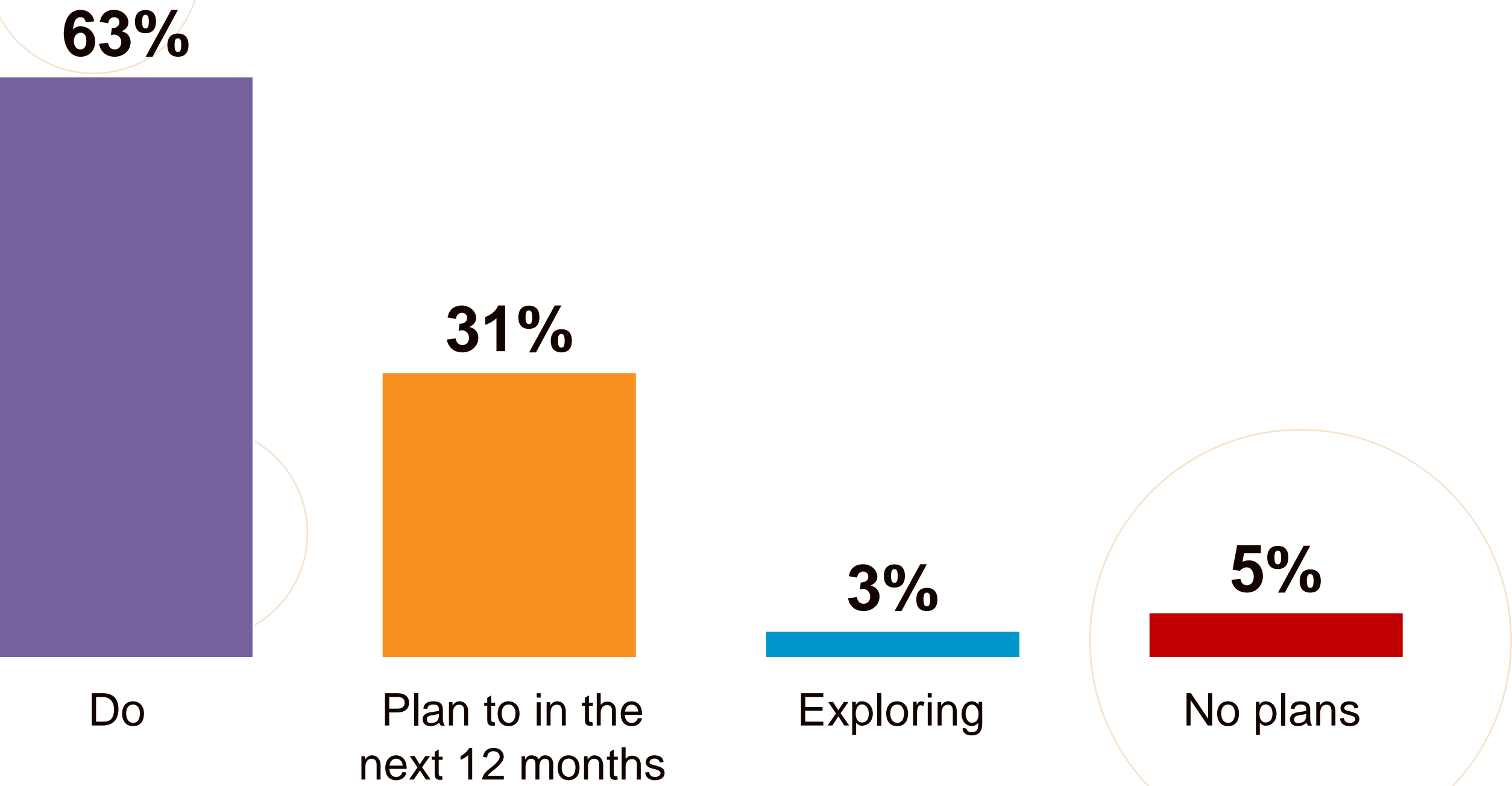
**Factors
crucial to
success**

#2

**Use evolving
technology**

Content automation workflows

Marketers actively using marketing & composition software to leverage data for engagement & efficiency



