

Six Statistics that validate the Effectiveness of Direct Mail for Warranty Marketing

1

Direct mail **response rates** rose 96% (house lists) and 69% (prospect lists) in 2017 to reach **9.0% and 4.9%**.

Source: ANA-DMA Response Rate Report - 2018

2

At 9.0% and 4.9%, direct mail response rates are **9X and 5X higher** than those of email, paid search and social media.

Source: ANA-DMA Response Rate Report - 2018

3

Direct mail has a median **ROI of 30%, the same as social media.**

Source: Data and Marketing Association (DMA) Demand Metric, June 2017

4

Total **mail volume has declined by 30%** since 2006, making mail boxes less full and prospects more likely to read your mailer.

Source: Statista, USPS Mail Volume 2004 – 2018

5

Through the use of campaign-specific phone numbers and/or PURLs (personalized URLs), direct mail is **100% trackable.**

Source: After, Inc. Campaign Data

6

Given only **2/3 of Americans over 50** own a smartphone or have access to the Internet, direct mail is a better channel than digital for reaching ALL age groups.

Source: Pew Research, Global Attitude Survey Q3 2018