



# THINK DIRECT MAIL IS DEAD? THINK AGAIN

**Direct mail**—when customized with imagery, messaging and offers that are relevant to the reader is an instant winner.



**16.8**  
PER WK.



**605**  
PER WK.

On average, Americans receive 605 emails and 16.8 pieces of mail every week.

For roughly every 36 emails you receive on average, you get 1 piece of mail in your mailbox.



**x36**

**x1**



**17**  
DAYS

The average lifespan of an email is 17 seconds, compared to direct mail's average lifespan of 17 days.

73% of American consumers say they prefer being contacted by brands via direct mail because they can read it whenever they want.

**73**  
%

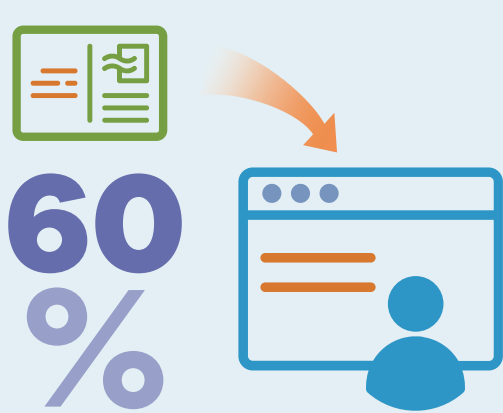


**58**  
%

58% of the mail American households receive marketing mail.

59% of US respondents say they enjoy getting mail from brands about new products.

**59**  
%



**60**  
%

60% of catalog recipients visit the website of the company that mailed them the catalog

Up to 90% of direct mail gets opened, compared to only 20-30% of emails.



**90**  
%



**20**  
%



**15**  
%



Prospects are 15% more likely to respond to an oversized mail piece if they have never done business with you.

Per USPS, 98% of people check their mail daily and Americans spend upwards of 30 minutes with their mail on a single occasion.

**98**  
%



**68**  
%



68% of marketing respondents said combining digital and direct mail increased website visits.

60% of marketing respondents said combining digital and direct mail increased ROI.

**60**  
%



BEYOND INK

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