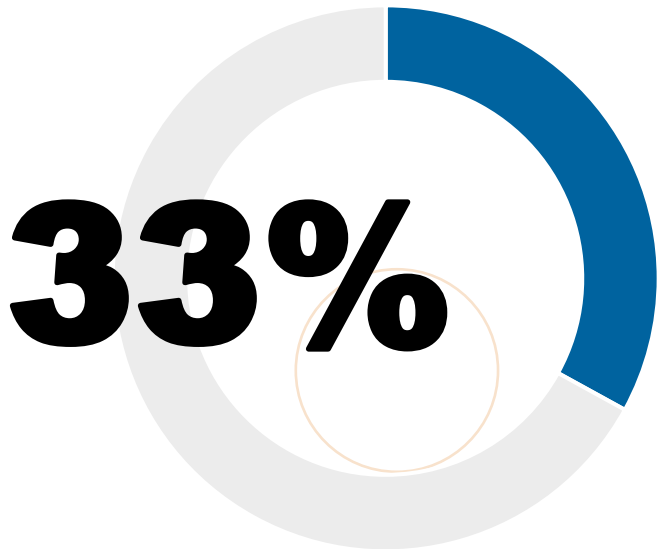
The shift toward programmatic

Marketers who have already made the switch are

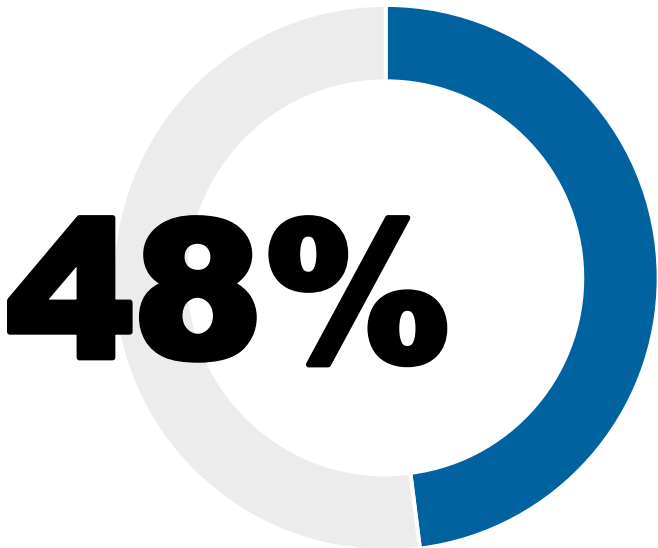
45%
more likely



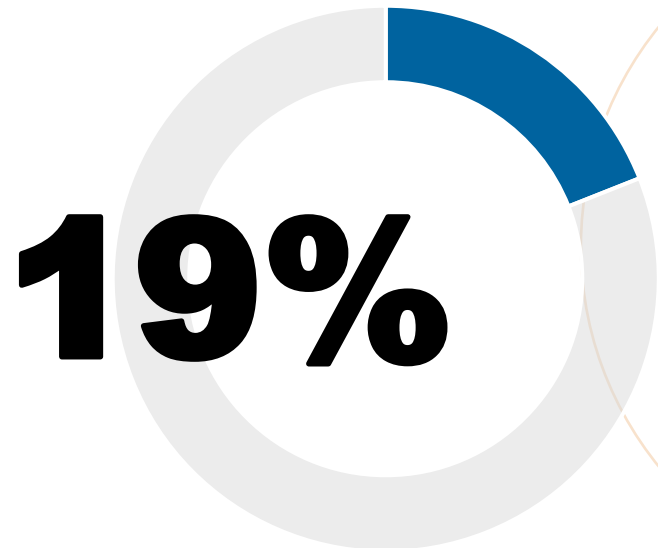
to see **larger average order values.**



already replaced with trigger



