

DIRECT MAIL ALIVE & WELL

Direct mail marketing is a marketing technique that entails sending unsolicited promotional mail to your existing clients and a list of prospects. This technique is effective because it goes through a less cluttered channel compared to digital marketing.

GENERAL DIRECT MAIL MARKETING STATISTICS

41% of Americans of all ages look forward to checking their mail each day

58% of the mail American households receive is marketing mail.

42.2% of direct mail recipients either read or scan the mail they get.

Direct mail is kept in a household for **17 days** on average.

Direct mail offers a **29%** return on investment.

50.9% of recipients say they find postcards useful.

Direct mail is kept in a household for **17 days** on average.

Direct mail requires **21%** less cognitive effort to process than email.



95%

ENGAGEMENT RATE

AND IS INTERACTED WITH AT LEAST 4 TIMES AT HOME.

SMARTMAIL X DIRECT MAIL

REMAIN PART OF THE CONVERSATION

Direct mail is a marketing tool that delivers promotional mail to your existing clients or prospects. Your mailing list from SmartMail can be built on specific demographics to target YOUR audience.

GROW YOUR BUSINESS

Start today with a SmartMail template or upload your own design, it's that easy!