

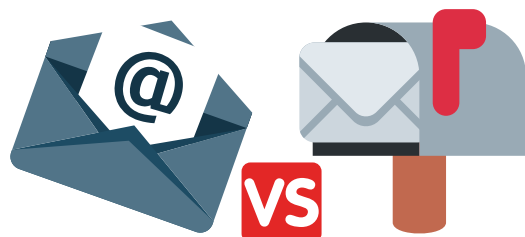
WHY USE DIRECT MAIL?

WWW.CPMISOLUTIONS.COM



COMPETITIVE ADVANTAGE

The average person received **96** emails per day in 2019. Compare that with the average person getting **2-3** pieces of traditional mail each day. **High performance marketing teams** are now reallocating a portion of their budgets to offline direct mail.



[HTTPS://FACTS.USPS.COM/](https://facts.usps.com/)
[HTTPS://WWW.RADICATI.COM/WP/WP-CONTENT/UPLOADS/2015/02/EMAIL-STATISTICS-REPORT-2015-2019-EXECUTIVE-SUMMARY.PDF](https://www.radicati.com/wp/wp-content/uploads/2015/02/EMAIL-STATISTICS-REPORT-2015-2019-EXECUTIVE-SUMMARY.PDF)

MILLENNIAL'S LOVE IT

77% of millennial's pay attention to direct mail advertising, **90%** think direct mail is reliable, **57%** have made purchases based on direct mail offers, and **87%** enjoy receiving direct mail.

MILLENNIAL'S PAY ATTENTION TO DIRECT MAIL, SANDYINC.COM, JULY 2017



GET SEEN OR GET LOST

With inboxes overflowing, mail boxes are one of the best places to make your messages stick. Whether you're sending mail to **new prospects**, **re-engaging with former customers**, or **educating a new segment** of the population, direct mail is bound to make sure your messages get seen.



BRANDING 101

The customer experience is crucial to win a buyers trust. **Today's customers expect a business to invest in the relationship.** One of the quickest ways to authenticate your product or services is by sending tangible content (brochures, reminders letters, postcards etc) that are unified with your digital marketing efforts.



MAIL CAN BE AUTOMATED

Buyers want relevant information. With recent advances in mail production, you can now accelerate or motivate purchases using trigger based **mail that is automatically sent** at any stage of your sales funnel.



FOR MORE INFO CALL US TODAY AT 877.410.5503
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