

# Why you should use Direct Mail Marketing:



## 1. Direct mail is highly targeted.

Direct mail can be extremely targeted to households and individuals in local areas based off of multiple layers of segmentation criteria and demographics.

## 2. Direct mail is more personal.

Advanced targeting and variable data printing allows you to adapt every mail piece based on the personal information of the recipient – such as their name, demographics, etc.

## 3. Direct mail is tangible.

Direct mail gives people something to hold on to, which is unique and important in this digital era. Being able to physically handle direct mail makes it a more memorable experience, and allows it to be shared amongst multiple targets in the same household or business.

## 4. Direct mail stands out.

A great direct mail piece stands out amongst the pack, and in fact, many people look forward to checking their mailboxes when they get home. Seeing the bright colors, intriguing messages, and special offers is all part of what makes direct mail stick out from its counterparts.

## 5. Direct mail helps strengthen integrated marketing campaigns.

Because it goes directly into the homes of consumers, direct mail creates a one-on-one connection that is hard to match with other media tactics. Direct mail can help boost ROI of online campaigns by because it drives consumers online to get more information.

## 6. Direct mail lasts longer.

Unlike many digital tactics, direct mail typically stays in the household for days (or weeks!) after it's been received; leaving the opportunity for larger impressions and better engagement levels.

## 7. People read direct mail.

Per USPS, 98% of people check their mail daily, and Americans spend upwards of 30 minutes with their mail on a single occasion!

## 8. Direct mail is measurable.

Direct mail can be tracked to test effectiveness of formats, offers, mailing lists and more. We offer a free call tracking number with our direct mail pieces so you can monitor the calls that come in from each campaign.

## 9. Direct mail builds trust.

Consumers claim they are 46% more likely to respond to an offer from a familiar company\*. Direct mail can help you become a household name with your target market, and build a valuable, long-lasting relationship. \*Tax Marketing HQ

## 10. Direct mail gets response.

Even with the increase in innovative digital marketing solutions, direct mail continues to be one of the best tactics for gaining response. In 2019, the prospect list response rate for direct mail was 4.9%\*! Thanks to technological advances, we're able to collect better consumer behavior and market data than ever before, ensuring sure your direct mailers end up in the right hands. \*Data & Marketing Association

### Our most popular direct mail programs:

Saturation Mailings  
List Mailings  
Database Mailings

We'll help you determine what's right for your business!

### Why mail with UpSwell?

Over 12 years of experience & 150,000 campaigns under our belt

Get a free local call tracking number with each campaign

We handle everything from design to delivery

No contracts or hidden fees