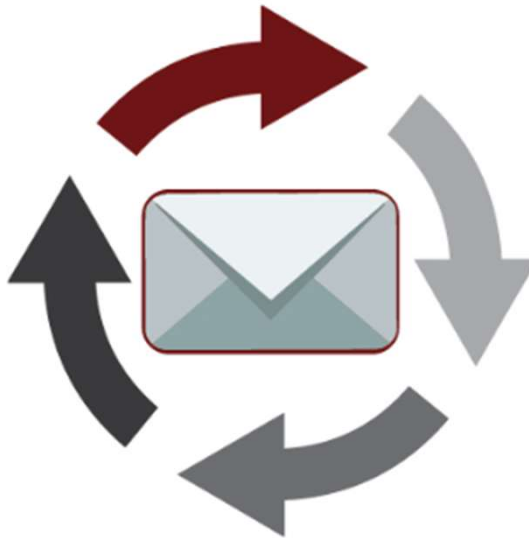


WHITE PAPER

Modern Direct Mail: From Touchpoint to Conversion

Incorporating direct mail into your marketing mix results in a stronger campaign, with consistent marketing performance.



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Executive Summary

Marketing is strongest when digital and direct mail work hand in hand. This white paper explores the evolution of direct mail into a dynamic, data-powered tool and reveals how its integration with digital campaigns delivers greater ROI, deeper engagement, and consistent customer impact.

Why Direct Mail Still Works

Direct mail offers unmatched value in today's multichannel landscape. Consider these benefits:

- ❖ Highest ROI among media types: House list direct mail earns an average ROI of 161%, outperforming email, social, and digital display ads.
- ❖ Multi-generational appeal: Gen X values the tactile format; Gen Z engages longer with physical mail than with digital ads.
- ❖ High trust factor: Recipients view mail as more personal and credible than email.

Mail as a Momentum Builder

- ❖ Direct mail is a conversion catalyst. Whether you're driving app downloads, retail visits, or sign-ups, personalized mail can prompt immediate action:
- ❖ Enhanced personalization: Tailor offers based on demographics, location, income, or purchase history.
- ❖ Actionable formats: Postcards, folded self-mailers, or catalogs designed for engagement.
- ❖ Digital triggers: Retargeted mail based on web behavior delivers 8x higher response rates than digital retargeting alone.

Together, digital and direct mail create a powerful, complementary marketing mix.

Innovations Shaping Modern Mail

To stand out and save, smart marketers are leveraging new tools:

- ❖ Variable Data Printing: Create 1-to-1 messaging within a single print run.
- ❖ QR Codes and PURLs: Trackable links boost engagement and bridge the digital gap.
- ❖ Tactile Elements: Specialty coatings, die-cuts, and textures drive response.
- ❖ USPS Promotions: Earn up to 10% in postage discounts.

Your 2025 Direct Mail Game Plan

- ❖ Segment smartly: Use behavioral and purchase data to reach the right audience.
- ❖ Integrate channels: Pair mail with email, SMS, or social ads using tools like Informed Delivery®.
- ❖ Test and track: A/B test creative and use QR codes for measurable results.
- ❖ Optimize design: Use clear CTAs, bold headlines, and personalized visuals.

DMD Makes It Easy

At **Direct Mail Depot (DMD)**, we help brands build smarter campaigns that:

- ❖ Increase conversion rates.
- ❖ Minimize waste and costs.
- ❖ Integrate seamlessly with digital strategy.
- ❖ Deliver trackable, measurable outcomes.

Whether you're mailing 5,000 or 5 million pieces, **DMD** has the technology, scale, and service to help you drive results from your next marketing campaign.

Let's build something impactful together.

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