

# Combine mail + mobile for superior results.

Both direct mail and mobile advertising are proven to be effective on their own... but what happens when you combine them? The results are nothing short of astounding.



Direct mail has the highest ROI of any channel for B2C communications.

73%

of consumers prefer direct mail over other forms of communication.



65%

of recipients made a purchase or responded to the direct mail offer.



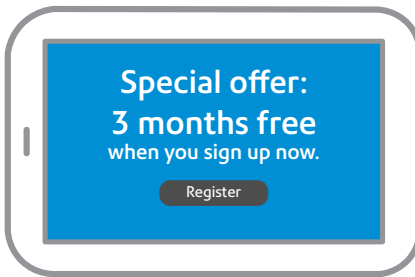
47%

of shoppers visited a store in reaction to direct mail.



Direct mail delivers **30 times** higher response rates vs. email alone.

Mobile is a rapidly growing – and highly visible -- opportunity.



76%

of shoppers have engaged with a mobile ad in the last six months.



37%

of ecommerce traffic comes from mobile



28%

of transactions occur on mobile.



The average American spends around **three hours** a day in front of a mobile screen.

Most marketers aren't taking full advantage of mobile.



80% of surveyed marketers don't have a mobile strategy for the next 12 months.



Mobile ad spending will almost double by 2020.

That means that over **23 percent** of total media ad expenditures, and more than **63 percent** of digital, will be spent on reaching mobile devices.

Mail + Mobile: An intelligent integration leads to greater consumer response.

Integrating direct mail with mobile advertising leads to:



Easily add mobile advertising to your direct mail campaigns.

To learn more about Synchronize™ Mail + Mobile, visit us online at [pb.com/us/mailplusmobile](http://pb.com/us/mailplusmobile).

