

in the know:

direct marketing

TARGETED RELEVANCE INTERACTION SEGMENTATION ACCELERATED SALES
 ACTIVE CREDIBILITY CAMPAIGN MULTI-TACTIC
 AWARENESS PROSPECTS TOUCH POINT MULTI-TACTIC RESPONSE
 REACH CUSTOMERS SALES CYCLE CALL TO ACTION RESULTS

Whether B2B or B2C, thoughtful and relevant direct mail campaigns can create amazing results — not just in terms of measurable ROI, but also accelerating the sales cycle and boosting overall engagement and brand awareness.

Direct mail can be a dynamic and important part of every marketer's communication mix. It's an active tactic that helps you reach new and repeat customers (rather than passively hoping your new customers will 'find' you online). Correctly targeted, direct mail can be highly relevant and engaging and make an immediate, positive impact on your brand and sales.

The average person receives just **3** pieces of direct mail per day¹

But we respond, send, file and delete an average of **121** emails every day²

Direct mail is more engaging, with a **4.4%** response rate versus just 0.12% for email³

Direct Mail has the lowest Cost Per Lead³

Telemarketing

\$190.49

Email

\$55.24

Pay-Per-Click

\$52.58

Direct Mail (letter-sized)

\$51.40

DMA, 2012, Response Rate Report

75%

of current direct mail activity is for the financial services and insurance industry⁴

70%

of Americans say direct mail is more personal than electronic communications⁵

50%

of Epsilon study respondents said they prefer direct mail over email

60%

of direct mail recipients visit the brand's website according to a USPS study

<80%

of consumers polled by the DMA in 2014 said they open most of their mail⁵

82%

of marketers expect to use the same amount of direct mail, or more, in the coming year⁶

75%

recall is standard for direct mail compared to 44% for the same creative delivered digitally⁷

Challenged to reach your market and grow your share?

Drawing from over 25 years of marketing experience with clients both large and small, **indigoOne** helps businesses connect to their customers and prospects in meaningful ways — turning your investment in advertising into increased sales revenue.

From building brand awareness to lead generation and customer retention, we have helped clients valued at \$20 million to \$2 billion grow their customer base.

What can we do for you?

Check out our **blog** and learn more at **indigo-one.com**



You guys have created a lead-generating direct mailer series that's been our most successful campaign to date. We tripled the response rate of previous campaigns, and in four months, closed more sales than what we accomplished with our entire previous year's direct mail program!"

ADP Claims Services Group

¹ https://about.usps.com/studying-americans-mail-use/household-diary/2012/fullreport-pdf/USPS_HDS_FY12_Screen.pdf

² www.cityam.com/210296/inbox-anxiety-how-regain-control-email

³ <https://www.onlinemarketinginstitute.org/blog/2013/06/why-direct-mail-still-yields-the-lowest-cost-per-lead-and-highest-conversion-rate/>

⁴ <http://www.mintel.com>

⁵ Direct Marketing Association

⁶ 2015 DMA Response Rate Report

⁷ Canada Post / True Impact Marketing, Understanding the Impact of Physical Communications through Neuroscience, February 2015