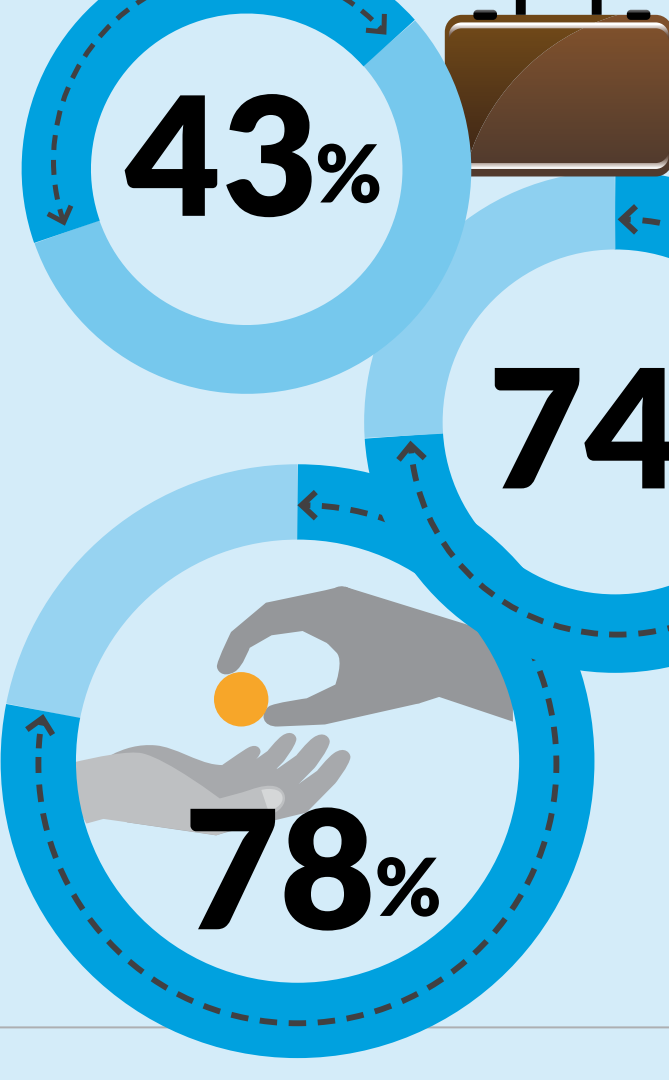


DIRECT MAIL

by the Numbers

Who Sends It?