plan to in next 12 months



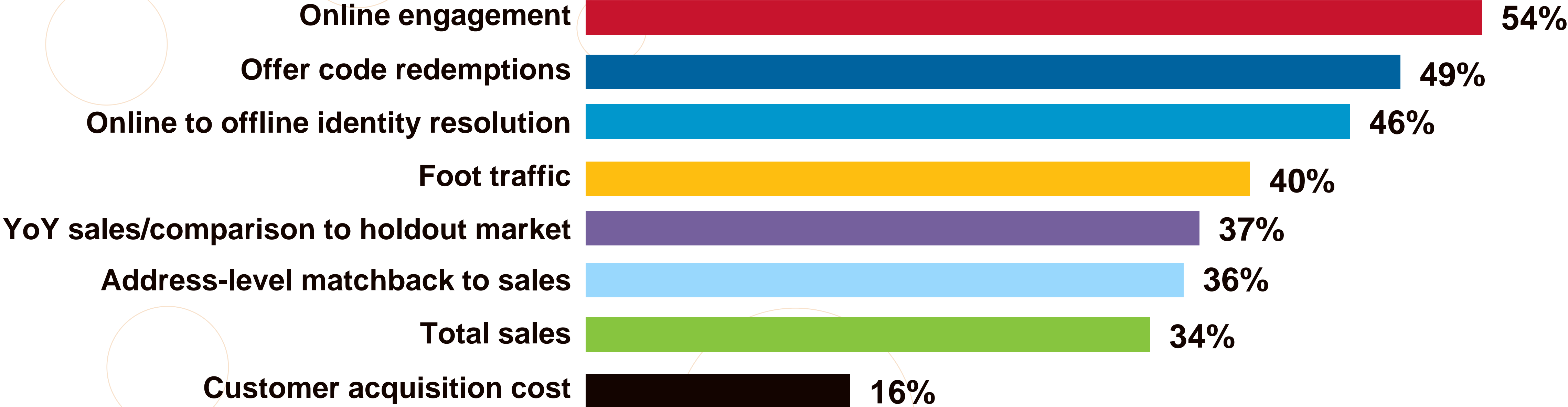
no plans to



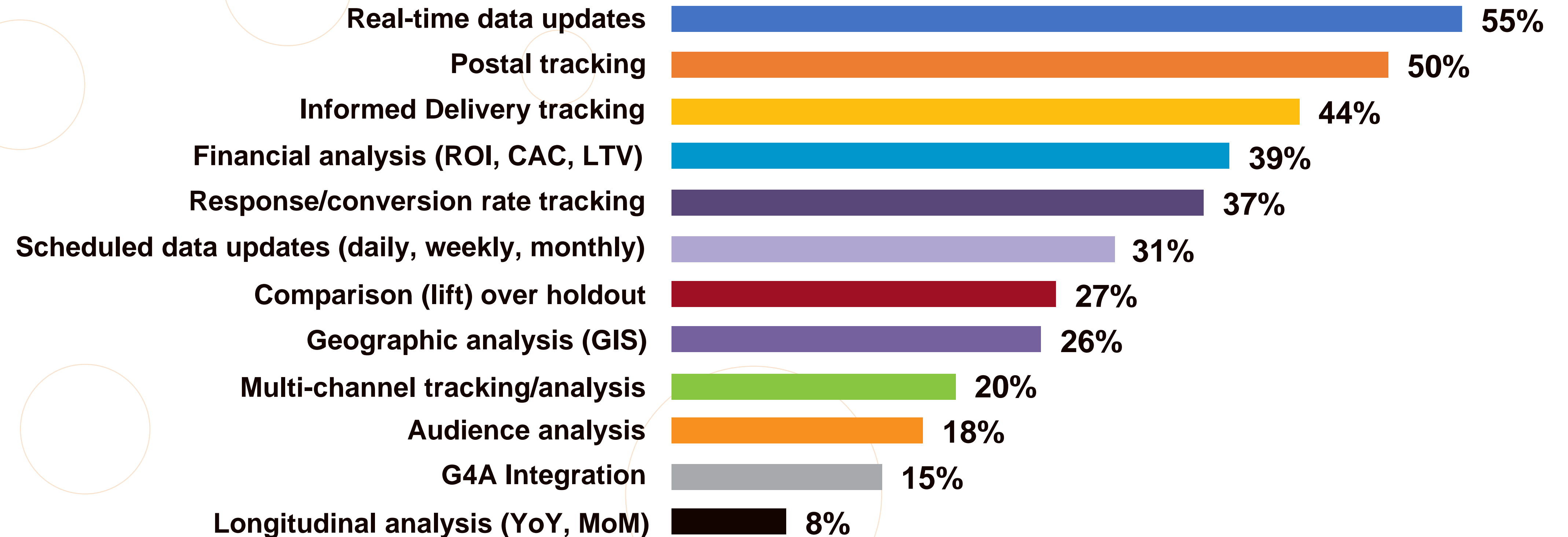


O Goal setting & measurement

Success metrics



Dashboard features





Key takeaways

Why direct mail has “better audience targeting”

