



WHAT IS DIRECT MAIL?

Direct mail is an integrated marketing strategy that uses a mail service to deliver a custom promotional piece to a carefully selected target audience.



U.S. POSTAGE
PAID

DIRECT MAIL MARKETING MATERIALS:

- Brochures
- Catalogs
- Postcards
- Newsletters
- Dimensional mailers
- Flyers

1*2*345678**ABC 0-VWXYZ 98765



Bernadette Avery
23 Henery Street
Wichita, KS 67202

DIRECT MAIL / DIGITAL WORLD

When used effectively, direct mail is an integral marketing tactic for connecting and building your business and brand awareness to your customers.

The key to achieving success through direct mail marketing in a rapidly growing digital world is a multi-channel approach; making the most of your marketing dollars!

Are you ready for your marketing to start getting the attention it deserves?

How people respond to direct mail



25%

keep printed material



34%

search for a brand online



44%

go straight to a brand website





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Adrian Hodges
2400 Juniper Drive
Saginaw, MI 48603

Direct Mail Still Reigns Supreme!

OFFERING RESPONSE RATES

28X

HIGHER THAN
EMAIL

5.8X

HIGHER THAN
PAID SEARCH*

32X

HIGHER THAN
INTERNET
DISPLAY
ADS

75%

OF
DIRECT
MAIL

IS OPENED BY RECIPIENTS

WHILST

63%

READ THE CONTENTS**

DIRECT MAIL
HAS THE HIGHEST RATE
OF SUCCESS
IN NEW CUSTOMER
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COMPARED WITH
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Deirdre Baker
335 Meadowcrest Lane
Lexington, KY 40507

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Felicia Carr
3635 Charla Lane
Richardson, TX 75081

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Blake Graham, III
3211 Timberbrook Lane
Durango, CO 81301

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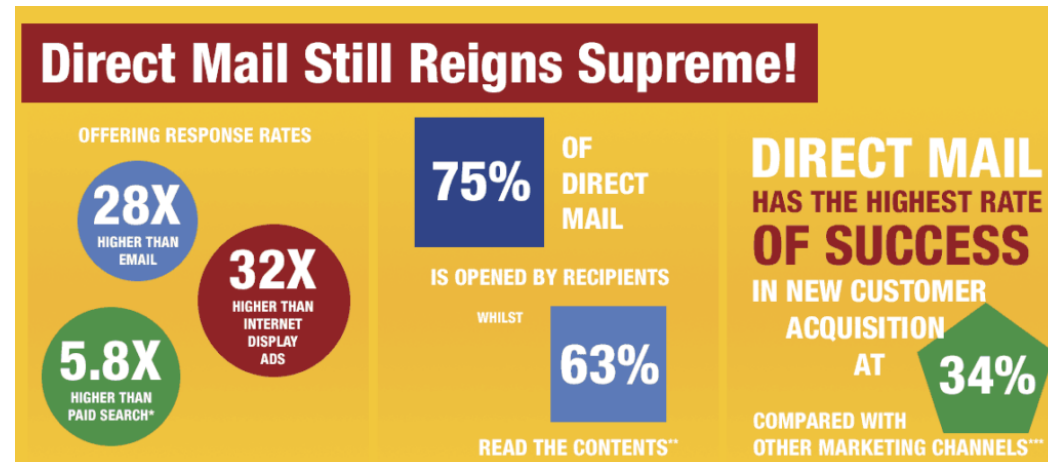


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Clark Kent
344 Clinton St., Apt. #3B
Metropolis, IL 62960





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Irene Churchill
1331 Spring Street
Springfield, IL 62701

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Jan Dickens
2012 Haven Lane
Dewitt, MI 48820

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Bruce Wayne
1007 Mountain Drive
Gotham, NY 12207

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Kylie Edmunds
2874 Par Drive
Burbank, CA 91504

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Boris Rees, V
4579 Sumner Street
Rancho Dominguez, CA 90220

