

Direct Mail Effectiveness Growing

by [Karla Fernandez Parker](#) , Columnist, Yesterday

According to the ANA/DMA Response Rate Report 2018, two key general market metrics point that direct mail is still working:

1. The direct-mail response rate was 4.9% for prospect lists in 2018. This is significantly higher than in 2017, and the highest since the report started in 2003.
2. In 2018, the direct-mail response rate for house lists was an incredible 9%. This is also the highest number for house lists since the report started and is nearly double that of the previous year.

We are seeing great response rates for clients in direct mail efforts, especially in financial services and healthcare, sectors which still rely on direct mail due to more complicated messaging and disclaimers. It's interesting to note that consumers respond strongly to "official-looking mail" that mimics a bill or notice. But we are also seeing great response rates on oversized postcards that use welcoming imagery, especially among seniors who appreciate the larger type size this format offers. These postcards stick out from the rest of the mail stack, making them hard to ignore. They offer more area to tell a story and the ability to print with high quality imagery on nicer paper stock.

Marketers should look at direct mail as one more tool in the mix that can even reinforce a digital, broadcast, or social media campaign.

When we think about the path to purchase, a timely direct mail piece could be the deciding factor for a campaign, especially with baby boomers and Gen-Xers, who still take the mail seriously.

In this age of all things digital, marketers should reconsider direct mail. After all, who wouldn't want to target consumers knowing they get less mail today and pay attention to what they get!