

INTEGRATION x DIRECT MAIL DATAGRAM

OMNI-CHANNEL PERFORMANCE

Digital and direct mail integration improves performance:

40% total conversion rates	68% increased website visits	63% increased response rates	60% increased ROI	53% increased leads
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Source: Compu-Mail, 2020

CROSS-CHANNEL INTEGRATION

Among marketing leaders, **42%** say they struggle with digital and physical touchpoint integration.



Source: *The Next Generation of Digital Asset Management*, Forrester Consulting for MediaBeacon, 2017

SENSORY INTEGRATION

Brand impact increases by **70%** when **3+** senses are stimulated in a message.



Source: *USPS Mail Moments: Spring 2019 Review*, Summit Research for USPS

INCREASED ATTENTION

Integrated digital and direct mail media campaigns get **39%** more attention than digital-only campaigns.



Source: *Connecting for Action*, Canada Post, 2016



WINDOW SHOPPING

Integrating catalogues into an online sales strategy increased revenue by **163%**.

Source: *10 Direct Mail Marketing Statistics That Will Surprise You*, MSP for USPS, 2020

REACH MAXIMIZATION

Integrating direct mail with TV maximizes reach and reduces over-exposure.



Source: *TouchPoints Integration*, JICMAIL, 2019

INCREASED CONVERSION

Direct mail integrated with digital ads can increase conversion by **20%**.



Source: *Drive True Omnichannel Marketing by Combining Direct Mail with Digital Channels*, IWCO Direct, 2017

SOCIAL MEDIA INTEGRATION

Seeing mail first boosts social media ad dwell time and recall.

- > **30%** increase in ad dwell time
- > **44%** higher memory encoding to social media ads



Source: *Royal Mail MarketReach*, Neuro-Insight, 2018

