Be prepared

When clients say: “Nobody reads direct mail. Digital media is much more effective.”

Tell them: Actually, many consumers love receiving mail so much that they ritualize it and imbue it with emotionally-charged meaning...

- Consumers are more likely to notice and read direct mail (53%) than email (26%), and 92% say they get ideas for shopping trips from printed material.¹

- Direct mail outperforms all digital channels combined by nearly 600%.²

- Millennials read direct mail, including 82% of the direct mail they receive from retail brands.³

- Consumers on average ignore 82% of online ads, studies show.⁴

And share these resources from the ChoosePrint.org website:

¹ Breaking Through the Noise (study from Research page)
² 2015 DMA Response Rate Report (article from Archives page)
³ Millennials: An Emerging Consumer Powerhouse (study from Research page)
⁴ Most of Us Ignore Online Ads (study from Research page)