1. Residential address + matchback to online presence
2. 1000s of data elements on each individual with which to build targeting models
 - Looser privacy regulations
 - Long history of collected data
3. Less competition

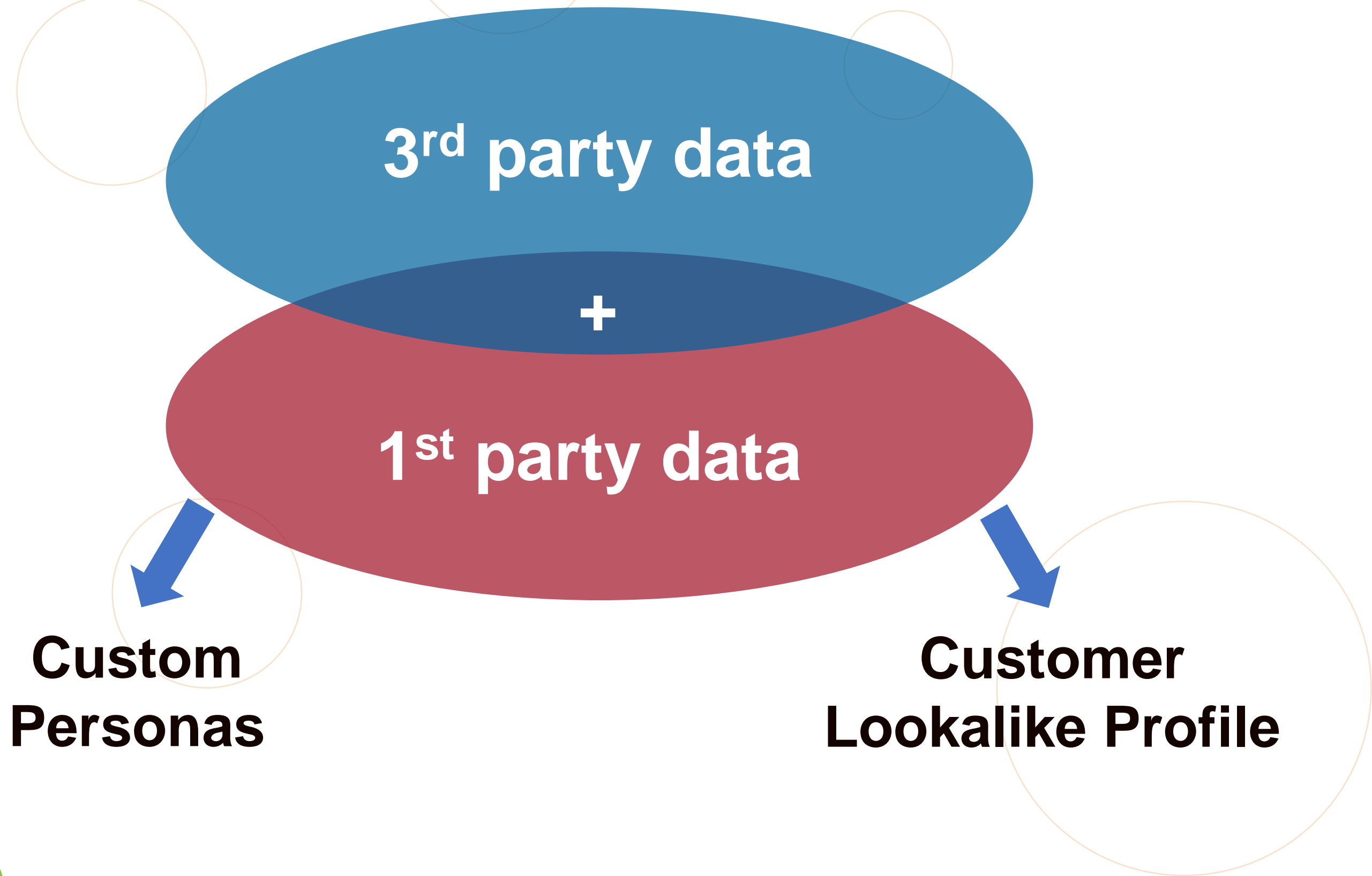


Take advantage of “better audience targeting”



