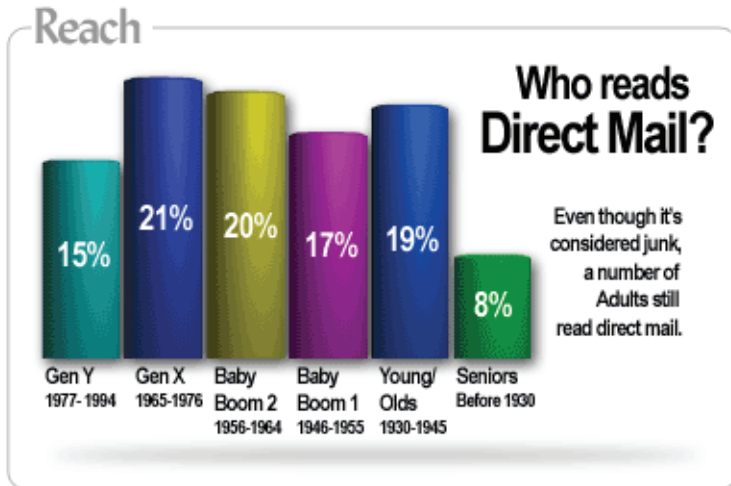




## media comparisons

# Direct Mail



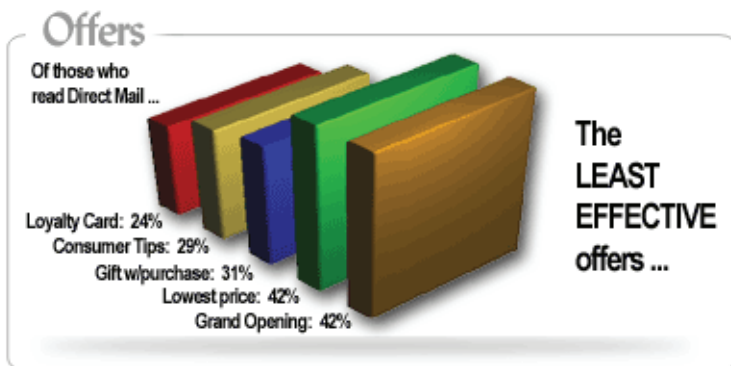
Vertis, 2005



DMA, 2005

Universal McCann, 2006

Vertis, 2005



Vertis, 2005

### QUICK FACTS

Spending on direct mail grew 8.5% in 2005 to \$56.6 billion. (Universal McCann, 2006) Consumer sales generated by direct mail amounted to \$747.6 billion in 2004, with business-to-consumer sales accounting for 61% of the total. (*Direct Marketing Association, 2005*)

Response rates to direct mail stood at 2.73% in 2004. (*Direct Marketing Association, 2005*)

GenX consumers pay the most attention to direct mail offers, followed by Baby Boomers. (*Vertis, 2005*)

Coupons and buy-one-get-one-free offers attract the most interest. (*Vertis, 2005*)

### ADVANTAGES

**TARGET ABILITY:** With direct mail, an advertiser can target potential customers by geographical area, product affinity, previous purchases, and potential interest based on accumulated or purchased data-bases.

**TRACKING:** The response rate is easily measured, and can be tracked through coupon redemption and return-card/call-back options.

**PRECISION:** Direct mail allows an advertiser to convey highly detailed information about their product or service, as well as deliver product samples for consumers to try.

### DISADVANTAGES

**CONSUMER PERCEPTION:** Most consumers refer to direct mail as “junk mail” – and they have an even lower opinion of the most cost-efficient mailmerge packages that combine pieces from a number of different advertisers in one envelope.



## media comparisons

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**OUTDATED MAILING LISTS:** Even among consumers who are not actively trying to have their names stricken from direct mail's rolls, there are many who move each year, making it difficult for directmail companies to identify and maintain accurate databases.

**DECLINING COUPONING:** Time-crunched consumers are not clipping and redeeming coupons the way they once did, reducing the impact and trackability of many direct marketing campaigns.

### PLUS RADIO

**INTRUSIVE:** Radio is linear, where consumers listen through commercials, unlike direct mail that quickly gets discarded after little more than reading a headline – if it is even opened. Only one commercial is heard at a time on Radio, drawing attention to that one advertiser. How do you get people to open the direct mail they usually discard? By augmenting your marketing strategy with Radio to call attention to your mailings, and precondition recipients to the benefits of reading and responding to your direct mail offers.

**PERSONAL CONNECTION:** The Radio Advertising Effectiveness Laboratory (RAEL) in its study called “Personal Connections, Personal Relevance” shows how consumers connect with radio. Consumers listen to a station because they enjoy it, unlike the “junk” perception associated with direct mail. (*RAEL Personal Connections, Personal Relevance, 2004*)

**EXCELLENT REACH:** Radio reaches 94% of all Americans 12 years and older. That includes new residents of the community whose address may not be updated in the Direct Mail databases. According to the U.S. Census Bureau, 13.2% of the American population age 16-and-older moved during the year 2004, and direct mail databases lag the population changes.

Source: Radio Advertising Bureau [www.rab.com](http://www.rab.com)