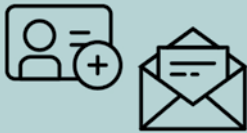


# IDENTITY x DIRECT MAIL DATAGRAM



## REPEAT INTERACTION

Personalized direct mail is read on average **4.5** times.

Source: *Driving effectiveness with direct mail*, WARC & Royal Mail Marketreach, 2021



## SEGMENTING FOR RELEVANCE

Segmentation-based targeting helped Altitude Sports create a 30-day reactivation rate of **4.2%** among dormant users using mini-catalogues.

Source: *Altitude adjustment*, INCITE issue 01, 2022

## OMNI-CHANNEL VALUE

Members of Gen Z are engaged with direct mail.



- > Nearly **90%** prefer a blend of physical and digital marketing.
- > **42%** searched for a brand online after receiving direct mail.
- > **84%** scanned a QR code from mail to interact with a brand online.

Source: *Driving effectiveness with direct mail*, WARC & Royal Mail Marketreach, 2021



## RESPONSE AMPLIFIER

**44%** of marketers say personalized print campaigns increased response rates by **16%**. More than **50%** of agency, retail and financial services marketers say personalization increased their response rates.

Source: *Personalization is pushing the envelope of direct mail results*, HP & NAPCO Research, 2019



## ATTENTION GETTER

With a **95%** average engagement rate, direct mail can be highly personalized and targeted, capturing attention for longer than digital channels.

Source: *"Driving effectiveness with direct mail,"* WARC & Royal Mail Marketreach, 2021



## HIGH-VALUE RETARGETING

When it came to its website engagement, Canadian Down & Feather discovered that its personalized direct mail offers generated an average revenue-per-order **65%** higher than its digital-only advertising efforts.

Source: *Upside of down*, INCITE issue 02, 2022



## LEADING MEDIA PERSONALIZATION

**38%** of U.K. effective campaigns using personalization lead with or used direct mail in the media mix.

Source: *Driving effectiveness with direct mail*, WARC & Royal Mail Marketreach, 2021



## WINNING WITH TARGETING

Direct mail was ranked No. 1 on **targeting ability** among all media channels (digital and non-digital) by Canadian marketing decision makers.

Source: *The Smartmail Marketing Canadian Marketer Survey*, Canada Post, 2019

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