




The channel
that never
disappoints

Mastering Direct Mail: The Ultimate
Guide for Retail Marketers





As you open your email in the morning, you find a couple of messages from brands you're not very familiar with. You ignore them.

You check your mailbox on your way home and pull out a colourful postcard. A long glance at it catches your eye. What is it?

Attention is undeniably different between the two – especially if your brand is not well known.

Before the Internet

Everyone did direct mail

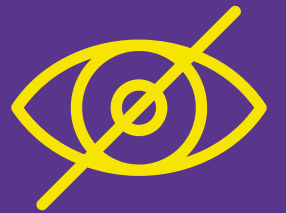


**1983 – Internet is
invented**

Everyone does digital



**Banner blindness kicks in
due to too much exposure.**



**Time to revisit Direct Mail and
DoorDrop Marketing!**

Direct mail is not dead!

- Direct mail isn't dead, as many digital marketers seem to assume. It's still alive and getting more audience responses than any other marketing method! Just last year, 48% of UK recipients responded to a direct mailing they received. Mail has prompted more online purchases than in-store.*

With enhanced tracking functionality through QR codes and more robust reporting methods, the majority of successful retail brands are now including direct mail as an initial part of a fully integrated customer journey, with its impact on product discovery, customer experience and purchase fulfilment across all channels.

IntSights

**\$1,900% ROI on DM in
nine months!**

OpenRise

**Made \$17m in the
pipeline in six months
with DM!**

What does the research say?

94%

Retail Direct Mail is read

94% of retail mail is engaged* with

17%

DM prompts purchases

17% prompts a purchase-related action; either purchase or consideration.

5.0

Return on investment

Average ROI for cold retail DM mailings

*Source JICAMIL - engaged = interaction other than being immediately thrown away

8 (NOT SO OBVIOUS) PROS OF DIRECT MAIL

High ROI

Marketing campaigns that include DM are 52% more likely to report ROI benefits (Source: WARC). An average retail ROI is around £20:1.

Measurable Results

Measure response and conversion rates, ROI, cost per acquisition and more. Track with unique phone numbers and URLs or QR codes or coupon codes.

High Response Rate

Direct Mail has a 9% response rate (source: [DMA](#)) and the quality of this response rate is greater when it's the lucrative home mover audience.

Trusted

Trust is in the top three buying considerations. Consumers are 59% more likely to purchase from a brand that they trust. Source: [Edelman](#)

Tangible

The physical presence allows unique interaction, with nearly two-thirds reporting it captures their undivided attention. Source: [WARC](#)

High Visibility

DM reaches an entire household as opposed to an email that is limited to a private inbox. Retail mailers have an engagement rate of 94%. Source: JICMAIL