43% OF LOCAL retail advertising is done through direct mail

74% OF B2B marketers rate direct mail as very effective

78% OF NON-PROFIT donations are the result of direct mail

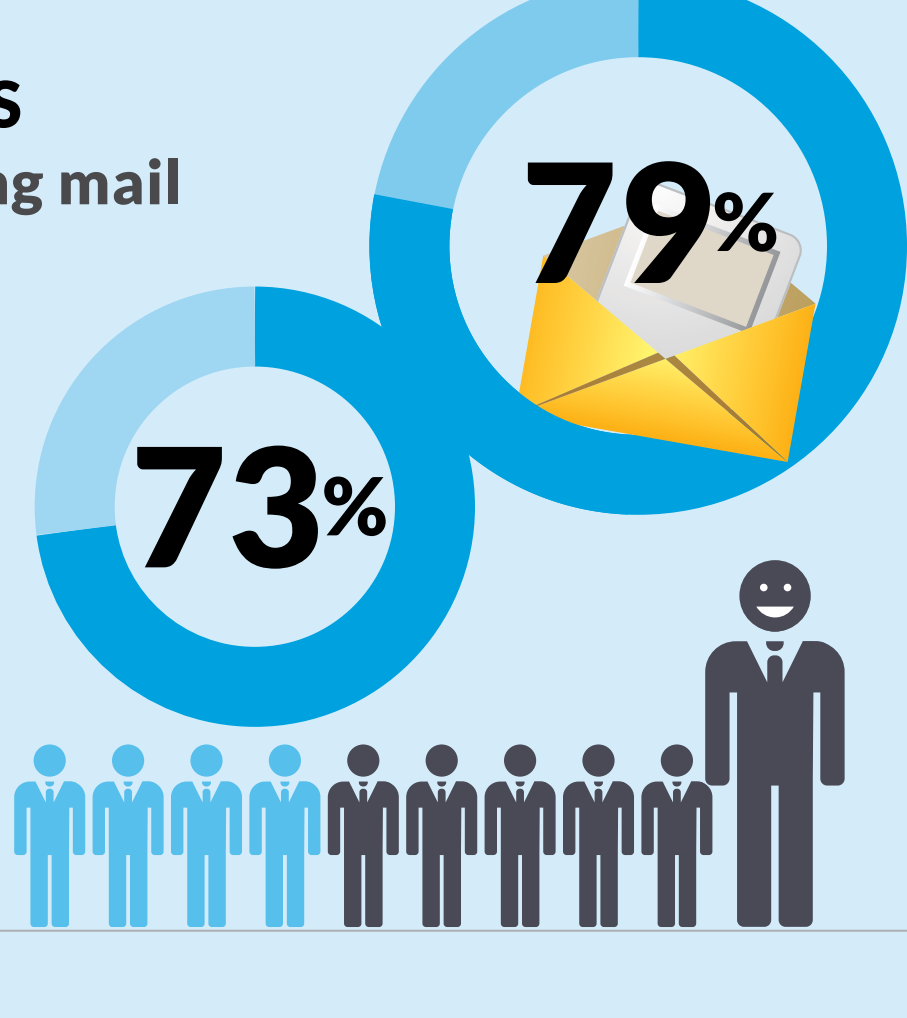


Who Reads It?

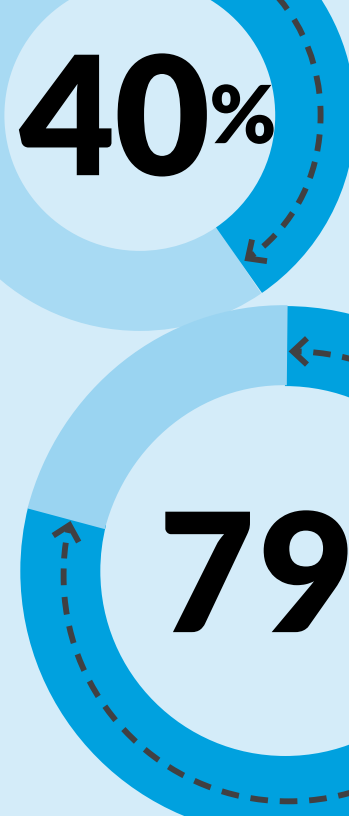
79% OF HOUSEHOLDS read or scan advertising mail

73% OF CONSUMERS prefer direct mail over other advertising methods

59% OF PEOPLE LIKE getting mail about new products



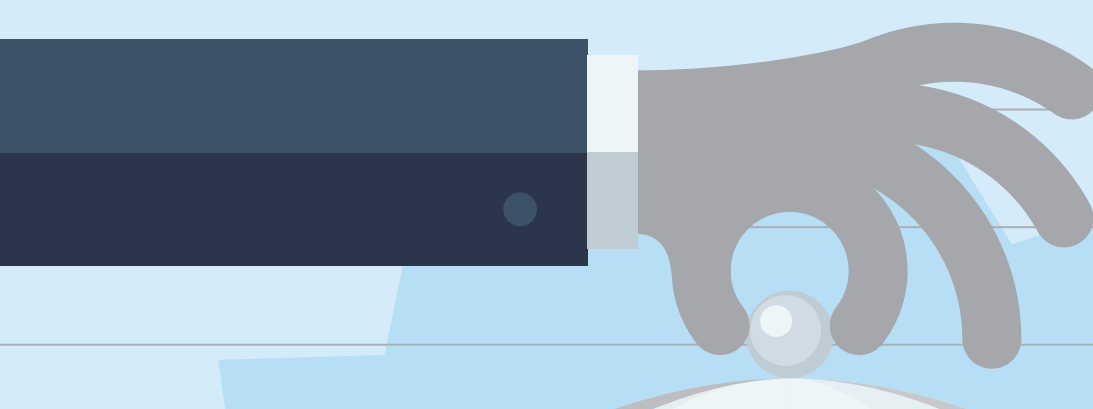
Does it Work?



40% OF CONSUMERS TRY new businesses after receiving direct mail

65% OF CONSUMERS PURCHASE as the result of a direct mail message

79% OF CONSUMERS ACT on direct mail immediately



A 1,300% ROI

What Works Best?



56% OF POSTCARDS are read by recipients

ONLY 1/3 READ LETTERS

4.4% AVERAGE response rate for targeted direct mail

6.5% AVERAGE response rate for personalized direct mail

79.8% OF CONSUMERS redeem coupons received through direct mail

33% OF CONSUMERS go online to respond to direct mail—digital integration is key



ALLEGIANT MARKETING GROUP—BY THE NUMBERS

With nearly **15** years of experience and a **96%** client retention rate, Allegiant Marketing Group has the expertise to help your business succeed. Contact us to determine if a partnership is right for you.



<http://MailAMG.com/> 800-648-3107

Sources:
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