A / B

Inform campaign architecture with data

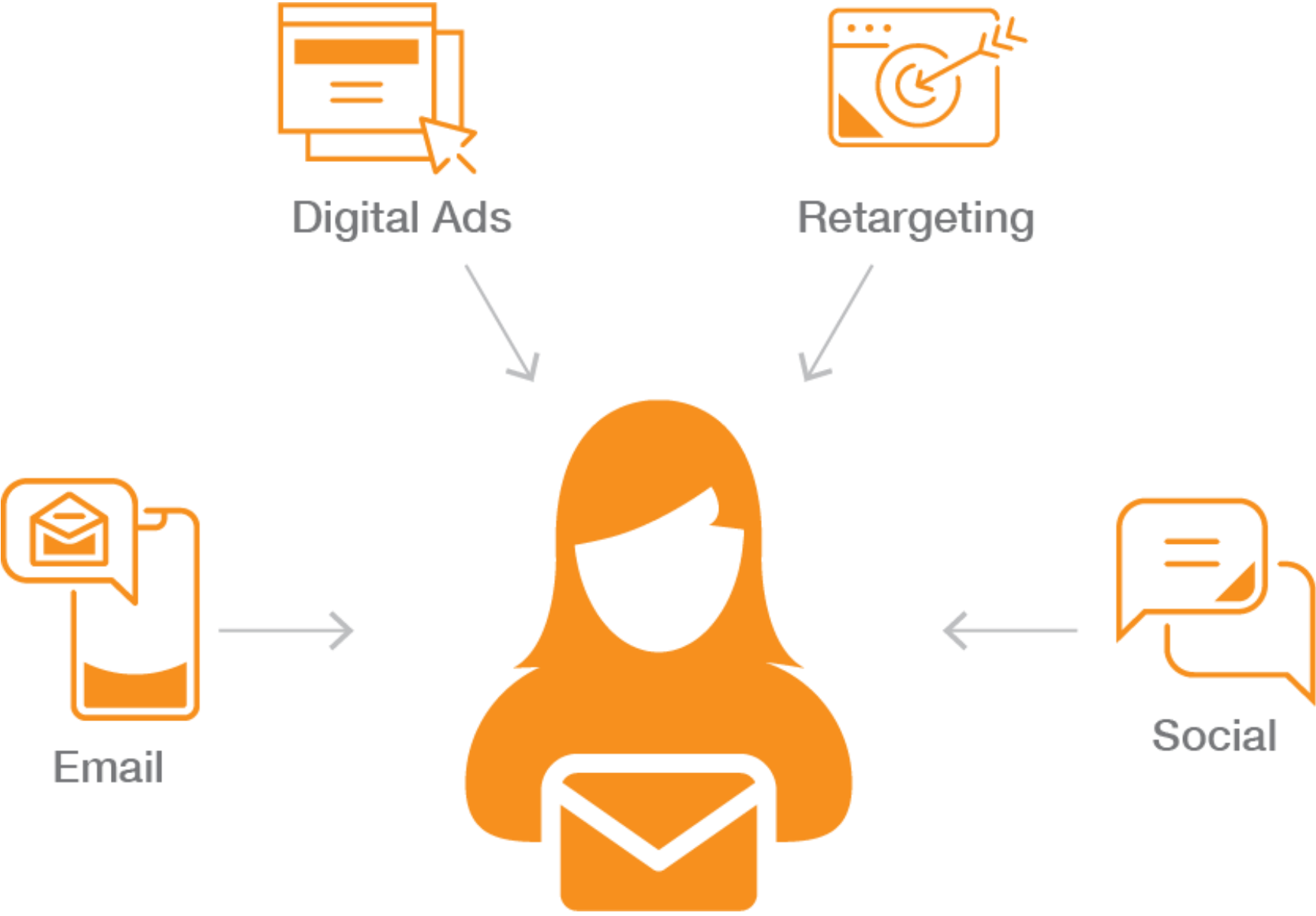


Inform campaign architecture with data

**Custom
Personas**

**Customer
Lookalike Profile**

**Creative strategy
that motivates action**



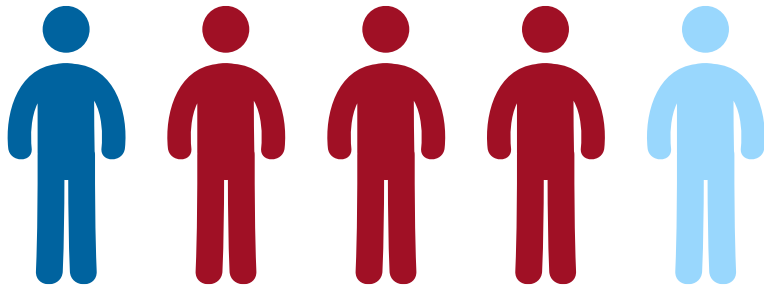
