

WHY DIRECT MAIL MATTERS MORE THAN EVER

Whether it's a catalogue, postcard or personalised letter, direct mail is still one of the most popular marketing forms. In the digital age, direct mail still works because it delivers engagement and encourages conversions – with an incredibly personal touch.



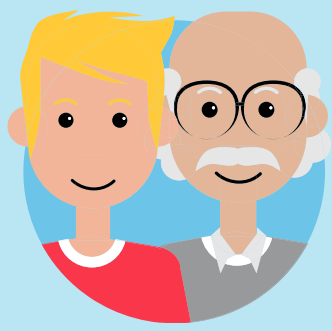
CHECKING THE LETTERBOX IS STILL PART OF OUR ROUTINE



82%
of people check their letterbox daily.



11%
check it every second day.



Age groups most likely to check their letterbox daily are:

- 25 and under (**75%**)
- retirees.

DIRECT MAIL IS EFFECTIVE ACROSS ALL DEMOGRAPHICS FOR 3 KEY REASONS:



1 It's **tangible**, which gives it value and trustworthiness.



2 Receiving mail is **rare** these days, so there's less clutter to cut through.



3 A well-executed campaign makes recipients feel **valued**.

DIRECT MAIL VS EMAIL



99%
of Australians open their mail.



83%
read their mail on the day they receive it.



19%
is the average email open rate in Australia.



75%
of consumers can recall brands from direct mail campaigns vs. **44%** for email marketing campaigns.

DIRECT MAIL HELPS DRIVE PURCHASING DECISIONS



38%
are likely to visit a company's website after receiving direct mail.



34%
are likely to seek out a retail location.



To make a purchase:
56% go to a bricks-and-mortar store
20% shop online



42% of consumers say a catalogue received in the mail can most likely lead to a purchase – more than an email offer (**34%**) or online ad (**9%**).

Ready to kick-start your next direct mail campaign?
Contact our experts at your local Snap Centre.

For the love of print

snap