

DIRECT MAIL x PERFORMANCE DATAGRAM



RELIABLE RESULTS

84% of marketers agree direct mail provides the highest ROI of any channel they use (**+10%** versus 2023).

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



KEY PERFORMANCE INDICATOR

96% of survey respondents experienced improved or consistent direct mail performance over the last year.

Source: 2024 Direct Mail Marketing Benchmark Report, SeQuel Response



EFFECTIVE STRATEGY

An analysis of UK case studies in WARC's database of successful campaigns found that **65%** of effective case studies that use direct mail as the lead medium have "inform" or "educate" as a creative strategy, compared to just **42%** among all UK campaigns. Direct mail also over-indexes for personalization as a creative strategy at **24%**, which is double the average UK case study.

Source: WARC & Royal Mail MarketReach, 2022



DOING THE HEAVY LIFTING

Costco doesn't have money to waste when it comes to the unique challenge of new member acquisition. Direct mail is attributed with a **40%** lift in responses from prospects and members and a **94%** lift in new memberships from targeted areas receiving direct mail over those exposed to Costco's other marketing channels.

Source: Canada Post testimonial, Costco, 2023



AUTOMATIC SATISFACTION

88% of automation software users agree direct mail delivers the highest conversion rate (versus 82% of non-users).

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



PERFORMANCE IN PROXIMITY

66% of Canadians feel direct mail grows their relationship with businesses.

Source: Mail Moments 2022, Canada Post



QUALITY ADVANTAGE

Marketers ranked quality audience targeting data, easy attribution tracking and performance, and digital campaign integration as the **top three advantages of direct mail**.

Source: 2024 Direct Mail Marketing Benchmark Report, SeQuel Response



THE UPSIDE OF DOWN

Q1 2024 results reveal that while the UK economy grappled with the recovery from a technical recession, those advertisers who maintained their confidence in the mail channel were rewarded with **43%** year-on-year growth in purchases driven by mail.

Source: "Mail response and attention continue on an upward trajectory in Q1 2024," JICMAIL

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