

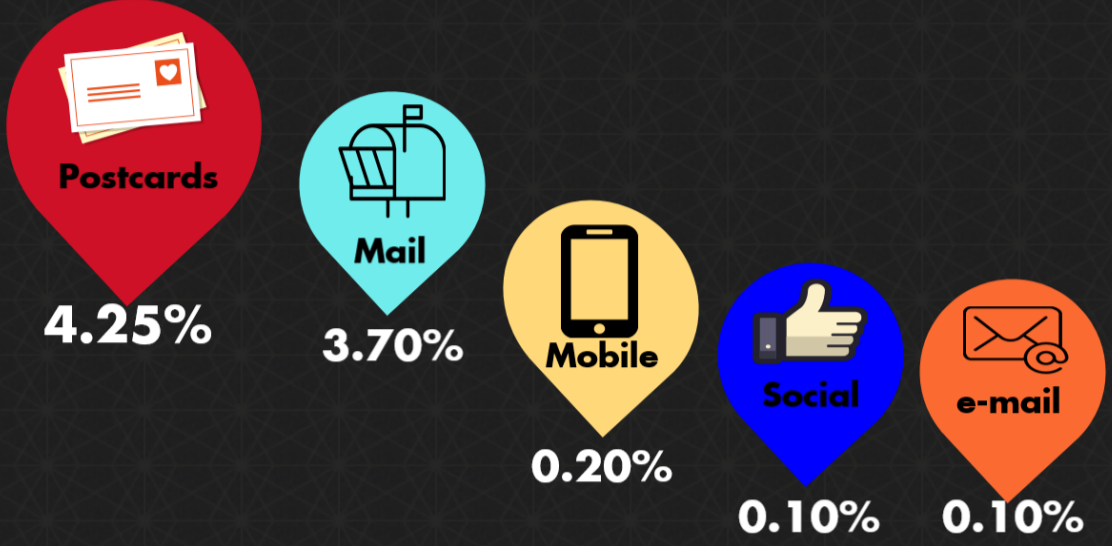
Direct Mail 101

Yes, it's the digital age, but when it comes to effective marketing campaigns, direct mail continues to deliver. Just look at some of the data that proves postcards, and other forms of direct mail, can hold their own with most digital media.

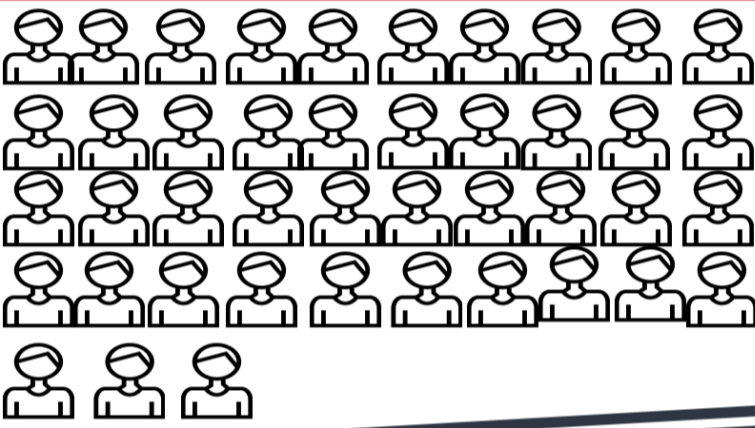


Response Rates

Postcard response rates soar above other marketing channels at an average of 4.25%. This is higher than most other forms of direct mail - and well above email, mobile or social media.



So, what can this mean for your next campaign?



43

Responses to Your Postcard
On average, for every 1,000 people, 43 will respond to a postcard campaign.

Total Response for Mobile, Social & Email Combined



6

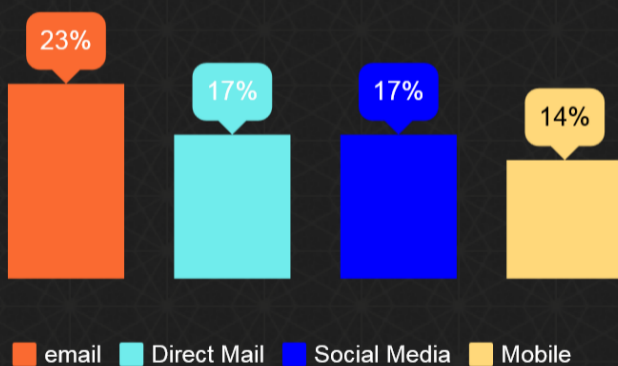
Cost Per Acquisition

Yes, there are costs involved with printing & mailing a direct mail campaign, but look at the cost per acquisition. Direct mail then becomes comparable to email, mobile or social media.



Return On Investment

Median ROI by Media



It all comes down to the ROI, and while email leads the way at 23%, Direct Mail is a close second (and tied with Social Media) at 17%. Mobile ROI is just 14%.

The Last Word on Direct Mail

The data shows postcards, and direct mail, can be a profitable addition to any multi-channel marketing campaign. Working with a mailing expert can help you develop the right strategy, list, offer and creative to drive more response, and be extremely competitive when it comes to the cost per order.



www.magneticattractions.com/direct_mail

* DMA 2015 Response Rate Report

* Marketingcharts.com - Direct Media Response Rate, CPA and ROI