

At WDM, we're a mailing house that takes pride in the industry. In fact, the direct mail marketing business is like our child. With that in mind, we've been exploring direct marketing stats from various sources. However, we're not just keeping it to ourselves, but sharing our findings with you, so you know what to expect when utilising the services of direct mail companies.

We've put together plenty of info on why direct mail is becoming critical to marketing strategies in 2018, especially as an excellent communications channel. You'll be surprised at some of the direct marketing statistics available. Check out our direct mail by numbers and see for yourself why this marketing technique is worth the investment.

### The Low Down

- 1. The average UK household receives 1.3 items of addressed mail every day. (Source: A new currency for mail, 2018, JICMAIL).
- 2. Direct mail is an effective form of marketing with an average of 4.4% response rate. (Source: DMA).
- 3. Direct mail response rates can be as much as 10 to 30 times greater than its digital counterparts. (Source: DMA).
- 4. 84% of customers are more likely to open mail if it's personalised. (Source: Forbes, 2017).
- 5. Marketing campaigns, that included mail, were 27% more likely to deliver great sales performance. (Source: The Private Life of Mail, Royal Mail, MarketReach 2015).

### 6-10

- Between 2015 and 2016, the percentage of people making a purchase after receiving direct mail rose from 26.7% to 36.1%. (Source: Royal Mail MarketReach, The Value of Mail in Uncertain Times, August 2017, mailmen.co.uk)
- 18% of mail is kept to be looked at again. (Source: Royal Mail).
- Non personalised direct mail has a 2% response rate, as opposed to a response rate of 6% for personalised. (Source: DMA)
- 51% of people surveyed prefer receiving sensitive or confidential information through the post. (Source: Kantar TNS/MarketReach 2017).
- 52% feel less in control of life when they don't have printed copies of important documents. (Source: IPA Touchpoints 6 (2015) and 7 (2016)).





## Actions

- 1. Adults read their mail for an average of 22 minutes per day. (Source: IPA Touchpoints 5, 2014).
- 2. 20.8% of addressed mail is opened within a 28 day period. (Source: A new currency for mail, 2018, JICMAIL).
- 3. After 28 days, 27% of all mail is still in the home. (Source: A new currency for mail, 2018, JICMAIL).
- 4. 90% open at least some of their mail immediately. (Source: IPA Touchpoints 2016).
- 5. 48.5% read or looked at mail upon receipt. (Source: A new currency for mail, 2018, JICMAIL).

## 6-10

- 65% of respondents gave mail their full attention. (Source: Royal Mail MarketReach, The Value of Mail in Uncertain Times, 2017).
- Addressed mail is opened immediately by 57% of recipients. (Source: A new currency for mail, 2018, JICMAIL).
- Mail is put to one side to be read later by 24%. (Source: A new currency for mail, 2018, JICMAIL).
- Mail encourages 41% to renew an existing service or subscription. (Source: Touchpoints 6 (2015) and 7 (2016)).
- Direct marketing also encouraged 36% to make a purchase. (Source: Touchpoints 6 (2015) and 7 (2016)).





## Emotional Responses

- 1. 87% of people rate the message in direct mail as believable. (Source: The Value of Mail in Uncertain Times, August 2017, mailmen.co.uk).
- 2. Mail makes 70% of people feel appreciated. (Source: Quadrangle/Royal Mail MarketReach 2007 and 2012. Kantar TNS/Royal Mail MarketReach 2017).

- 3. According to 70% of consumers, receiving mail gives a better impression of the company. (Source: Quadrangle/Royal Mail MarketReach 2007 and 2012. Kantar TNS/Royal Mail MarketReach 2017).
- 4. 55% state direct mail is likely to grab their attention. (Source: Kantar TNS/Royal Mail MarketReach 2017).
- 5. Receiving advertising mail helps 60% of readers remember a brand, and keep it top of their mind. (Source: TGI Kantar Media, 2014).

## Demographics

- 1. Women are 16.7% more likely to be exposed to addressed mail. (Source: A new currency for mail, 2018, JICMAIL).
- 2. Young families are 92% more likely to have used a mobile phone or tablet in response to a mail. (Source: Royal Mail MarketReach, The Life Stages of Mail, 2016).
- 3. Older families are more likely to share the management of mail from opening it to sharing it, with 24% stating they discussed it with other members of the household. (Source: Royal Mail MarketReach, The Life Stages of Mail, 2016).
- 4. 59.4% of older families say they like mail from companies that reward customer loyalty. (Source: Royal Mail MarketReach, The Life Stages of Mail, 2016).
- Older retirees are more likely to order something as a response to mail i.e. 31.8%. (Source: Royal Mail MarketReach, The Life Stages of Mail, 2016).

## The Marketing Mix

- 1. After receiving mail, more information is requested by phone by 45%. (Source: Touchpoints 6 (2015) and 7 (2016)).
- 2. Direct mail generates 10% more customers than its email counterpart. (Source: DMA).
- 3. After receiving mail, 32% requested more information online. (Source: Touchpoints 6 (2015) and 7 (2016)).
- 4. Direct mail is acted upon immediately by 79% of UK consumers. (Source: DMA).
- 5. As a result of receiving direct mail, 92% engaged in online or digital activity. (Source: Royal Mail, MarketReach, Mail and Digital Part 2, Quadrangle, 2014).

Whether it's an advertising leaflet or a targeted piece of direct mail, the stats prove the communication method is wholly successful and should be part of the marketing mix. Mail marketing is highly valued by customers, as they feel an emotional connection and look forward to seeing what's in the post. Similarly, consumers are not only likely to pass the advertising mail to others, but are likely to keep it in the house for weeks if they feel it is of value. We should also not forget the improvement direct mail marketing has on digital channels. Receiving mail will drive the majority online, increasing web and social media engagement. If you would like to discuss direct mail services, you can get in touch with our team today or email [info@wdmonline.co.uk](mailto:info@wdmonline.co.uk).