

# 5 Useful Statistics About Direct Mail Printing and Mailing

Did you know that direct mail printing and mailing has a higher response rate than email marketing does? It may be hard to believe because of the amount of spam that arrives in your mailbox everyday, but it's true.

According to the Association of National Advertisers (ANA), you can expect an average response rate of 9% from your recipients — a mediocre-performing email campaign may only see 1%.

If your marketing campaign needs a boost, here are five other statistics about direct mail printing and mailing that can help improve your ROI.

## 1. 90% of Direct Mail is Opened

Emails see about a 20-30% open rate, depending on the industry and subject. But physical pieces of mail have one of the highest open rates out there at 90%.

And when it comes to the type of packaging, what you send is just as important as how it looks at first glance. According to the Data & Marketing Association, these sizes and shapes have the best response rate among opened direct mail:

- **Oversized envelopes: 5%**
- **Postcards: 4.25%**
- **Dimensional mailers: 4%**
- **Catalogs: 3.9%**

Standard letter-sized envelopes see the lowest response rate for direct mail. When you're looking for a direct mail printing and mailing service, choose a company that offers multiple shapes, sizes, paper options and more for your sales and marketing campaign.

Direct mail and print services like Mimeo.com offer a multitude of options, including brochures, flyers, catalogs, and newsletters.



## 2. A Majority of Americans Actually Enjoy Getting Mail About New Products



An Epsilon study showed that 59% of US respondents were pleased to be receiving mail from brands about new and exciting products.

For example, a gorgeous catalog can make consumers feel appreciated by a brand and may encourage them to make a purchase. Putting in the effort to create a piece of mail that will stand out can help improve not just the open rate, but the ROI as well.

Before you pay your direct mail and print services to print out standard letters, consider creating a product that potential customers will be excited to open.

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### 3. Direct Mail Recipients Spend 28% More Money

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The USPS found that people who received direct mail purchased nearly a third more items than people who didn't — and spent more money.

Think about it like this: when someone receives a piece of mail from a brand and becomes interested in their product, that paper will stay in their house for several days. It could sit on a table or get stuck to the fridge, but either way they will see it multiple times.

The repetition of seeing the direct mail in their home makes them more likely to visit your store or website to make a purchase.



### 4. Direct Mail Offers The Same Return on Investment as Social Media Campaigns

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Social media campaigns see about a 30% ROI. A direct mail campaign averages only slightly less with a 29% ROI. Even with postal rates increasing, the return you can gain from using a direct mail and print company to run a campaign is still significant, according to a report by Marketing Charts.

## 5. The Top Demographic for Direct Mail Campaigns are Consumers Aged 45-54

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Knowing your audience is key to having a successful campaign. If you're trying to target Gen Z, you're better off reaching them via social platforms like TikTok or Snapchat.

But when you're running a campaign targeting Generation X, direct mail can be a successful tool. People between the ages of 45 and 54 have a response rate of 14.1% — the highest of any age group.

Millennials are also a solid target audience for your next direct mail marketing campaign. 90% of them believe that

direct mail marketing is more reliable than email and about a quarter of them will share the advertisements they receive with others. Even with the ease of mobile communication, Millennials read their direct mail at a rate of 68% (USPS, Valassis).

**Mimeo has modernized direct mail marketing with speedy, on demand printing as well as delivery tracking. You can even create digital proofs and have your direct mail printed and shipped by the next day.**

### How to Choose a Direct Mail Printing Service

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When choosing a direct mail printing service, you should consider not only the price, but the ease of use. Does this online printing company offer direct mail print and send services? Good direct mail print and ship companies to use will print your direct mail on demand as well as send it out to all of your customers on your behalf.

Mimeo has modernized direct mail marketing with speedy, [on demand printing](#) as well as delivery tracking. You can even create digital proofs and have your direct mail printed and shipped by the next day.

Mimeo also offers high quality paper, colors, and binding options as well as global delivery to ensure your audience receives beautiful mailers — no matter where in the world they are.

## Conclusion

Direct mail printing and mailing is a worthwhile investment for your marketing department. Sending flyers, catalogs, brochures, and more directly to your customers has a proven success rate and can provide significant value to your business.

Get started on your next direct mail campaign with Mimeo.

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**SAME RETURN  
AS SOCIAL MEDIA  
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**KNOW YOUR  
AUDIENCE  
TARGET**