

MILLENNIALS AND DIRECT MAIL

Digital fatigue and the appeal of direct mail: why you need to have direct mail in your marketing mix

Millennials' interactions with direct mail



COMPARED WITH PREVIOUS GENERATIONS,⁵ MILLENNIALS ARE:



HOW DIRECT MAIL STACKS UP



BREAKING THROUGH ALL THE CLUTTER



BEST

PRACTICES

Given millennials' high direct mail response rate and high digital consumption, you should combine both print and digital whenever possible. Combining both channels not only increases results, but also helps ensure your message is received.

- Benefits of combining digital and direct mail include:
- Amplified reach and engagement
 - Better memory (recall) of offers during purchase time
 - Reaching email opt-outs via direct mail
 - Reaching customers with a change in address via email

- Tips:
- Include your website URL on direct mail pieces
 - Include your social media sites or handles
 - Coordinate email delivery with mail delivery timeframes
 - Match direct mail and display ad creative & messaging for higher awareness and a consistent customer experience

