



MEDIASCOPE

Right on Target!

Direct Mail is Integral Part of Marketing Campaigns

When social media began to take the marketing world by storm, many people wondered what would happen to direct mail. Studies show that direct mail will continue to be a main element in marketing plans. Contrary to fears of the younger demographic being interested in only electronic forms of marketing, direct mail is actually more popular with the younger audience now than in previous years. According to the DMA 2011 Statistical Fact Book, more than 18 percent of people between the ages of 22 to 24 say they respond to mail. More importantly, that's a 12.8% increase over the previous year's figure. A blend of traditional marketing formats such as direct mail and newer technologies which include targeted variable data, QR codes, and personalized URLs is resonating with consumers of all ages while providing the trackable results marketers have been searching for.

Let's look at some other facts and figures:

Part of Ideal Marketing Campaign

A recent Pitney Bowes Inc. survey found that 76% of small businesses agreed that the ideal marketing campaign includes a mix of digital and physical communications. (Deliver Magazine, October, 2011)

Boosts ROI

Integrating direct mail into marketing campaigns can boost ROI 20%, according to a recent research in the UK. In U.S. dollars, the return increased from an average of \$4.17 to \$5.03 for every dollar spent. (Royal Mail Group, 2011)

Increases Consumer Awareness

Direct mail catalogs were the second highest ranking marketing effort that sparked a consumer's awareness and familiarity with a product or service. The highest ranking marketing source were TV Commercials. (Google/ Shopper Sciences, 2011)

Accepted Communication Method

A study of multi-channel marketing campaigns showed that direct mail was an effective communication method in the overall marketing mix of an auto dealership. The dealerships' customers were accepting of more than twice as much direct mail (as compared to emails and phone calls) before spending levels began to decrease. (Journal of Marketing, July, 2011)

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Consumers Want Promotional Mail

Recent research by Nielsen, a measurement and information leader, showed that 87% of shoppers say they want to receive sales and promotions via direct mail. (NielsenWire, 2011)

Number of Standard Mail Users Increases

In 2009, 85.9% of merchants sent Standard Mail pieces addressed to specific households. This number is up from 72.1% in 1987. (2011 DMA Statistical Fact Book)

Cost Efficient

Direct mail is cost-efficient. When select media were measured according to a cost per order/lead, catalogs at \$47.61 per order/lead were more cost-effective than either email (\$53.85) or paid search (\$99.47). (2011 DMA Statistical Fact Book)

Effective for Fund-Raising

The typical non-profit organization receives more than three-quarters of its total gives through direct mail and only 10% of its gifts online. Direct mail acquisition is also responsible for three-quarters of all new donors. (Blackbaud, 2011)

Four Out of Five Households Review Advertising Mail

According to a U.S. Postal Service study, 81% of households read or scan the advertising mail they receive. Almost everyone has used a coupon or flier they've received in the mail. (Mail Moves America, 2010)

And last, but not least . . .

Direct Mail Share of Budget

The share of total advertising dollars devoted to direct mail has remained near 12% for much of the past 20 years, even with new media introduced into the mix. (Deliver Magazine, October, 2011)