

# DIRECT MAIL

# EMAIL MARKETING

THERE ARE 74 TRILLION EMAILS SENT EVERY YEAR!



THERE ARE 13.8 BILLION PIECES OF DIRECT MAIL SENT EVERY YEAR IN THE UK

ON AVERAGE, DIRECT MAIL IS KEPT AT ITS INTENDED ADDRESS FOR 17 DAYS



AVERAGE EMAIL SHELF LIFE? 2 SECONDS

EMAIL ACCOUNTS ARE GENERALLY PRIVATE, TARGETING THE RECEIVER ONLY ONCE.

39% OF HOMES HAVE A DEDICATED PLACE TO KEEP AND DISPLAY DIRECT MAIL

84% OF MILLENNIALS SPEND TIME READING THEIR MAIL

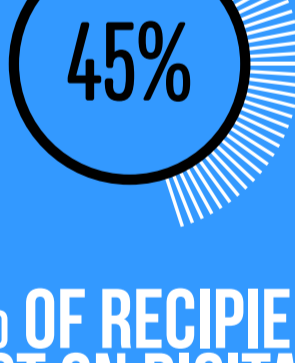
50% OF MILLENNIALS IGNORE ALL DIGITAL MAIL

70% OF THE UK FEEL THEY RECEIVE TOO MANY EMAILS

23% OF PEOPLE SHARE DIRECT MAIL WITH OTHER HOUSEHOLD MEMBERS

75% OF PEOPLE RECALL A BRAND AFTER READING DIRECT MAIL

ONLY 44% OF PEOPLE RECALL A BRAND AFTER SEEING DIGITAL ADVERTISING



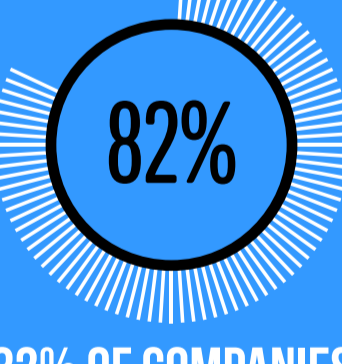
45% OF RECIPIENTS ACT ON DIGITAL MAIL



79% CUSTOMERS ACT ON DIRECT MAIL



ONLY HALF OF COMPANIES USE DIRECT MAIL IN MARKETING



82% OF COMPANIES EMPLOY DIGITAL MARKETING

75% OF ONLINE SHOPPING CARTS FOR THE TOP 500 LEADING BRANDS ARE ABANDONED...

...BUT AFTER RECEIVING A PERSONALISED FOLLOW-UP, 60% OF THOSE RESULTED IN A PURCHASE. REMEMBER THE 79% THAT ACT ON DIRECT MAIL STRAIGHT AWAY?

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# IT'S A DRAW

THERE'S NO OUT-AND-OUT WINNER. BOTH APPROACHES HAVE PROS AND CONS. THE BEST APPROACH IS A COMBINED, MULTI-CHANNEL APPROACH – RESEARCH SHOWS THAT CUSTOMERS SPEND 25% MORE WHEN EXPOSED TO A MIXED MARKETING APPROACH – BOTH DIRECT MAIL AND DIGITAL.