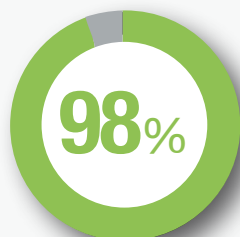


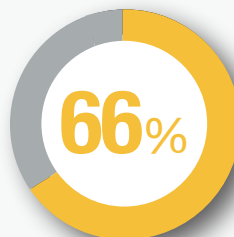
Take your customer acquisition to the next level with direct mail.

Blending the offline powerhouse with your online marketing will generate more interest, improve response rates and ultimately increase revenue. Here's why...

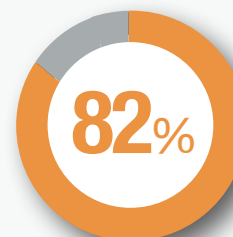
Who Reads Direct Mail? EVERYONE.



of people check their mail everyday¹



of all direct mail is opened²



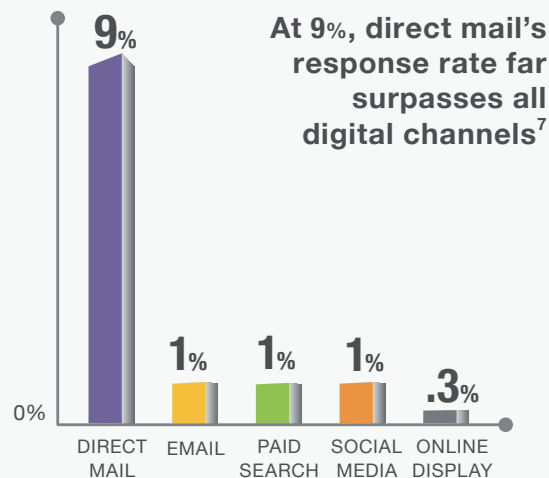
is read for at least one minute²

Direct Mail TRIGGERS SALES



8 of out 10 consumers act on direct mail immediately.⁵

More than **one half** of Millennials have made a purchase based on a direct mail offer³



Direct Mail FUELS DIGITAL ACTIVITY

92%

of direct mail recipients report being driven to digital activity⁸

87%

were influenced to make an online purchase⁶



¹USPS, The Mail Moment. ²InfoTrends, Direct Mail: Integral to the Marketing Mix in 2016. ³USPS, Beyond the Myths: Young Adults Do Read Mail. ⁴Mintel Reports: Marketing to the iGeneration. ⁵Huffington Post, Why Direct Mail Marketing Is Far From Dead. ⁶Canada Post, Connecting for Action. ⁷ANA DMA 2018 Response Rate Report. ⁸Royal Mail, The Private Life of Mail.