DigitalEnvelop™



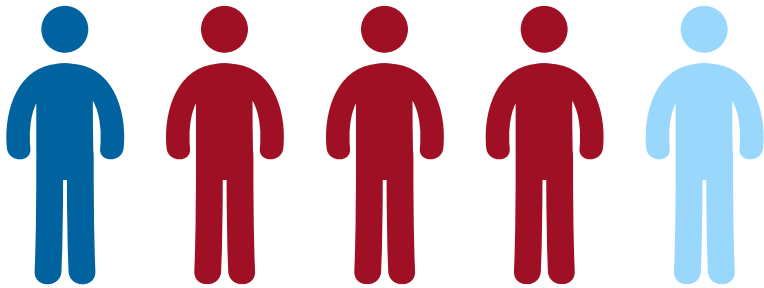
Have a holdout strategy

TEST CELLS

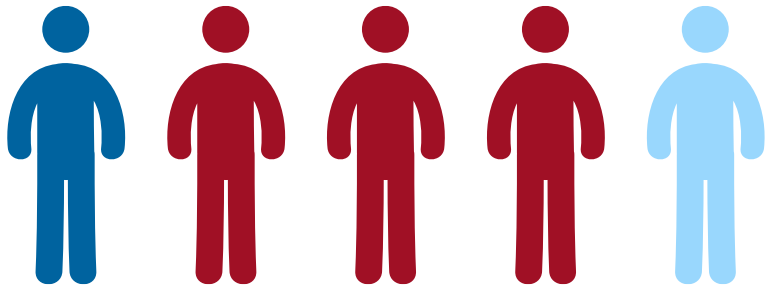
DIRECT MAIL ONLY



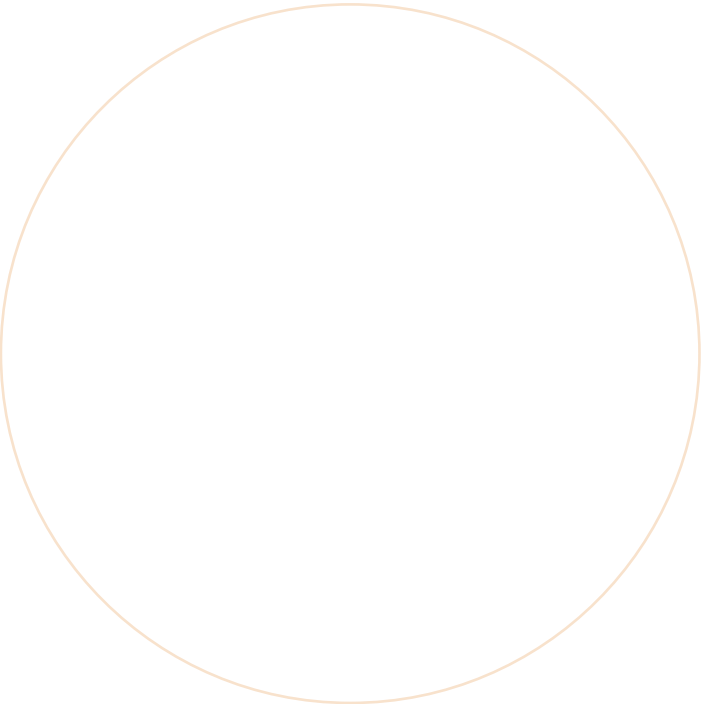
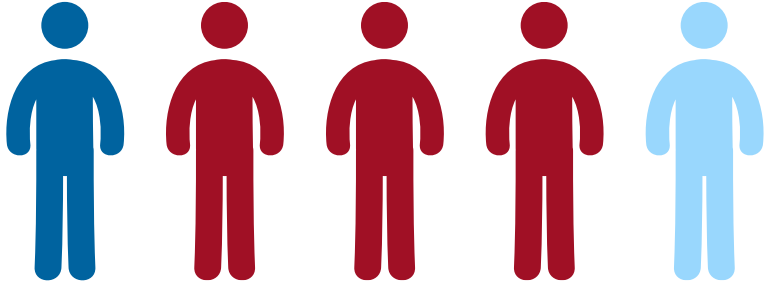
EMAIL + DIRECT MAIL



