

# 11 STATS

THAT OFFER EVIDENCE OF THE RESURGENCE OF DIRECT MAIL MARKETING

**THE RESPONSE RATE FOR DIRECT MAIL TO AN EXISTING CUSTOMER AVERAGES 3.4%, COMPARED TO 0.12% FOR EMAIL.**

(Source: Direct Marketing Association)

**50% OF PEOPLE SAY THEY PAY MORE ATTENTION TO DIRECT MAIL**

than any other media.

(Source: Ritter's Communication)

**COST PER ORDER OR LEAD FOR ACQUISITION CAMPAIGNS STOOD AT \$51.40 FOR DIRECT MAIL**, slightly less than for paid search (\$52.58), postcard (\$54.10) and email. (\$55.24).

(Source: Direct Marketing Association)

**50% of U.S. consumers PREFER DIRECT MAIL TO EMAIL**

(Source: Epsilon)



**RME360**

**40% OF CONSUMERS SAY THAT THEY HAVE TRIED A NEW BUSINESS AFTER RECEIVING DIRECT MAIL** and 70% have renewed relationships with businesses that they had previously ceased using.  
(Source: Ballantine)

Traditional marketing tactics are not dead. **74% of B2B marketers rate direct mail as very effective**, while 72% say the same about live events and 71% call email marketing critical.

(Source: Earnest Agency)

**85% of consumers sort through and read selected mail pieces each day;** 75% of consumers are examining mail more closely; and 40% have tried a new business after receiving direct mail.  
(Source: Ballantine)

Direct mail — yes junk mail via snail mail — still reigns supreme, **offering response rates of 1.1 to 1.4%** versus 0.03% for email, 0.04% for Internet display ads and 0.22% for paid search.  
(Source: Direct Marketing Association)

**Direct mail has the highest rate of success in new customer acquisition** at 34% compared with other marketing channels.  
(Source: Target Marketing)

In the B2B market, **79% of professionals consider direct mail to be effective** or very effective.  
(Source: Deluxe Marketing Services)

**Four-fifths (79%) of consumers will act on direct mail immediately** compared to only 45% who say they deal with email straightaway.  
(Source: Direct Marketing Association)

