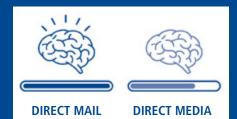
DATAGRAM

DIRECT MAIL WELCOMES MARKETERS TO BETTER RESULTS



IT'S EASIER TO UNDERSTAND

IT'S MORE PERSUASIVE

20% higher motivation response to

direct mail than digital media.

21% LESS mental effort is required to process direct mail than digital mail.



REACH THE RIGHT PEOPLE

Use demographics and psychographics to find people who are interested in your product.









TURN AWARENESS INTO ACTION Direct mail leads to conversion.







SHARING ISN'T JUST FOR ONLINE

- 26% have shared an email ad
- 22% have shared a social media promotion
- 32% have shared a direct mail ad

Sources: Canada Post: Complete studies of Breaking Through the Noise, 2015 and A Bias for Action, 2015 are available for download at canadapost.ca/smartmailmarketing.

