

# FAST STATS:

## How Does Direct Mail Stack Up?



You're more likely to stand out because the average household in the US received

# 361

pieces of direct mail marketing in 2021. That's less than one mailer per day on average.



Direct mail open rates vary between

# 57.5%

and

# 85%



Overall, average response rates for direct mail fall between

# 2.7-4.4%

Contrast that with the average email response rate of 0.6%

# 79%

of consumers who received relevant direct mail in the past three months responded by taking an action.

- 42% Went to a company's website
- 29% Learned something new about a product, service, or company
- 26% Went to a company's physical location to shop
- 23% Shared the information with someone
- 21% Made a purchase after seeing an item in a mailpiece
- 20% Went to a company's app
- 19% Made a purchase after receiving a reminder in the mail
- 21% Took no action

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One study found that direct mailers with a house list have an **average response rate of 9%**, whereas you can expect a 1% response rate from paid search, social media, and emails.



**71% of baby boomers and Gen X-ers** say that mail feels more personal than digital communications.



In 2021, direct mail's ROI **outperformed all other presented marketing channels** with an average return of 112%



In a USPS survey, **77% of businesses** said that direct mail was driving website visits.



In 2022, **76% of marketers** agreed that digital touch points were seeing lower levels of engagement due to digital fatigue, whereas 78% reported that analog touch points—including direct mail—saw a boost in performance.

## Make the most of your direct mail campaign with Baesman.

Baesman Group is a partner you can trust for top-notch **direct mail marketing services**. Instead of shopping around for partners to manage marketing strategy, printing, and more, you can make Baesman your one-stop shop for all things direct mail.

Are you ready to start making the most of direct mail with Baesman?

[Let's Talk](#)