

# GET NOTICED, NOT DUMPED.



**62%** of retailers prioritized customer identification and personalization<sup>1</sup>

## Personalize. It works.



**60%** increase in profits<sup>2</sup>



**\$74%** increase in sales<sup>2</sup>



**58%** increase in online traffic<sup>2</sup>



**55%** increase in customer loyalty<sup>2</sup>

## Give Them What They Want.



60% of U.S. adults are more likely to respond to personalized offers customized to them.<sup>3</sup>



3 in 4 U.S. adults are more likely to use a Direct Mail offer when it includes a relevant removable coupon or gift card.<sup>3</sup>

## The Message Is Clear.

Today... people **shop** after they get direct mail.



More than 1 in 4 U.S. adults were influenced by Direct Mail for online purchases.<sup>3</sup>



About 1 in 3 U.S. adults drove to a store due to receiving a piece of Direct Mail.<sup>3</sup>

## And... Would You Believe.

41% of **Millennials** respond to direct mail by going online from a computer, and 39% from mobile.<sup>3</sup>



57% read Direct Mail in the past 7 days.<sup>3</sup>

55% were more likely to look for a Direct Mail piece if they received an email notice beforehand.<sup>3</sup>

## Make It Matter.

You'll be noticed

**1**

Send to the  
EXACT. RIGHT.  
**PEOPLE.**

**2**

With the  
EXACT. RIGHT.  
**OFFER.**

**3**

Using the  
EXACT. RIGHT.  
**CREATIVE.**

<sup>1</sup> BRP (Boston Retail Partners), "2018 POS/Customer Engagement Survey," Jan 11, 2018  
<sup>2</sup> Business2community.com | <sup>3</sup> Quad Customer Focus® 2018 Research Study