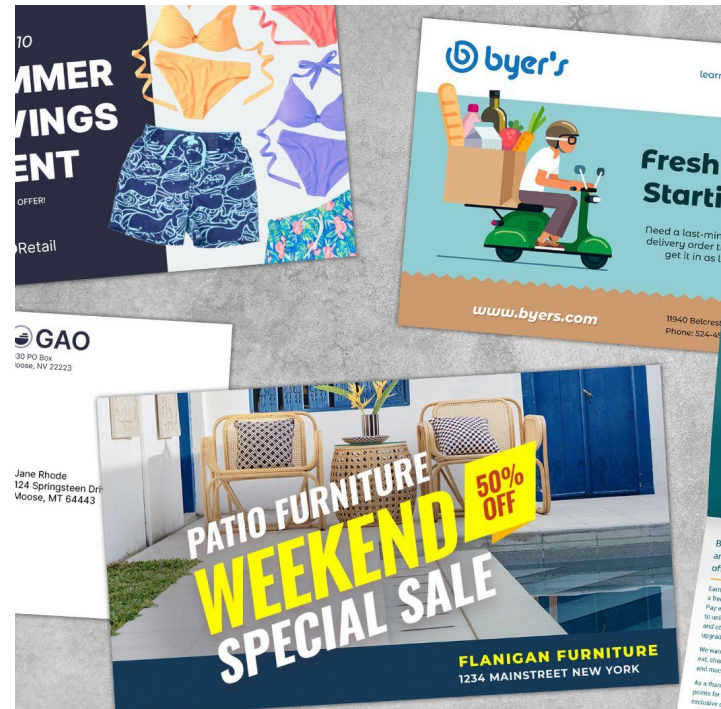




The Current State of Direct Mail

Shape your strategy with insights from Taylor

Research compiled fall 2024

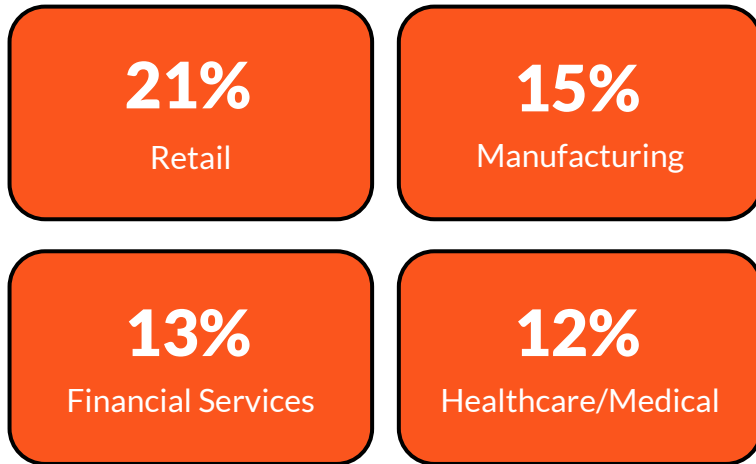




We surveyed **220** marketing professionals to see how they approach direct mail programs.

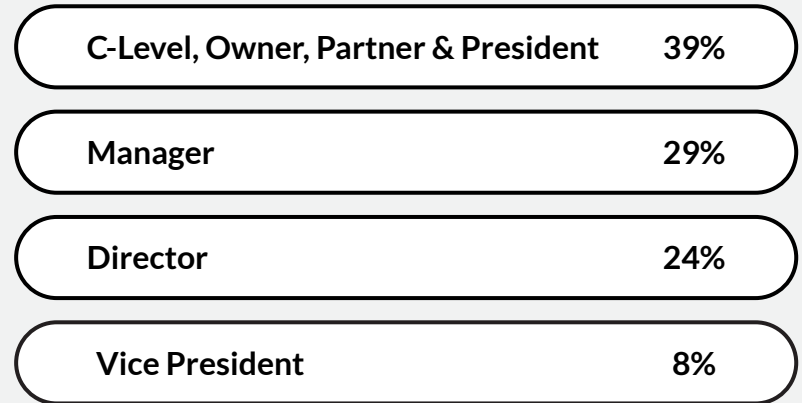
Here's what they had to say.

