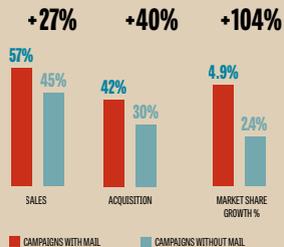


TOP STATS ON WHY MAIL IS AN EFFECTIVE MARKETING TOOL

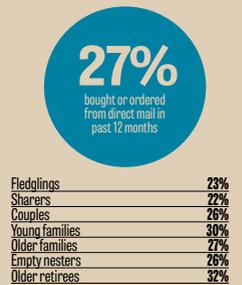


KEY REASONS FOR ADDING MAIL TO THE MIX

SALES INCREASE WHEN YOU ADD MAIL TO THE MIX



ALL LIFE STAGES RESPOND TO MAIL

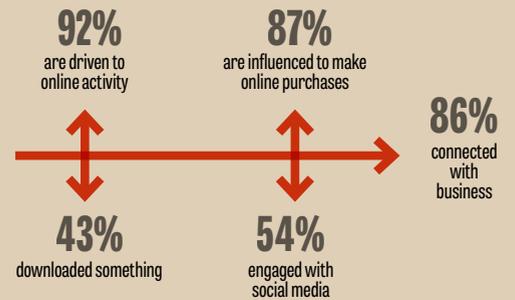


MAIL KEEPS A BRAND AND PRODUCT IN A RECIPIENT'S HOME FOR AN AVERAGE OF...



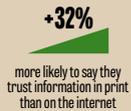
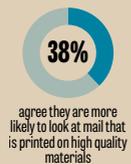
MAIL DRIVES PEOPLE ONLINE

As a direct response to receiving an item of direct mail

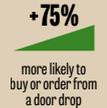
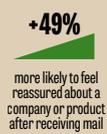


WHY MAIL CAN APPEAL TO ALL LIFE STAGES

FLEDGLINGS



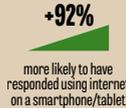
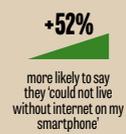
SHARERS



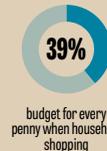
COUPLES



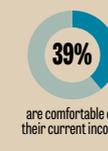
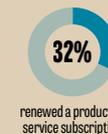
YOUNG FAMILIES



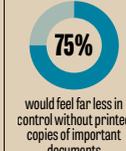
OLDER FAMILIES



EMPTY NESTERS



OLDER RETIREES



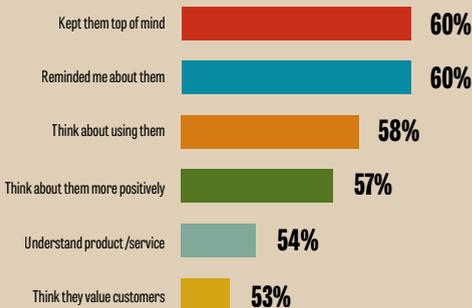
TOP TIPS

- Fledglings respond well to a clear call to action
- Local businesses can use door drops to compete for new business
- Leaflets that include vouchers and coupons can encourage store visits
- Value-based messaging appeals to families with younger and older children
- Personally addressed mail is more effective for empty nesters because it is deemed more trustworthy
- Communicating good value via direct mail will engage retirees



EMOTIONAL IMPACT OF MAIL

MAIL MAKES PEOPLE THINK



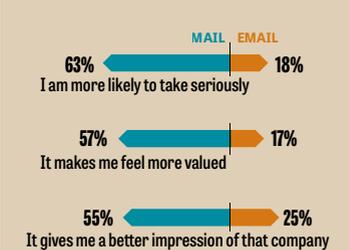
MAIL HAS SOMETHING IMPORTANT TO SAY



80%

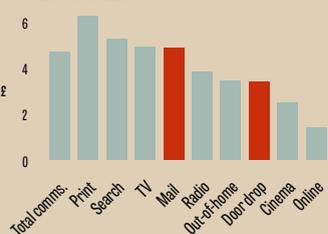
of people said that they can remember seeing or reading some mail sent to them in the last four weeks

THE EMOTIONAL IMPACT OF MAIL VS EMAIL



COMMERCIAL BENEFITS OF MAIL

MAIL ROI COMPARES WELL AGAINST OTHER CHANNELS



CAMPAIGNS THAT INCLUDED MAIL WERE:

27% more likely to deliver top-ranking sales performance

40% more likely to deliver top-ranking acquisition levels

MAIL DRIVES EFFECTIVENESS IN MULTICHANNEL CAMPAIGNS

2.9x Market share growth for all clients

3.4x Market share growth for service sector

75%

of small businesses that use direct mail agree it offers a good return on investment