EMAIL + DIRECT MAIL + SOCIAL



HOLDOUT



The future is data-driven content

Better Data

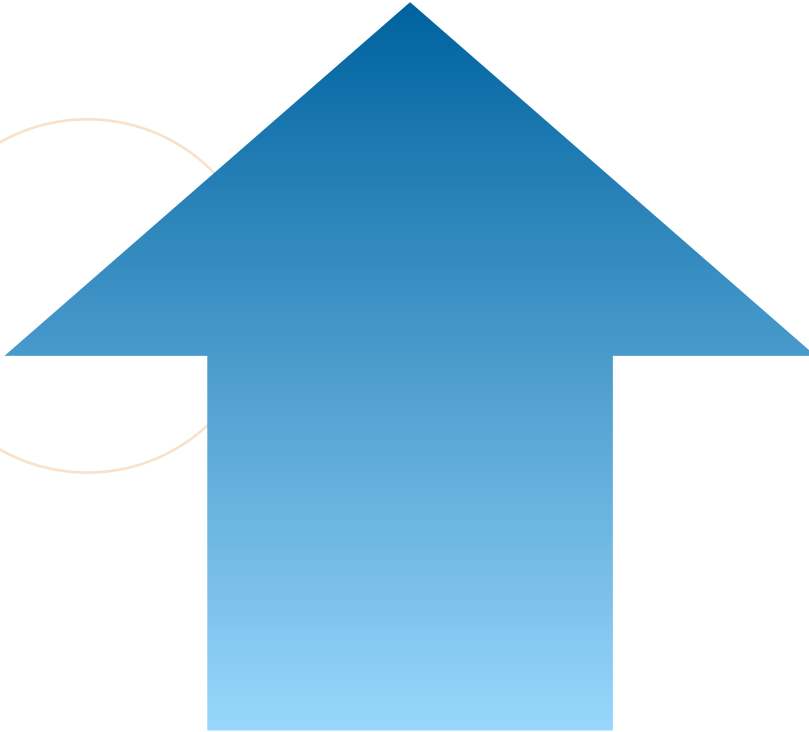
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Better Targeting

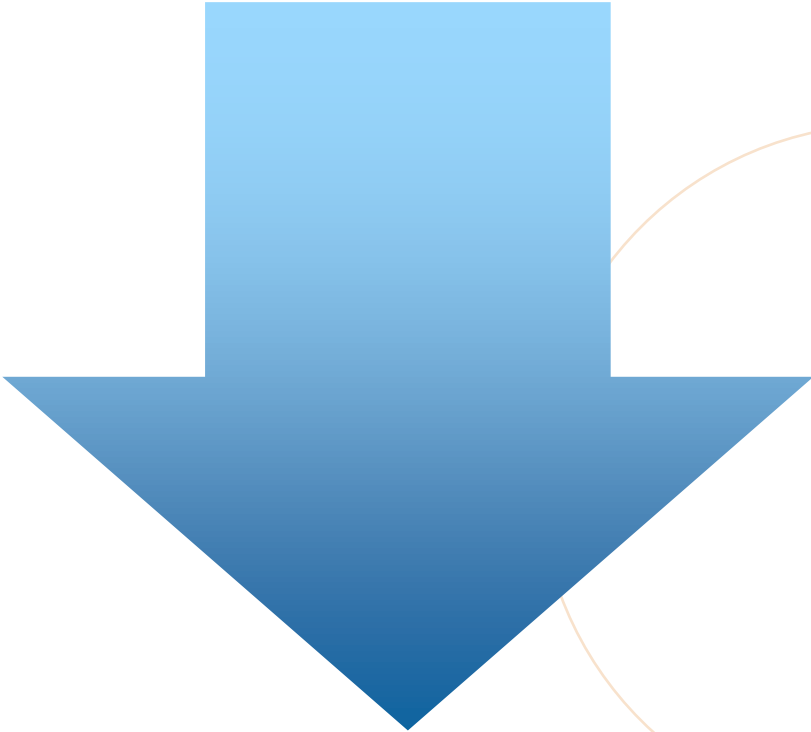
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Better Creative

