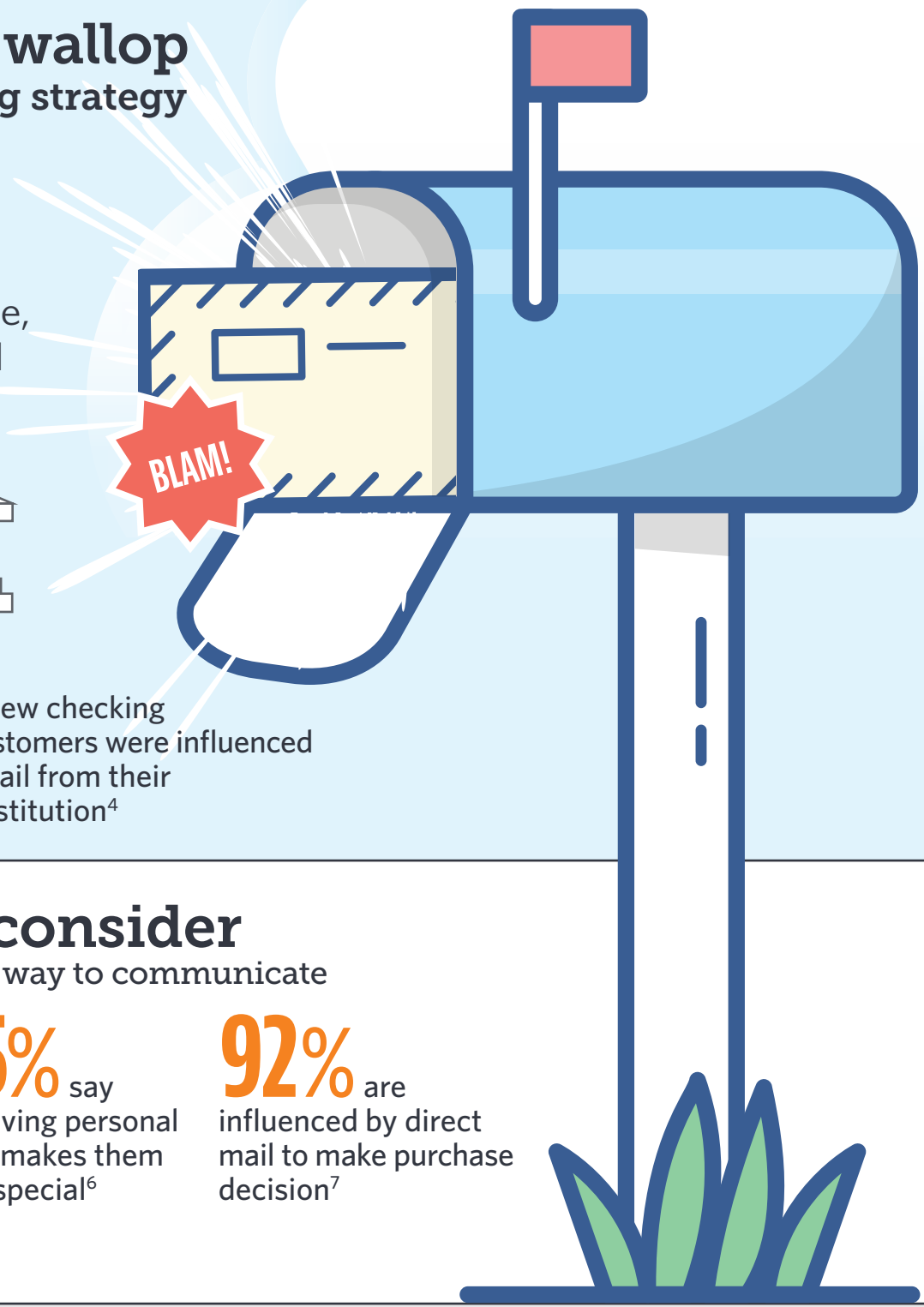


# Don't Call It a Comeback

**DIRECT MAIL** still packs a wallop when part of a multichannel marketing strategy

Going to the mailbox is now an event. With email fatigued and oversaturated, and an incredible **42 percent**<sup>1</sup> of the U.S. labor force now working from home full time, direct mail has re-emerged as the channel consumers can touch, feel and trust.



**90%** of direct mail gets opened<sup>2</sup>



**75%** of households read or scan advertisements in their mail<sup>3</sup>



**1 in 7** new checking account customers were influenced by direct mail from their financial institution<sup>4</sup>



**Millennials consider** direct mail a first-class way to communicate

**84%** take the time to look through their mail<sup>5</sup>

**75%** say receiving personal mail makes them feel special<sup>6</sup>

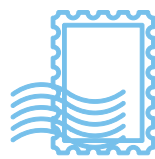
**92%** are influenced by direct mail to make purchase decision<sup>7</sup>

**Direct mail** is putting its stamp on response rates

**9%** average response for a house list<sup>8</sup>

**5%** response for a prospect list<sup>9</sup>

**15%** response for lead generation using letter format<sup>10</sup>



## The 40/40/20 Rule

**40%** of direct mail success depends on an effective mailing list

**40%** depends on how compelling your offer is

**20%** comes from design, layout and quality

## Direct mail is a powerful marketing tool

for financial institutions that want to connect with customers and prospects — especially when used as part of a three-pronged multichannel approach that includes digital ads, and contact center support.

Learn the role Digital Advertising and the Contact Center play in a multichannel customer experience.

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<sup>1</sup> Stanford research provides a snapshot of a new working-from-home economy," Stanford News, June 29, 2020  
<sup>2</sup> Fundra, "12 Direct Mail Statistics You Should Know in 2020," February 5, 2020  
<sup>3</sup> USPS  
<sup>4</sup> Walker, Rich, "Increasing ROI with Pay-for-Performance Direct Marketing," The Financial Brand, August 16, 2017.  
<sup>5</sup> USPS

<sup>6</sup> Ibid.  
<sup>7</sup> Proud, Whitney, "MILLENNIALS' RESPONSE TO DIRECT MAIL IS MORE POWERFUL THAN YOU THINK," Digital Dog Direct, June 13, 2016  
<sup>8</sup> Lesko, Brandon, "How to Track & Measure Direct Mail Campaigns," May 14, 2019  
<sup>9</sup> Ibid.  
<sup>10</sup> 2018 DMA Response Rate Report