

# Direct mail delivers results.

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Businesses today agree direct mail remains a powerful channel for customer acquisition and retention.



73%

of consumers prefer direct mail.

Source: Epsilon channel preference for mobile and non-mobile

30x



Direct mail delivers higher response rates than email.

Source: Interquest Digital Direct Mail Printing in North America

Direct mail tops all other media for delivering the highest ROI for B2C marketing.

Source: Target marketing

31%  
for acquisition

38%  
for retention

Improve response rates by making mail more colorful, interactive and engaging.



65%

of people who received direct mail made a purchase or responded.

Source: Exact target



69%

are more likely to open a mail piece with color text and graphics on the front before opening pieces with no headline or graphic.

Source: Leflein Associates mail openability study



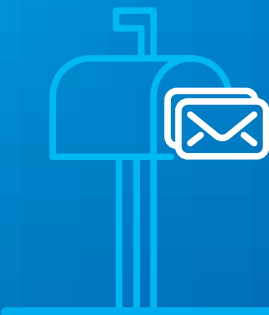
45%

increase in response rates when print is combined with web, email and mobile.

Source: InfoTrends; Understanding Vertical Markets: Enterprise Communication Requirements

Today direct mail is more complex. Here are some tips to help you lower costs while delivering a higher ROI.

Increase results by linking the physical to the digital.



up to 20%  
Get big savings on postage using automation presort.



Control the timing and track delivery of mailpieces.



Save by adding color and personalization using inline digital color print.



With high-integrity solutions from Pitney Bowes, you can ensure the accuracy of your content and personalization.



51%

of U.S. consumers pay more attention to postal mail than email.

Source: customerthink.com

For more information, visit us online:  
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