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Jesse McCree
PO BOX Rte. 66
Joplin, MO 64870

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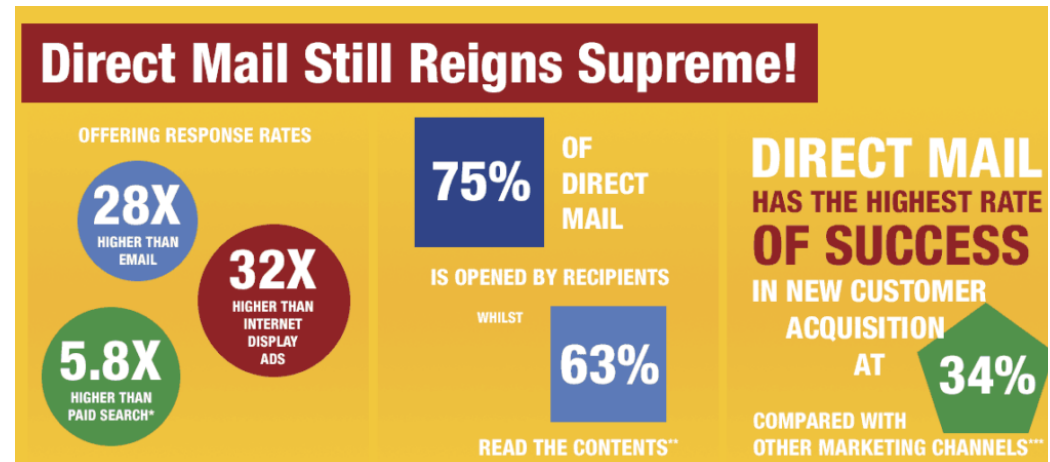


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Erik Greene
4443 Jones Street
Cleburne, TX 76031





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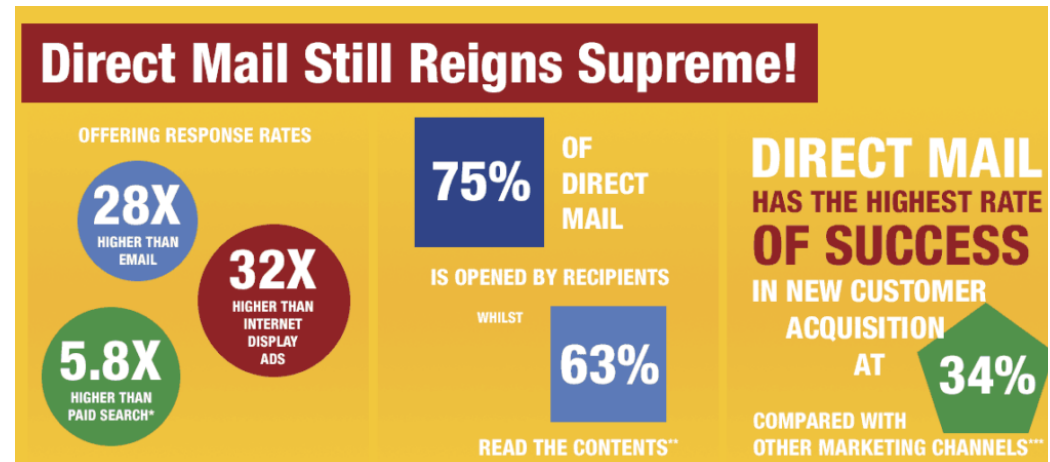


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Frank Gordon
3631 Bond Street
Providence, RI 02909





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Madeleine Glover
669 Ferguson Street
Brockton, MA 02401

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Penelope Gray
1934 Red Maple Drive
Mira Loma, CA 91752

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Sonia Hart
849 Romines Mill Road
Dallas, TX 75202

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Victoria Defanda
4523 Victoria Court
Portland, ME 04101