Targeted Precision

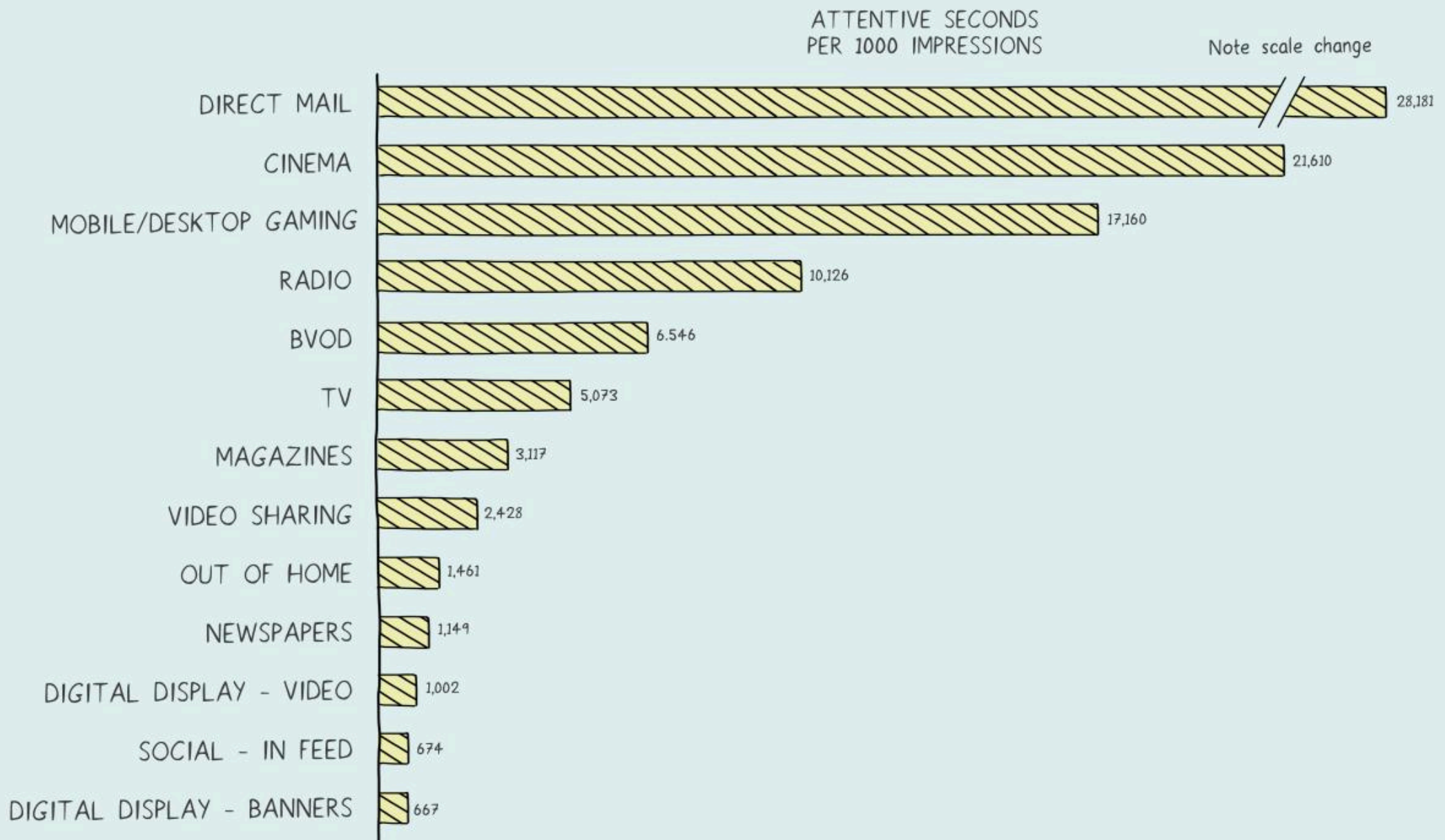
DM allows precise targeting based on demographics, location, or purchasing history, enabling personalised messages for your audience.

Repeat Views

DM remains in the home for an average of 8.17 days and is interacted with a total of 3.39 times over a 28 day period. Source: JICMAIL

ATTENTION GAINED BY DIFFERENT MEDIA

These figures are the total number of seconds of viewers' attention an advertiser can expect to gain from different media, assuming average creative quality. They reflect how many people are likely to pay any attention at all to the ad, and if they do, for how many seconds. This should be considered when deciding which media channels to use, alongside the cost and reach of each medium. Longer attention tends to mean greater memorability, but this may not be relevant depending on the objectives of the campaign and the creative.



When to use Direct Mail and when to send an email?

Our home furnishing clients see a regular £20:1 return on investment by targeting home movers through direct mail with other channels such as mobile marketing or email.

We suggest using direct mail to acquire new customers or re-engage with inactive buyers, and using mobile advertising to increase brand awareness and memorability. Additionally, we utilise email to retain existing active customers. The combination of these channels will work more effectively and increase your overall revenue.

