

DIRECT MAIL

B2B MARKETING SECRET WEAPON

DIRECT MAIL ENGAGES DEEPLY

21%

LESS COGNITIVE EFFORT
REQUIRED TO PROCESS
DIRECT MAIL THAN DIGITAL

70%

HIGHER RECALL FOR DIRECT
MAIL THAN DIGITAL ADS

79%

PEOPLE ACT ON DIRECT MAIL

VS

45%

PEOPLE ACT ON EMAIL

3.7%

DIRECT MAIL RESPONSE RATE

VS

0.1%

EMAIL RESPONSE RATE

BUT...

ONLY



50%

OF B2B MARKETERS
USE DIRECT MAIL

SOME
B2B MARKETERS
THINK...

- DIRECT MAIL IS ANTIQUATED.
- WE CAN'T SEE ROI OF DIRECT MAIL.
- DIRECT MAIL CAMPAIGNS TAKE 4-6 WEEKS TO PRODUCE.
- DIRECT MAIL IS DISCONNECTED FROM OUR DIGITAL EFFORTS

INTRODUCING

DIRECT MAIL AUTOMATION

POWERED BY POSTALYTICS



5 BUSINESS DAY TURNAROUND



STAND OUT IN MAILBOXES



TRACK & MEASURE IMPACT



DEEP HUBSPOT INTEGRATION



DRAG & DROP EDITOR



USE LISTS FROM ANY SOURCE

THE TIME HAS COME FOR DIRECT MAIL AUTOMATION



DATA COMPILED FROM:

The DMA: <https://thedma.org/marketing-insights/marketing-statistics/direct-mail-statistics/>
IWCO: <https://www.iwco.com/blog/2015/04/14/dma-response-rate-report-and-direct-mail/>
Boingnet: <http://www.boingnet.com/2017/02/06/consumers-trust-direct-mail/>

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