

DATAGRAM

MEDIA BIAS x DIRECT MAIL

More consumer attention



Greater emotional engagement



Increased brand recall



Direct mail creates more attention, emotional engagement and brand recall than single-media digital campaigns.

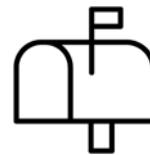
Source: Canada Post, *Connecting for Action*, 2016



Generational appeal

Gen Z is more likely to save and share direct mail that they received from auto, credit card, computer/electronics, home decor, real estate and travel companies.

Source: Canada Post/Phase 5, *Fall Omni*, 2020



Media interaction

More than 70% of Canadians regularly pick up their mail 3x per week.

Source: Canada Post/Phase 5, *Fall Omni*, 2020



Increased attention

Consumers who saw direct mail first paid 30% more attention to social media ads.

Source: Royal Mail MarketReach, *Neuro-Insight*, 2018



Activation lift

Integrated campaigns that include direct mail have 40% higher response rates.

Source: Accenture Interactive, *Direct Mail 2020 Trends*



More engagement and traffic

At 80%, direct mail open rates in 2020 were up by 11% over 2019 – driving more brand discussions and online traffic.

Source: JICMAIL, *Discovery Q2 2017-Q2 2020*

