



37%



77% pay attention to direct mail advertising³



take time to look through their mail²

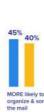


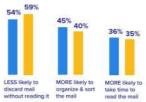
@ 64% would rather scan for useful information in the mail than email*













HOW **DIRECT MAIL**

RESPONSE RATE

RETURN ON



5.3% VS







0.9%



28% SOCIAL

BREAKING THROUGH ALL THE CLUTTER













Benefits of combining digital and direct mail include: Amplified reach and engagement Better memory (scotl) of offers during purchase time Feaching entail opt-outs via direct mail Resching customers with a change in address via em

