





DATAGRAM

DIRECT MAIL WELCOMES MARKETERS TO BETTER RESULTS




DIRECT MAIL **DIRECT MEDIA**

IT'S EASIER TO UNDERSTAND
21% LESS mental effort is required to process direct mail than digital mail.



66% KEEP MAIL
THEY CONSIDER USEFUL

REACH THE RIGHT PEOPLE
Use demographics and psychographics to find people who are interested in your product.



43%
ORDERED A
PRODUCT
ONLINE



64%
VISITED A
WEBSITE



54%
ENGAGED
IN SOCIAL
MEDIA

TURN AWARENESS INTO ACTION
Direct mail leads to conversion.



IT'S MORE PERSUASIVE
20% higher motivation response to direct mail than digital media.



57% FEEL MORE VALUED
WHEN BRANDS CONTACT THEM THROUGH MAIL

SHOW APPRECIATION
Let your customers know you truly appreciate their business.



Postcard	0.90
Envelope	1.40
Dimensional mailer	1.46
Envelope with scent	1.75

IT'S INCREASINGLY EFFECTIVE*
As you add sensory elements, your direct mail piece becomes more effective at engaging the brain.

*Effectiveness based on motivation-to-cognitive load ratio, as explained in *A Bias for Action*, 2015.



47% VISITED A STORE
IN REACTION TO DIRECT MAIL

CREATE A LOCAL SENSATION
Make the most of geotargeting to connect with customers close to you.



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.

