


Don't Call It a Comeback


/ DIRECT MAIL still packs a wallop when part of a multichannel marketing strategy

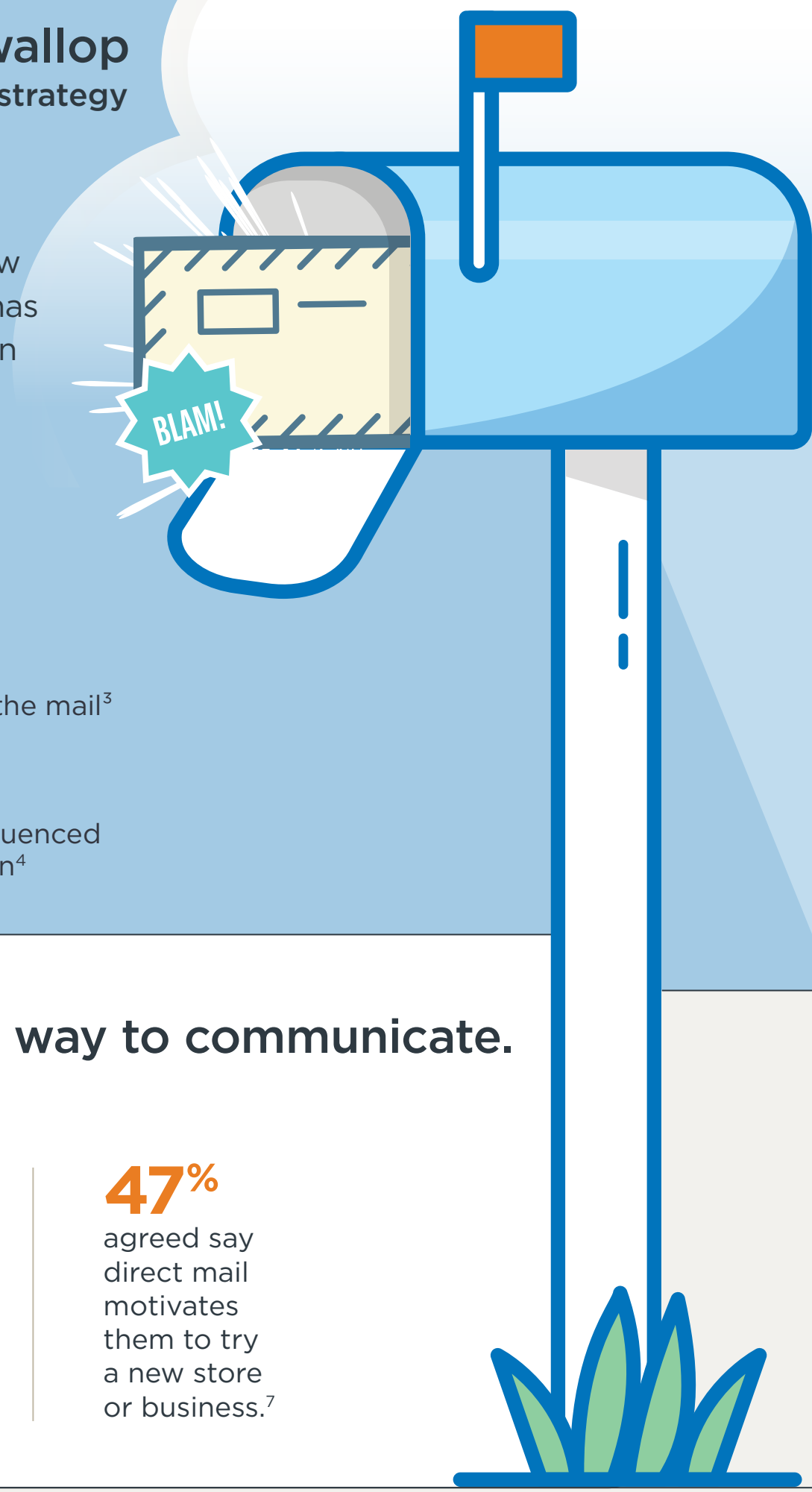
Going to the mailbox is now an event.


With email fatigued and oversaturated, and nearly half¹ of the U.S. labor force now working from home full time, direct mail has re-emerged as the channel consumers can touch, feel and trust.

 **80-90%** of direct mail gets opened²

 **70%** of Vericast survey respondents said they regularly read or look at ads that come in the mail³

 **1 in 7** new checking account customers were influenced by direct mail from their financial institution⁴



 **Direct mail is a first-class way to communicate.**
According to recent Vericast studies,

51% say that seeing an ad both in print and online, helps them remember the message⁵

39% said they always or almost always read ads that come in the mail⁶

47% agreed say direct mail motivates them to try a new store or business.⁷

Direct mail is a powerful marketing tool

for financial institutions that want to connect with customers and prospects — especially when used as part of a multichannel approach.



The 40/40/20 Rule



40% of direct mail success depends on an effective mailing list

40% depends on how compelling your offer is

20% comes from design, layout and quality

¹ Kolmar, Chris, "39 Must-Know Work From Home Statistics," Zippia, April 14, 2022

² PostGrid, <https://www.postgrid.com/direct-mail-statistics>, April 2022

³ Vericast Awareness-to-Action Study, June 2022

⁴ Walker, Rich, "Increasing ROI with Pay-for-Performance Direct Marketing," The Financial Brand, August 16, 2017.

⁵ Vericast Awareness-to-Action Study, February 2022 (n = 1,841)

⁶ Vericast Awareness-to-Action Study, March 2022 (n = 1,968)

⁷ Vericast Awareness-to-Action Study, February 2022 (n = 1,841)

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Leverage the power of targeting and personalization to connect with your existing customers and prospects with Direct Mail.

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