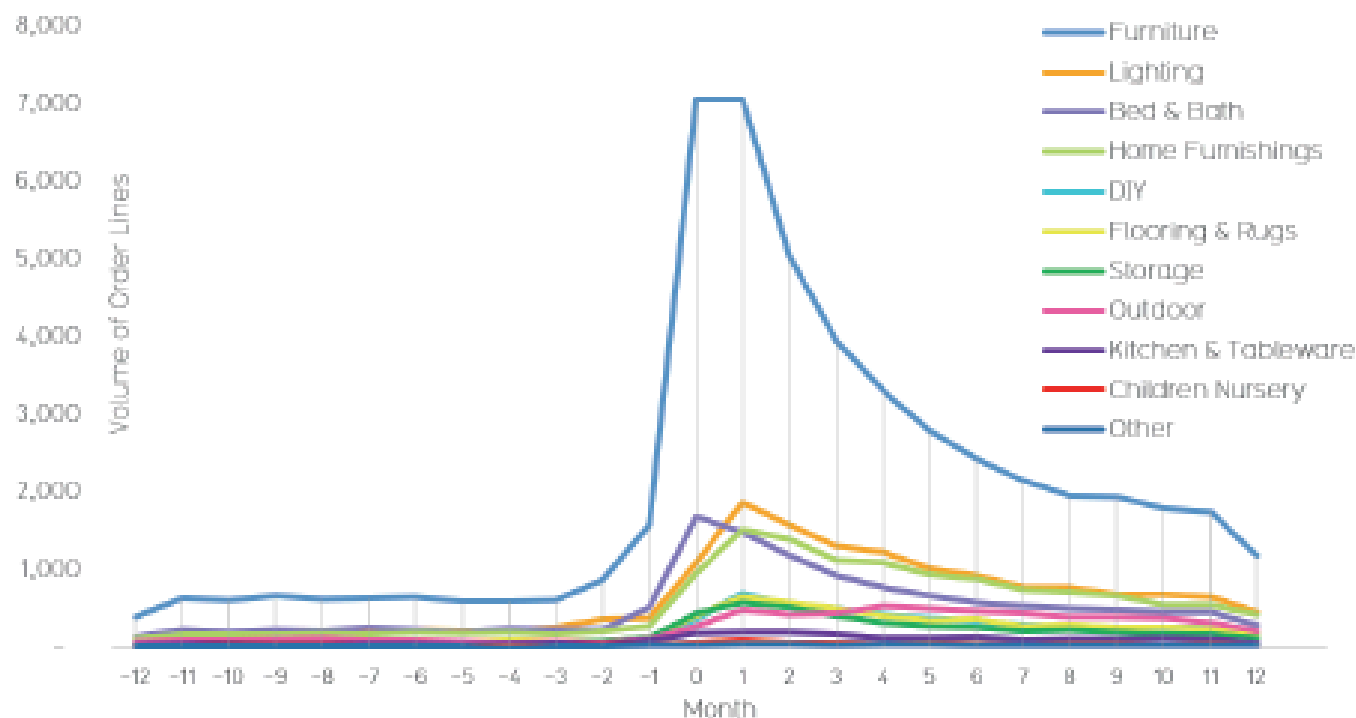
Case Study



wayfair®

We have conducted the home mover analysis overlaying Wayfair's transactional data with the residential property market to establish if there is a correlation between the client's brand and the home moving market.

The analysis has shown that home movers were **worth 37% more** than non-mover customers. Following the study, we have rolled out a 12-month pre and post-move direct mail campaign to Wayfair's customers.

