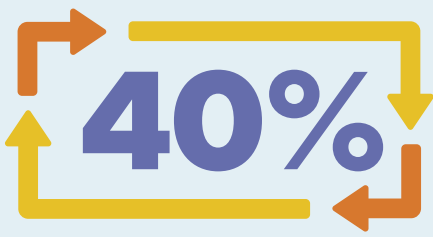


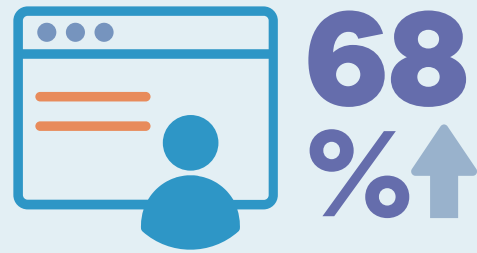


HARNESS THE POWER OF DIRECT MAIL & DIGITAL MEDIA

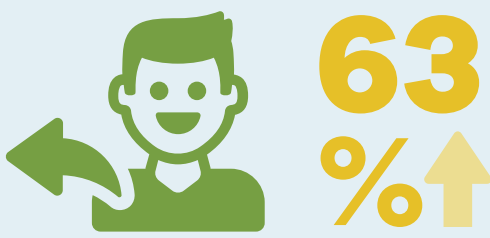
When digital and direct mail are combined, marketers see:



40% conversion rates.



68% increased website visits.



63% increased response rates.



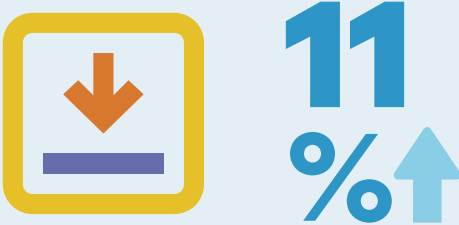
60% increased ROI.



53% increased leads.



39% increased traffic to a physical store or business.

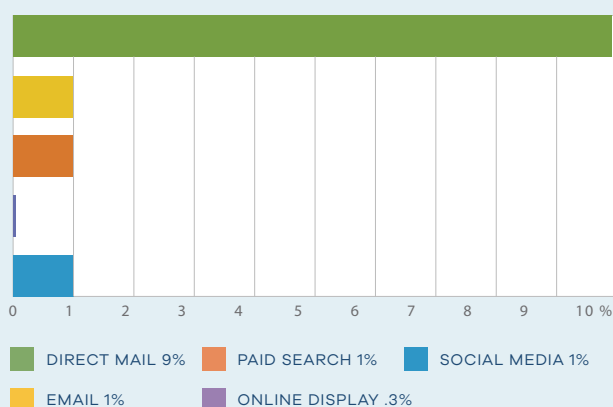


11% increased downloads.

Direct mail should not be used in a silo. Combining direct mail and digital marketing creates synergies that enhance overall results and response.

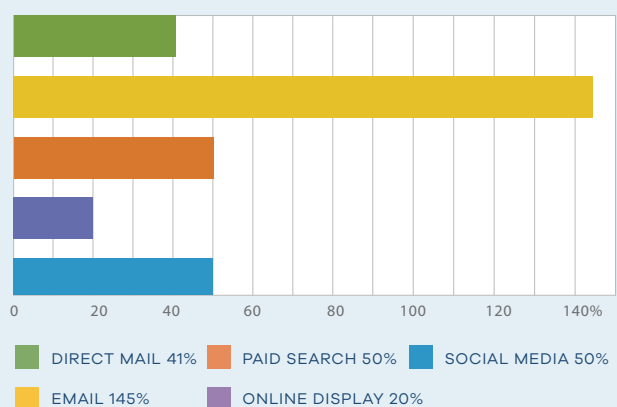
Source: USPS Future of Direct Mail

Response Rate



Direct mail response rate to house files is 9% (compared to 1% email, 1% paid search, .3% online display, 1% social media).

Direct Mail ROI



Direct mail median return on investment to house files is 41% (compared to 145% email, 50% paid search, 20% online display, 50% social media).

ANA | DMA Response Rate Report, 2018



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