

Mail and the Customer Journey

The impact of mail throughout the Customer Journey



All advertising channels have their place in the media mix; TV drives brand awareness, email is great for quick updates and social media creates interactive engagement. Direct Mail can strategically benefit the customer journey and integrated alongside other media channels, mail can improve your opportunity to deliver maximum value to your audience.

Acquisition



Brand Awareness

30% of consumers who saw mail first had 30% more dwell time on social media



Well Remembered

87% Of people consider mail to be believable, compared to 48% for email



Browse and buy

25% of people who bought or ordered as a result of receiving mail in the past 12 months



Better Impression

70% said mail gives them a better impression of the company that sent it

In-Life and Return

Repeated Use

75%



Of Business Mail stays in the home for over 4 weeks, and is revisited an average of 5 times

Positive Influence

31%



Of addressed advertising mail results in a commercial action

Cross-Selling

63%



Find it easier to browse a printed catalogue rather than going online or instore

Promotes Advocacy

16%



Of delivered mail is shared with another person

Customer Value

70%+



Of customers say mail makes them feel valued as a customer

Contact Posthub

At Posthub our client-focused team of experts will simplify the complexity of your data and mail requirements, to give you the best experience in direct mail.

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