



PRINT DELIVERS RESULTS

What you need to know

about direct mail as a key channel for reaching consumers and influencing their purchase decisions:

- **Gets Read:** 52.4% of U.S. consumers say they read the direct mail they receive from retailers.^[1]
- **Is Preferred:** Direct mail is consumers' preferred channel for receiving brand communications, and this preference extends to the 18 to 34-year-old demographic.^[2]
- **Provides a High ROI:** In 2010 an investment of \$1 in direct marketing advertising expenditures returned, on average, \$12.57 in sales. This high return on investment held up across all industries.^[3]
- **Raises Funds:** 79% of total non-profit gifts come through direct mail—only 10% online. ^[4]

^[1] US Postal Service, Direct Magazine, August 2011, p. 4.

^[2] Epsilon Targeting 2011 Channel Preference Study.

^[3] Source: The Direct Marketing Association (DMA), The Power of Direct Marketing, 2009-2010.

^[4] Blackbaud, 2011 donorCentrics Internet and Multichannel Giving Benchmarking Report.

Learn more at ChoosePrint.org

Print Delivers Results

Watch the video: Scan the QR code with your smartphone. You may need to get a QR code reader from the app store.

No smartphone? View the video at <http://bit.ly/PrintDeliversResults12>



5800 S. Eastern Avenue, Suite 400
Commerce, CA 90040-4021