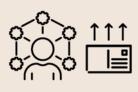
DIRECT MAIL X MEDIA VALUE DATAGRAM



MORE VALUE PER TOUCH

Riversol targeted people who'd ordered a 15-day free trial, using direct mail to reactivate them. It allowed the brand to tell its story, extend content and provide an experience as intimate as its products. Customers receiving the direct mail ordered **21% more items** than those only exposed to digital channels.

Source: Riversol



OMNI-CHANNEL BENEFITS

39% of marketers say an improved ability to activate omni-channel campaigns is the top factor in their decision to **increase direct mail spend** over the next year.

Source: Delivering Performance: Direct Mail in the United States 2023, Winterberry Group, September 2023



ENGAGEMENT TO THE MAX

Direct mail has a **95% engagement rate**, whereas **57%** of consumers are unsubscribing from emails, primarily due to receiving an excessive number of digital messages.

Source: Marketreach, 2023

ROI WINNER

84% of marketers agree direct mail provides the highest ROI of any channel they use. This number has consistently increased year over year over the last three years (74% in 2023; 67% in 2022).

Source: 2024 State of Direct Mail Marketing, Lob and Comperemedia



ATTENTION EFFICIENT

Mail is more attention efficient than social and digital display. It costs only **£0.11 (CAN\$0.19)** to generate a minute of consumer attention with direct mail, compared with **£0.15 (CAN\$0.26)** for desktop display and **£0.19 (CAN\$0.32)** for social display.

Source: The Time We Spend With Mail, JICMAIL, 2023



CUSTOMER LIFETIME LIFT

When a supplements brand looked to secure customer lifetime value, it turned to a direct mail win-back campaign targeting repeat purchasers who had exceeded **90 days** since their last purchase. The results? A **1,052.8% ROI**.

Source: "How these 5 retailers use direct mail to increase sales," Shopify, May 2022

Go to canadapost.ca/incite to get more



BROWSERS INTO BUYERS

Catalogues turn consumers into buyers:

76% said catalogues give **68%** notice a cathem ideas of things to buy. In the mail vs. a

69% spend 5-30 minutes

reading catalogues.

68% notice a catalogue in the mail vs. a marketing email.

55% bought something they saw in a catalogue.

Source: Catalogues: Connecting With consumers. Converting Sales., Royal Mail Marketreach





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