



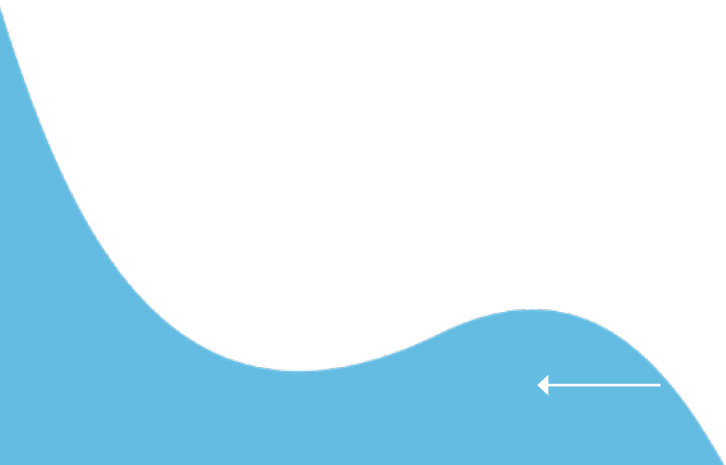
# DIRECT MAIL STATISTICS FOR MARKETERS IN 2024

Gain knowledge and understanding of the direct mail industry and important trends with our collection of 48 key direct mail statistics you should know



# Table of Contents

|  |          |
|--|----------|
| <b>48 Direct Mail Statistics Marketers Should Know in 2024</b> | <b>3</b> |
| <b>Key direct mail statistics – Editor’s choice</b>            | <b>3</b> |
| <b>General Direct Mail Statistics</b>                          | <b>4</b> |



# 48 Direct Mail Statistics Marketers Should Know in 2024

In this increasingly digital world, you might easily overlook a channel that offers the strongest marketing ROI.

We're blasted with so much digital noise, and I can't blame you for missing out on this. The best part is that direct mail marketing is so underused and unsaturated that you can use it as a new business edge, [lead generator](#), and [so much more](#). It will cut right through the digital noise and deliver your message to your ideal customer.

But don't let me preach direct mail. Let's look at the latest data.

[The latest research](#) shows that 57% of boomers, 45% of GenX, 41% of millennials, and 37% of GenZ would be disappointed if they stopped getting physical mail.

As the leading [direct mail automation](#) platform, we spend a lot of time studying cutting-edge research and uncovering the next big thing in marketing. And we're super happy to share our discoveries.

## Key direct mail statistics – Editor's choice

- ▶ Direct mail has a higher open rate of 80-90%, whereas email has 20-30%.
- ▶ Direct mail receives the highest ROI of 112% across all mediums, followed by SMS (102%), email (93%), paid search (88%) (3)
- ▶ Coordinating digital and direct mail increased the response rate by 63%, website visits by 68%, and leads by 53% (19)
- ▶ Americans feel the most comfortable when receiving direct mail, with 25% preferring it over any other advertising channel, including TV and radio ads (24%), digital advertising (11%), and social media ads (11%) (4)





- ▶ In 2021, an average household in the US received 361 pieces of marketing direct mail and 94 pieces of non-profit direct mail (2)
- ▶ On average, marketers spend between \$100-500/per person on direct mail (6)
- ▶ Some **71% of consumers** feel that direct mail is more personal than online digital communication. In fact, by adding a name to your recipient increases response rate up to 135%. (20)
- ▶ Direct mail speeds up the purchase timeframe. On average, any purchase decision takes longer than a week and over a third takes more than a month. However, with direct mail, 73% of purchase decisions take only 1+ day (21)
- ▶ Half (52%) of customers expect direct mail to be personalized. (7)

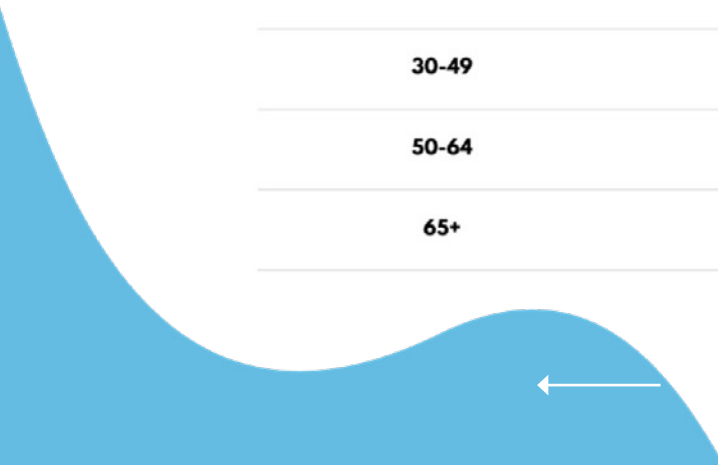
## General Direct Mail Statistics

The US postal service started in the 18th century, and the first marketing mail was sent almost a century later. Since then, direct mail has been a constant part of marketers’ promotional mix. These direct mail statistics prove that direct mail still has immense value for consumers.

