

# NAHAN



White Paper

## Why Direct Mail Prosperes in a Digital World

## Cut Through Clutter and Engage Your Audience

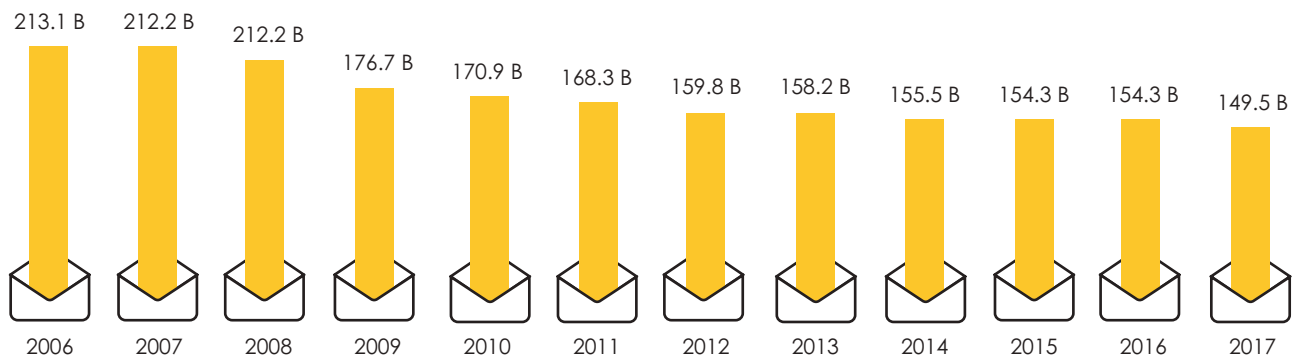
There's no doubt about it – we live in a digital world. Everything around us continues to become smarter, faster, more tech-driven, and more connected. To find their place in this ever-changing digital age, many brands have adapted. They place a heavy focus on digital-driven tactics and marketing strategies, often disregarding traditional media altogether. This shift has resulted in oversaturated digital channels and consumers who are resistant to marketing messages.

Ads constantly fill consumers' screens and vie for their attention. They're surrounded from the minute they check their smartphone in the morning until it goes on the charger at night, bombarding them with 4,000 plus ads a day.<sup>1</sup> So what should your brand do to cut through the clutter of marketing messages and engage your audience? The numbers say direct mail is your answer.

## Why Does Direct Mail Work?

### Opportunity to Stand Out

According to the USPS, total mail volume has declined by 29.85% since 2006.<sup>2</sup> While there are several reasons for the decline, the fact that there are fewer pieces in mailboxes is a good thing for marketers. Less clutter means there's less competition for attention.



Consumers get hundreds of emails a day but only a few pieces of physical mail. In the same way digital-first companies such as Warby Parker and Glossier have opened physical stores to create a special experience, sending physical mail is a way to stand out from the crowd.



**107**  
Emails Received  
Per Person Per Day



**63**  
Display Ads Seen  
Per Person Per Day



**2**  
Pieces of Mail Received  
Per Person Per Day

## More Memorable

Let's talk science. Tangible materials leave a deeper footprint and generate more activity within the area of the brain associated with integration of visual and spatial information. This suggests that physical material is more "real" to the brain. It has a meaning and a place and is better connected to memory because it engages with spatial memory networks.<sup>3</sup>

In other words: brands that use direct mail make more of an impression. In fact, studies show that brand recall is 70% higher when customers are exposed to direct mail as opposed to digital.<sup>4</sup> That's partly because direct mail tends to require 21% less cognitive effort to process than digital media and elicits a much higher brand recall.<sup>5</sup> More simply put, direct mail is easy to understand and more memorable.

“...brand recall is 70% higher when customers are exposed to direct mail as opposed to digital.”

## A Channel Consumers Can Trust

Studies show consumers are more likely to trust direct mail and the companies that use it over digital. When asked which advertising channels people trust, 56% said that print advertising is the most trustworthy form of marketing.<sup>6</sup>

Refreshingly free of privacy violations and unwanted pop-ups, direct mail may be the solution to reach guarded, tech-weary customers. Almost 50% of all emails sent each day are spam.<sup>7</sup> Constantly bombarding consumers with advertising they didn't ask for doesn't build trust – rather, it can leave a bad brand impression.





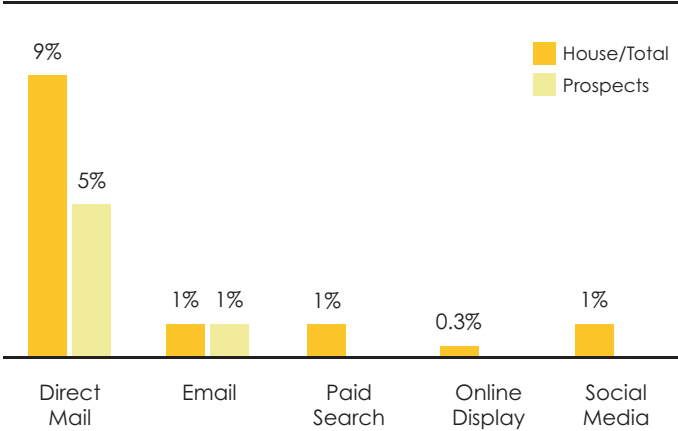
## Increases Engagement

Not only is direct mail more memorable and trustworthy, but holding a physical mail piece triggers desirability and improves a prospect's perception of your brand. A USPS study found the parts of our brains that control motivational response are 20% more engaged when we view print advertising.<sup>4</sup> And, direct mail's motivation response is 20% higher than its digital counterpart, meaning it's much more persuasive.