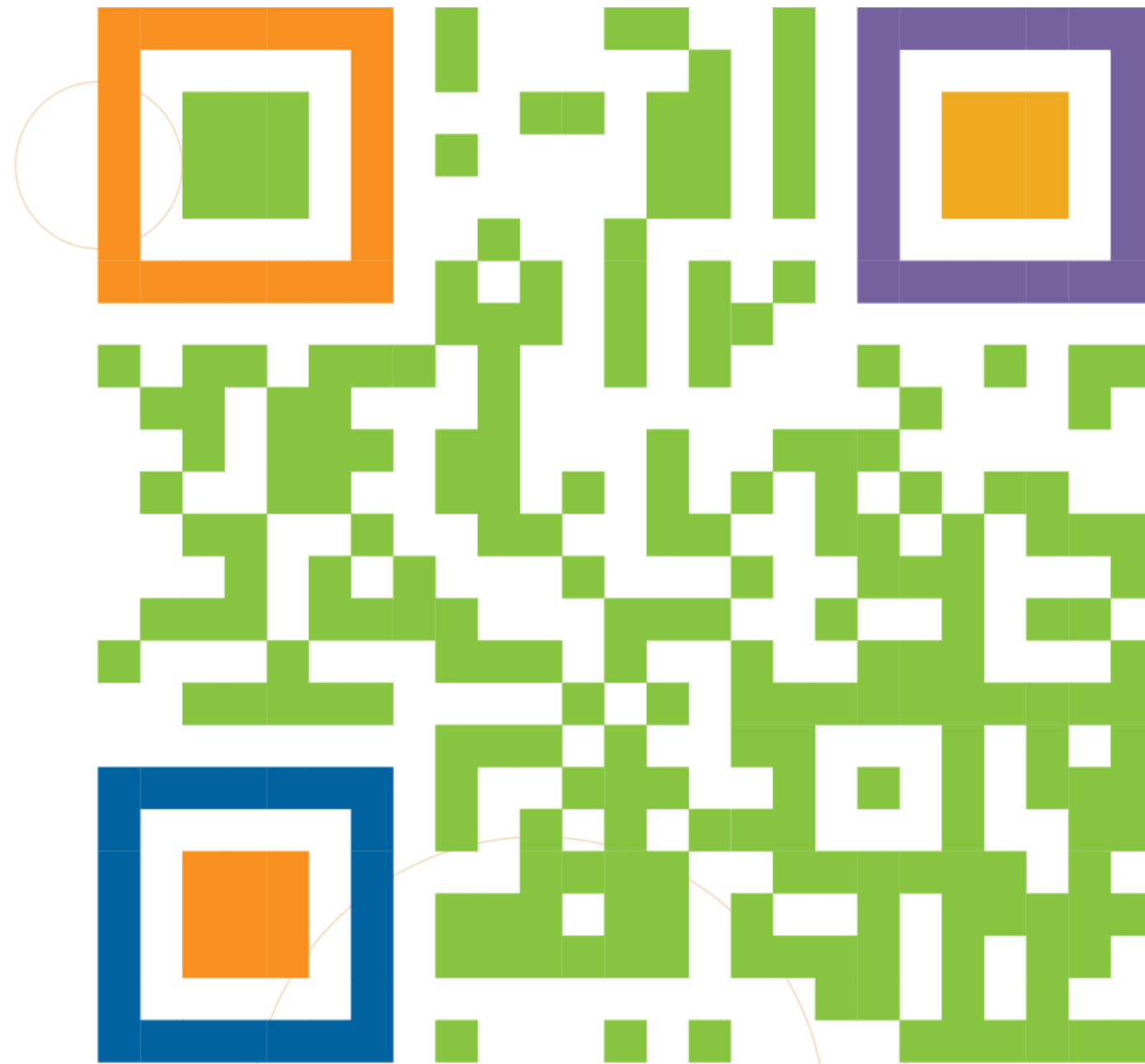
Conversions



Postage



Thank you!



PRESENTED BY

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VP, Marketing

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