

# 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.



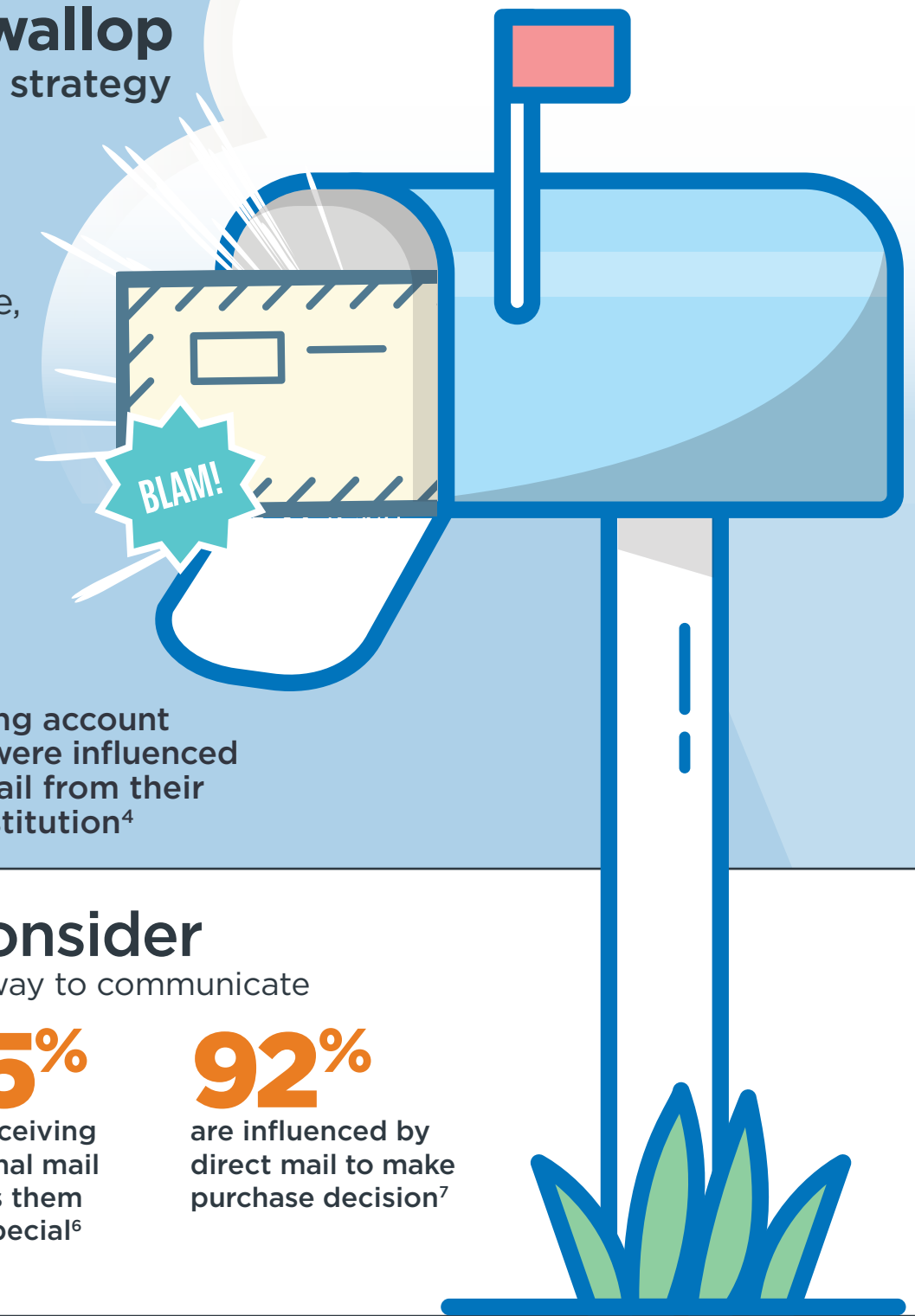
**90%**  
of direct mail gets opened<sup>2</sup>



**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>

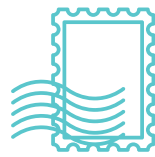
### Direct mail

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.

1.800.351.3843  
contactHC@harlandclarke.com  
vericast.com/DirectMail



Digital Advertising



Contact Center



Direct Mail

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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> Lasko, Brandon, "How to Track & Measure Direct Mail Campaigns," May 14, 2019  
<sup>9</sup> Ibid.  
<sup>10</sup> 2018 DMA Response Rate Report