

baesman:

We get personal.

25.9 billion DIRECT MAIL pieces sent in 2022

DIRECT MAIL TRENDS

AVERAGE OPEN RATES

90%

As compared to average email open rate for B2C of 19.7%.



25%

of Millennials consider reading their mail a leisure activity.

AVERAGE RESPONSE RATES
between

2.7% - 4.4%



DIGITAL + DIRECT MAIL =

63%

higher response rate,

68%

more website visits, and

53%

more leads according to USPS.*

OVER

16%

of mailers in 2022 had a QR code.



Source: https://www.uspsdelivers.com/wp-content/uploads/The_Future_of_Direct_Mail_White_Paper.pdf

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