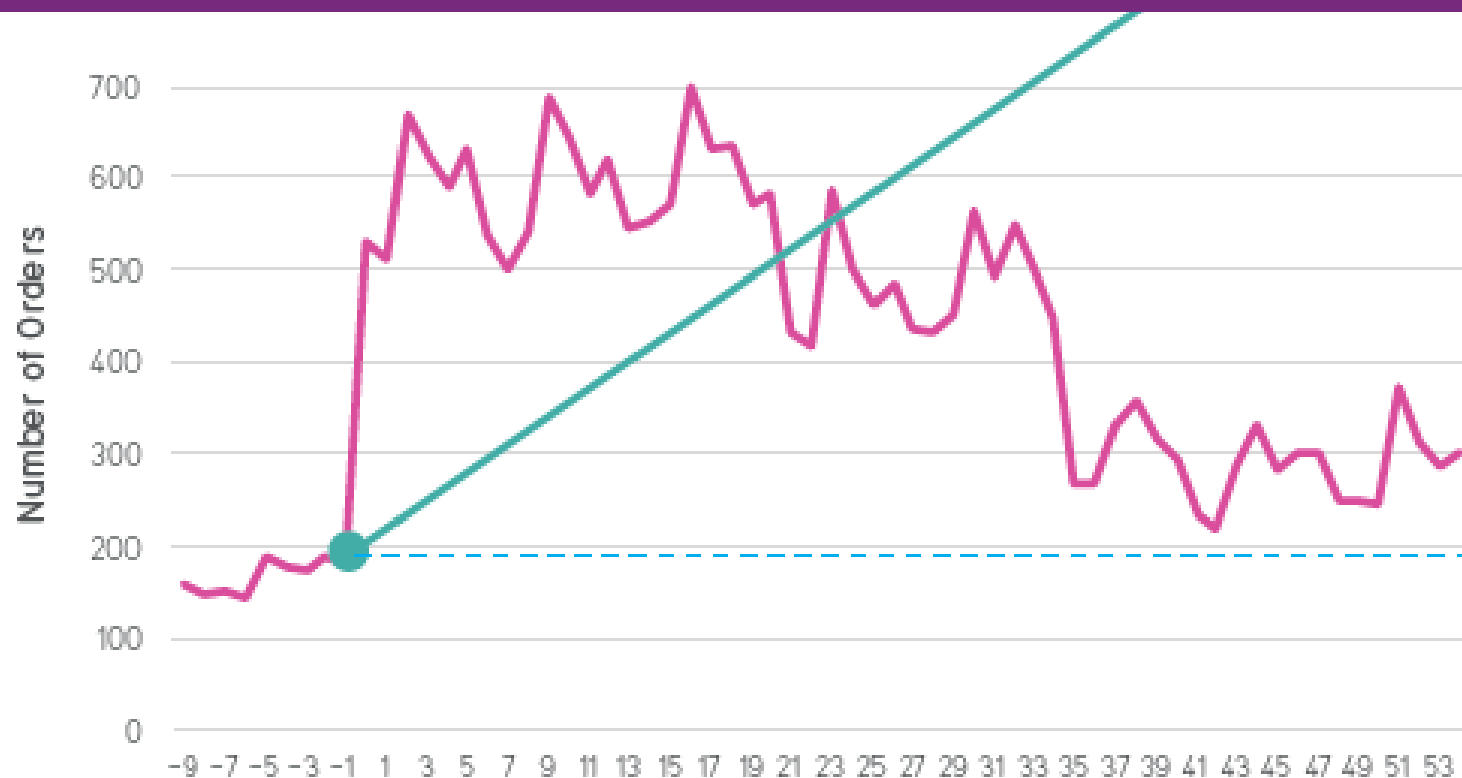


Case Study wayfair®

After the first 6 months of the programme rolling out, we began the optimisation period. This included the AB test for the pre-movers and changes to the creative. The diagram below shows there is an immediate drive to purchase once a direct mail piece lands, sustained for a significant period.

The campaign results

- 2.2 million communications
- **£8.4 million revenue**
- 1.97% response rate
- ROI of £7.9:1



Instead of
complaining that
Direct Mail does not
work...



...use our checklist to
make sure you have
taken the right
measures.

7 STEPS FOR AN EFFECTIVE DIRECT MAIL CAMPAIGN



Define Objectives:

Do you want more leads, brand awareness or sales via offers and discounts?

01

Strong Creative:

Avoid cluttered designs and unclear messaging. Creative direct mail is 35% more engaging than social media advertising.*

02



Results Tracking

Use tracking mechanisms such as promo codes, QR codes or dedicated landing pages to monitor conversion.

08

Correct Targeting

Avoid mass mailing based on poor quality data. Target high-intent audiences such as new home movers.

03

07

Other Channels:

Use direct mail (e.g. physical letters) for customer acquisition, then email for retention. This strategy lifted revenue by up to 13.5%.**

07

04

Strong CTA

Make it clear what you want the recipient to do. A clear call to action will encourage a response.

06

Right Timing

Strike a balance between visibility and avoiding excessive mailings that may annoy recipients.

05

Follow up

Incorporate follow-up procedures such as mobile, email or retargeted ads.



*Marketreach

**Journal of the Academy of Marketing Science (August 2023)

About us



TwentyCi Retail Marketing Agency

We collaborate with retail brands, offering property market data insights and marketing services to determine the optimal timing to reach out to homeowners, home movers, and individuals improving their homes.

Targeting homeowners and those in the process of moving homes at the right moment significantly boosts the chances of a sale or conversion, typically resulting in a ROI exceeding £20 for every £1 invested.

By leveraging detailed insights on home mover demographics and property data, we deliver unparalleled understanding of home movers' shopping behaviours.

Get in touch and let's uncover more revenue within your database.



Was this guide helpful to you?

Get in touch if you need help with improving your DM campaign results.

Share this guide with your network if you find it helpful.

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