

DIRECT MAIL

is a proven power!

Check out these too-good-to-ignore findings from experts throughout the marketing industry.



The channel that delivers

the strongest ROI

for customer acquisition and retention is **DIRECT MAIL.**

Source: Target Marketing Magazine 2013 Media Study

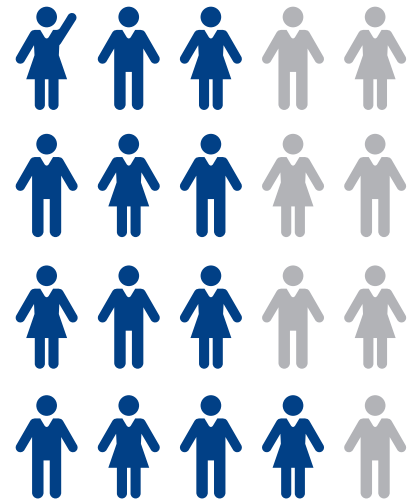


59%

of U.S. respondents agreed with the following statement:

“I enjoy getting postal mail from brands about new products.”

Source: Epsilon's 2012 Channel Preference Study



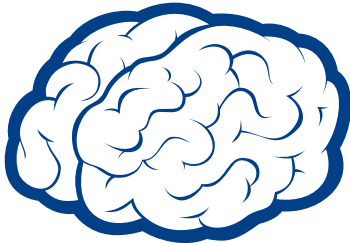
65%

of online Americans have made a product or service purchase thanks to **DIRECT MAIL.**

Source: ExactTarget Channel Preference Survey

NEUROSCIENCE STUDIES SHOW

that physical media such as print and **DIRECT MAIL**



leaves a deeper footprint on the human brain than the virtual.

Source: Millward Brown Global Research Study



40%

of online purchases are influenced by an **offline** channel.

Source: iProspect Study

Prospect response rates

from **DIRECT MAIL** are more than

20x

that of email.



Source: 2013 DMA Statistical Fact Book



Once the mail is brought into the home

80%

will sort the mail **immediately** while 18% will sort it later that day.

Source: USPS 2012 Mail Moment Study



is proven to have an

“amplifier effect”

on other advertising channels.

Source: Comscore Catalog Study

THE FACTS ARE IN and here's one more:

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