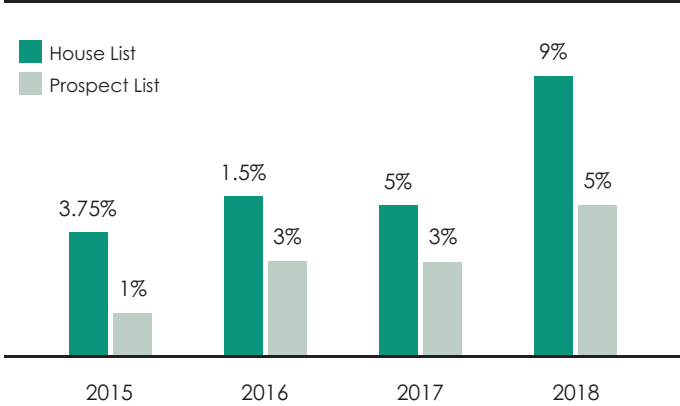
According to a recent response rate report, direct mail scored a 4.9% for prospect lists, which is over double the industry standard of 2% and significantly higher than in previous years. In the same year, the response rate for house lists was an incredible 9%, which is nearly double from the previous year. Both response rates are the highest recorded since the report started in 2003, showing the great opportunity direct mail currently yields.<sup>8</sup>

These direct mail response rates are higher than any digital direct marketing medium. The numbers range from about five to nine times greater than email, paid search, or social media.<sup>8</sup>

RESPONSE RATE BY SELECTED MEDIA



MEDIAN DIRECT MAIL RESPONSE RATES



## Direct Mail Best Practices

Now that you know direct mail is relevant and beneficial to any marketing campaign, it's time to leverage some best practices. Because not just any direct mail campaign will be successful. Learn how to create print pieces that will engage your audience and drive results.

### Personalization

According to USPS, 69% of people find direct mail to be more personal than email and other digital messaging/ads.<sup>9</sup> Even the subtlest personalization techniques can make a big difference. Targeting consumers on a one-to-one level increases response rates by at least 50%. Simply adding a name to your direct mail piece can increase response rates by 135%.<sup>10</sup>

With variable data direct mail, even the most advanced personalization becomes scalable. Research your target audience demographics, then align messaging, visuals, offers, and more with your audience's preferences and interests.

“69% of people find direct mail to be more personal than email and other digital messaging/ads.”

### Design & Copy

Ultimately, your mail piece should be simple, easy to read, and have a clear offer and call to action. To accomplish this, make your direct mail as informative and to the point as possible. You want to capture and hold your audience's attention long enough for them to process the information and complete the call to action. Use eye-catching colors that don't clash with one another and keep your copy concise and legible with attractive fonts. But remember to never deviate from your brand standards. You want consumers to receive your piece in the mail and immediately associate it with your brand.

### Omnichannel Opportunities

Not only is direct mail able to drive results on its own, but it's also a strong complement to your digital marketing campaigns. In fact, mail paired with digital advertising is proven to produce 28% higher conversion rates.<sup>11</sup> For example, following up a direct mail piece with an email (or an email with a direct mail piece) increases the impact of your marketing and helps keep your brand top of mind.

Using direct mail as part of an omnichannel marketing strategy can also help improve response rates. Studies show campaigns that paired direct mail with digital ads saw 118% higher response rates than those that only used one medium. Plus, the DMA reports that direct mail can lift response rates for other channels by a whopping 450%.<sup>12</sup>

## Direct Mail in Action – Case Studies

Read how Nahan used direct mail to help customers get their message in front of markets that hadn't previously been reached, personalize materials down to individual consumers, increase ROI, and more.



### Problem Solving to Meet Quality and Delivery Requirements

#### SITUATION

After issues with quality, delivery, and regulatory compliance and a loss in revenue, a financial services customer needed help on transactional work we had not serviced in the past.

#### SOLUTION

Using industry regulations and state-level disclaimers to drive the project, Nahan worked with the customer to create an automated library of forms with over 400,000 letter combinations, allowing data to move to live production within the legally allotted time.

#### RESULTS

Nahan's advanced digital fleet exceeded the customer's level of expectation with a 4% annualized package savings. The updated process cuts approximately 200+ hours of data proofing, created an annual package savings of \$160,000, and saves \$40,000 annually from preprinted state disclaimers.





## Increasing ROI with Variable Data Printing

### SITUATION

A cruise line customer needed a personalized direct mailer with 57 variable pieces of data and photos to target specific demographics with different promotions.

### SOLUTION

Because of the mailer's significant size, quantity, and quick turn time, a roll-fed variable data printer was used. We were able to target specific consumers with offers that matched their previous buying habits and demographics.

### RESULTS

The direct mail piece effectively reached more consumers and subgroups than could have been accomplished with litho printing, resulting in higher engagement and ROI per piece.



## Reaching Untapped Markets

### SITUATION

With the goal to reach additional market segments, an insurance and banking customer needed a cost-effective marketing method that could reach a large volume of people and target groups by specific loyalty levels.

### SOLUTION

By using a 4cp Variable Web Printer and gang running the pieces, Nahan was able to drive production costs down, offering the customer the best value for versioning costs, production time, and postage.

### RESULTS

Because of the personalized pieces directed to the smaller affinity groups, market segments that were thought to be unreachable through traditional marketing methods converted highly, becoming rich sources of revenue — saving our customer \$75,000-\$80,000 annually.

# nAHAN

Real Connections Real People

## Sources

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