

ONE-TO-ONE x DIRECT MAIL DATAGRAM

HAVE AN IMPACT AT HOME

Nearly **9 in 10** purchase decisions are discussed or made at home. Direct mail plays an important role in:



Producing stronger emotional connections



Creating more confident source memory



Generating desirability for products and services



Speeding up purchase time frame

Source: *Home is at the Heart of Commerce Marketing*, PebblePost, 2019; *The Shopping Shift*, PebblePost and Alter Agents, 2020



SPEAK DIRECTLY TO CANADIANS

88% of Canadians read the direct mail they receive. **8 in 10** millennials consider themselves attentive to direct mail, while **1/2** ignore digital ads.

Source: *Spring Omnibus Report*, Canada Post, 2021; *The Shopping Shift*, PebblePost and Alter Agents, 2020



MAKE PERSONAL CONNECTIONS

3/4 of consumers say direct mail is more personal than online interactions.

Source: *31 Essential Direct Mail Marketing Automation Stats You Need to Know*, Inkit, 2018



SPEND ACROSS ALL MEDIA

Direct brands grow by leveraging all media, spending **41%** of their budget on offline media. No wonder nearly **2/3** of DTC brands plan to include direct mail in their marketing mix.

Source: *Direct Brands: Media & Customer Acquisition*, IAB, 2019-20



DRIVE ACROSS ALL CHANNELS

Combining digital and direct mail increased website visits for **68%** of marketers.

Source: *The Future of Direct Mail Is Here and It's Dynamic*, USPS, 2019



INFLUENCE PURCHASES

60% of shoppers receiving direct mail said it influenced their purchase decision. Recipients also spent **28%** more than people who didn't receive direct mail.

Source: *The Shopping Shift*, Pebblepost and Alter Agents, 2020; *Household Diary Study*, USPS, 2017



CONTINUE ENGAGEMENT

3/4 of direct mail shoppers talked about the product after purchasing, and **1/4** liked or followed the brand on social media.

Source: *The Shopping Shift*, Pebblepost and Alter Agents, 2020; *Household Diary Study*, USPS, 2017

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