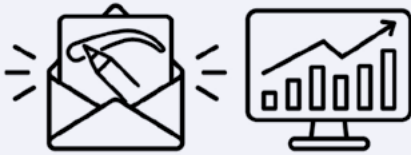


OMNI-CHANNEL x DIRECT MAIL DATAGRAM



PROGRAMMATIC BENEFITS

Benefit Cosmetics used programmatic mail to retarget customers who had visited their website and got a **37%** uplift in sales of eyebrow products against the control group. Additionally, engagement levels rose **28%**, outperforming industry averages of **4%** for email, with **30%** of those mailed returning to the site.

"Make your media mix more effective by retargeting with Programmatic Mail," Marketreach, 2019



AMPLIFIES CAMPAIGNS

89% of marketers said adding personalized and tightly integrated direct mail to a multi-channel media mix delivers a significant improvement to response rates.

Source: Multichannel Marketing Research Report: Direct Mail in the Digital Age, PFL, 2019



SEAMLESS ACTIVATIONS

In 2021, Dr. Green Lawn Care ran an acquisition campaign featuring direct mail with a QR code pointing to a get-an-estimate tool. That tool became the company's top online lead generator, with more than **2,000** scans leading to **700** sales and **\$200k** in revenue.

Source: INCITE cases, Canada Post, 2023



LIFTS CUSTOMER LIFETIME VALUE

Direct mail integrated with digital is proven to boost customer retention, consumer spending and brand recognition while decreasing cost per action by as much as **33%**.

Source: The Digital Marketer's Guide to Integrated Direct Mail Marketing, Sequel Response, 2021



CONTRIBUTES TO SUCCESS

Integrating direct mail can contribute significantly to campaign success as **49%** more consumers recall receiving a piece of mail than they do an email and **38%** of consumers purchased products/services after receiving mail.

Source: "Marketing automation turbo-boosts cross-media campaigns," Marketreach, 2019



HIGHER OMNI-CHANNEL RETURNS

Among marketers, **83%** reported good to very good ROI when direct mail was fully integrated into an omni-channel approach, versus only **51%** without direct mail. That's a **63%** increase in omni-channel campaign performance.

Source: Multichannel Marketing Research Report: Direct Mail in the Digital Age, PFL, 2019



PERSONALIZATION DRIVES GROWTH

Nearly **1 in 4 (24%)** UK effectiveness case studies used direct mail as the lead personalization channel.

Source: Driving Effectiveness With Direct Mail, WARC and Marketreach, 2021

Go to canadapost.ca/incite to get more datagrams, case studies and marketing insights

™ Smartmail Marketing and the Wing in Circle Design are trademarks of Canada Post Corporation.



Smartmail Marketing™