1. In the world of social media and emails, 42.2% of Americans look forward to checking their mailbox daily. Especially half of the adults over 65 years and more are keen on checking their mailbox; even 36% of adults feel this way. (1)

### Looking forward to checking the mail

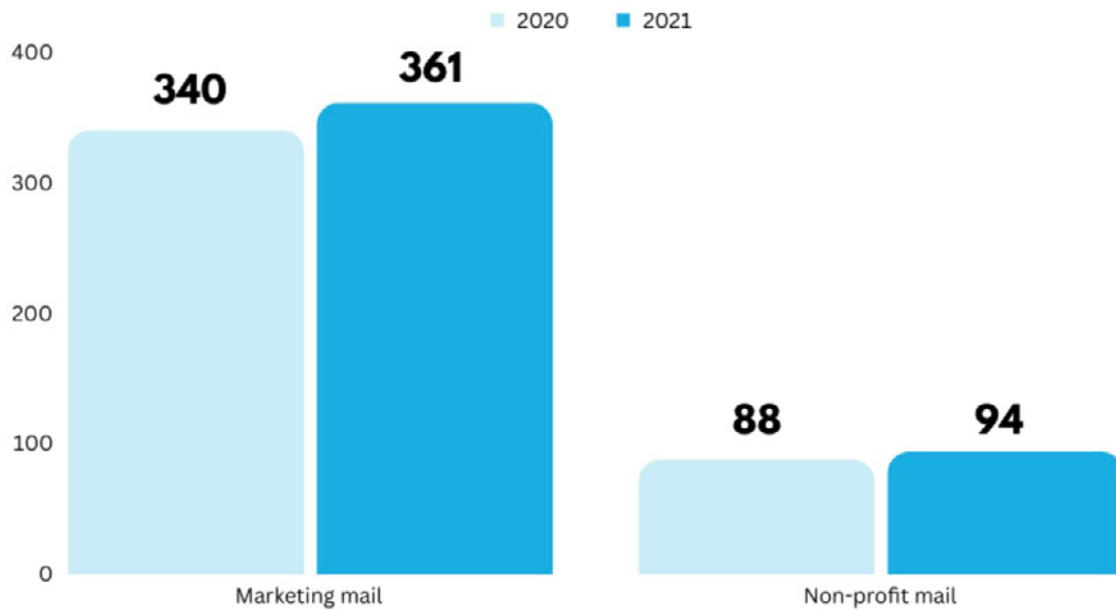
|                        | Look forward to checking mail each day (%) | Don't think much about checking mail (%) |
|------------------------|--|--|
| <b>National Adults</b> | <b>41</b>                                  | <b>58</b>                                |
| <b>AGE</b>             |  |  |
| <b>18-29</b>           | <b>36</b>                                  | <b>64</b>                                |
| <b>30-49</b>           | <b>36</b>                                  | <b>63</b>                                |
| <b>50-64</b>           | <b>41</b>                                  | <b>57</b>                                |
| <b>65+</b>             | <b>56</b>                                  | <b>44</b>                                |





- In 2021, an average household in the US received 361 pieces of marketing direct mail and 94 pieces of non-profit direct mail. (2)

**Number of direct mail pieces received by average household in the United States in 2020-2021 by type**



www.postalytics.com



- Research by the Association of National Advertisers (ANA) says that oversized envelopes have the highest direct mail response rate, followed by 5.7% in postcards and letter-sized envelopes at 4.3%. (3)
- According to the latest projections, direct mail annual ad revenue in the United States alone will reach almost \$13.2 billion, accounting for almost one-fifth of the global direct mail ad revenue estimated at nearly \$77 billion. (4)
- The most common direct mail formats used by marketers in the US are-
  - ▷ Newsletters & postcards- 66%
  - ▷ Self-mailers-56%