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Wanda Cosmos
248 Spring Haven Trail
Newark, NJ 07102

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Hanji Zoe
255 Shinobe Lane
Denver, CO 80202

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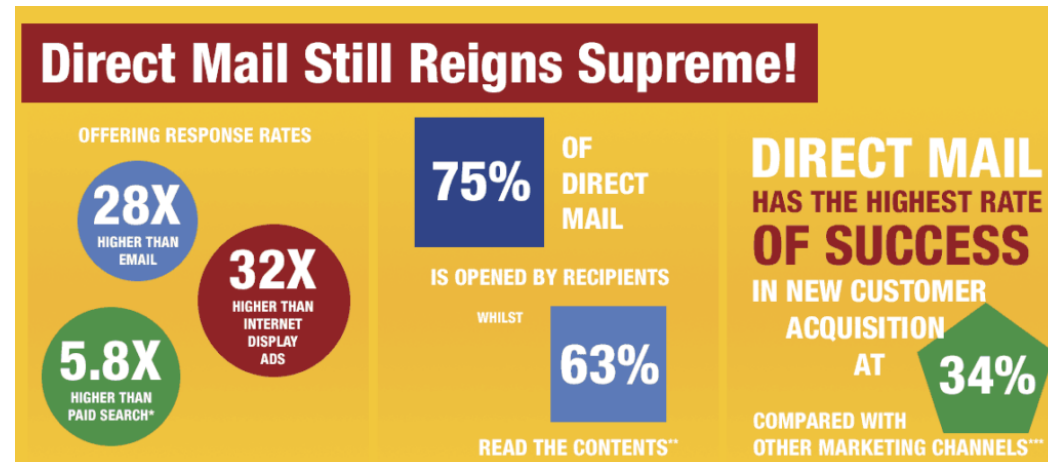
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Leonard Hofstadter
2311 North Los Robles Avenue, Apt. # 4B
Pasadena, CA 91101





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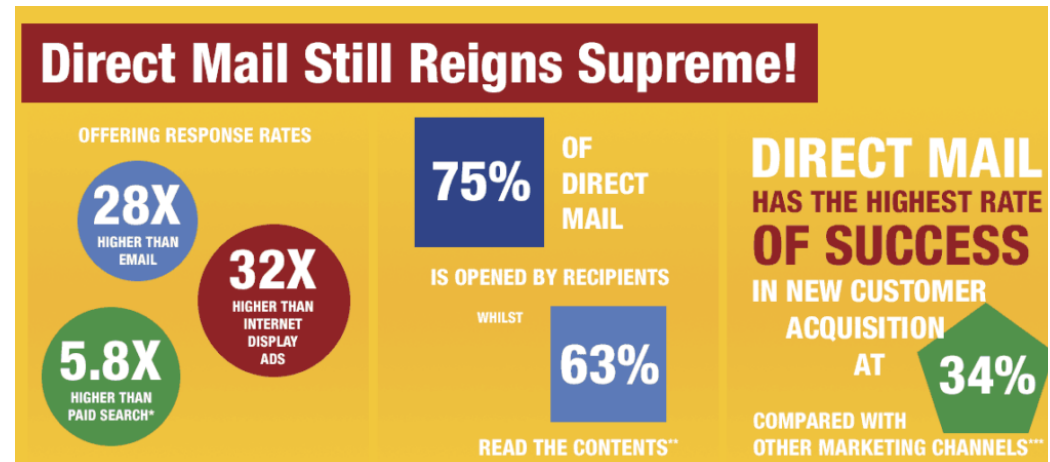
Phoenix Wright
12345 N Taliesin Drive
Scottsdale, AZ 85259

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Yvonne Ogden
3949 Stadium Drive
Framingham, MA 01702

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Una King
1487 Tripple Road
Philadelphia, PA 19111

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Sheldon Cooper
3211 North Los Robles Avenue, Apt. # 4A
Pasadena, CA 91101

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