

7 DIRECT MAIL TRENDS & PREDICTIONS

23%

of "big brands" plan to increase their advertising dollars on direct marketing (vs 14% on email marketing) in 2023*



75%

of Millennials find that the mail they receive is valuable. It's not just about the coupons and discounts**



90%

of Millennials said they would prefer postal delivery over email when receiving promotional items***



90%

of mail gets opened+



90%

is the average open rate of video brochures++



21%

it takes 21% less cognitive effort to process information and brand recall through direct mail. Direct mail is easier to understand and recall in comparison to digital media.+++



17

average number of days people hold onto their mail

