

CONSUMERS *PREFER* DIRECT MAIL



Direct mail brings more customers:

- 66% open the envelope if they think the contents might be interesting.
- 61% open it if they think the contents will be of personal interest to them.
- 59% open it if they can clearly identify the purpose / sender from the envelope.

Direct mail motivates consumers to respond:

- 75% of Americans say they are most likely to pay attention to “direct mail sent to my home.”
- 72% of adults have replied to direct mail containing a “buy one, get one free offer.”
- 63% of adults indicated they have responded to direct mail collateral offering a percentage discount on merchandise, up from 54% in 2005.

Valpak® is your direct link to consumers who spend:

- Valpak, the leader in direct mail, offers you monthly access to high income consumers in your area.
- Studies show nine in 10 adults who receive Valpak are aware of it and nearly nine in 10 open and look through the envelope.
- Nearly three-quarters (72%) of adults receiving Valpak keep their coupons at least one month or until the expiration date or next mailing.

Which of the following makes a difference as to what direct mail you open?	2001	2005
Timing of the piece arriving and my need for the service	58%	69%
The package looks interesting	48%	63%
A special offer or discount	34%	51%
The package looks important	37%	49%
Dated material enclosed	24%	33%

Source: 2007 Vertis Customer Focus*

