

# DATAGRAM

## DIRECT MAIL WELCOMES MARKETERS TO BETTER RESULTS

### RETENTION UPSIDE

Increasing customer retention rates by as little as 5% can increase profits by as much as 95%



Source: DMW Direct

### PERSONALIZED ADS INCREASE RETENTION



**54%**  
more engaging



**45%**  
more memorable

Sources: Canada Post/TNS

### LIST PERFORMANCE

**2x** HIGHER  
RESPONSE RATE

for direct mail house lists compared to prospect lists

**9x** HIGHER  
RESPONSE RATE

for direct mail house lists compared to email house lists

Source: Direct Marketing Association (DMA)

### MILLENNIALS X MAILBOX

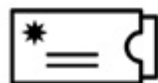


Gets attention more than email  
Trust the content more  
Provides relevant information  
Makes them feel valued

Sources: Canada Post/TNS

### FEELING VALUED

Direct mail is the best way to make consumers feel valued.



39% direct mail



28% email



16% social media

Sources: Canada Post/Harris Decima

### PHYSICAL AMPLIFICATION



Digital advertising provides value in its own right, but greater value when it's combined and properly sequenced with direct mail.



Source: Elissa Moses, CEO, Ipsos Neuro & Behavioral Science Center of Excellence

### PERSONALIZED DIRECT MAIL

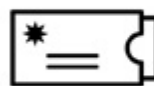


Increases response rates by more than **500%** over non-personalized.<sup>1</sup>

Average improvement of **50%** for personalized multi-channel campaigns.<sup>2</sup>

Sources: <sup>1</sup>Digital Printing Council; <sup>2</sup>InfoTrends

### PREFERRED RETENTION CHANNELS



Direct Mail



Social Media



Email

Source: Target Marketing