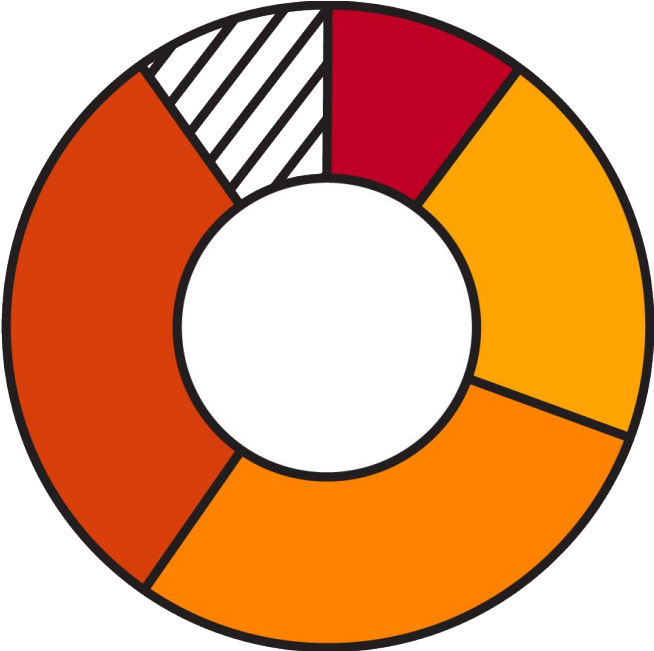
What industries were represented in the survey?



The **education industry** ranks fifth at 8%.

What job roles are associated with leading direct mail efforts?

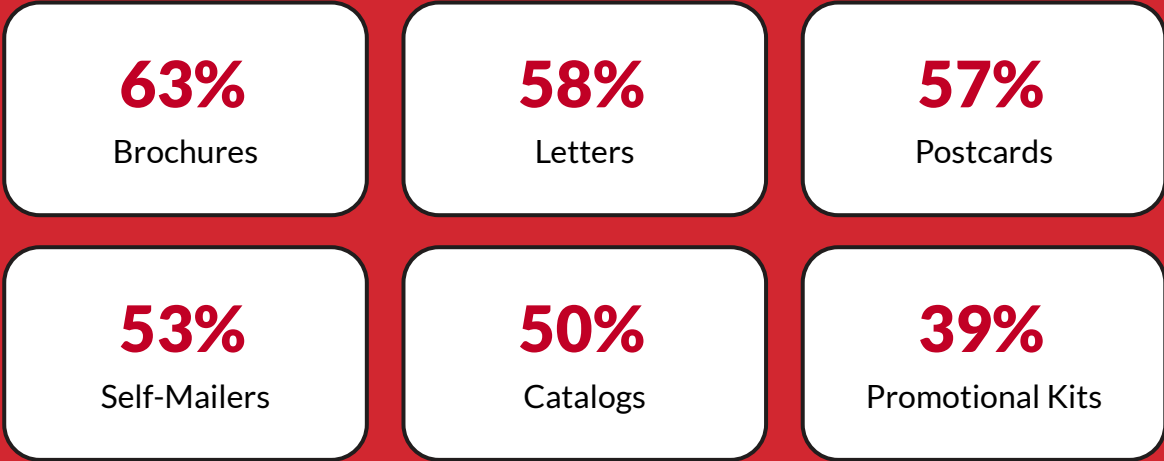




What is the annual revenue of the companies conducting these direct mail campaigns?






	\$1 Billion or more	10%
	\$100 Million - \$999.99 Million	21%
	\$10 Million - \$99.9 Million	29%
	\$1 Million - \$9.99 Million	30%
	Less than \$1 Million	10%

Most popular types* of direct mail used today:

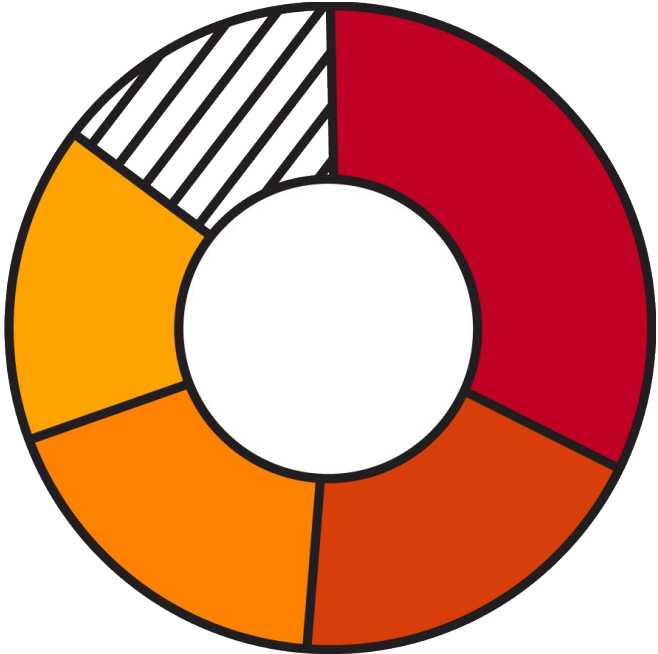


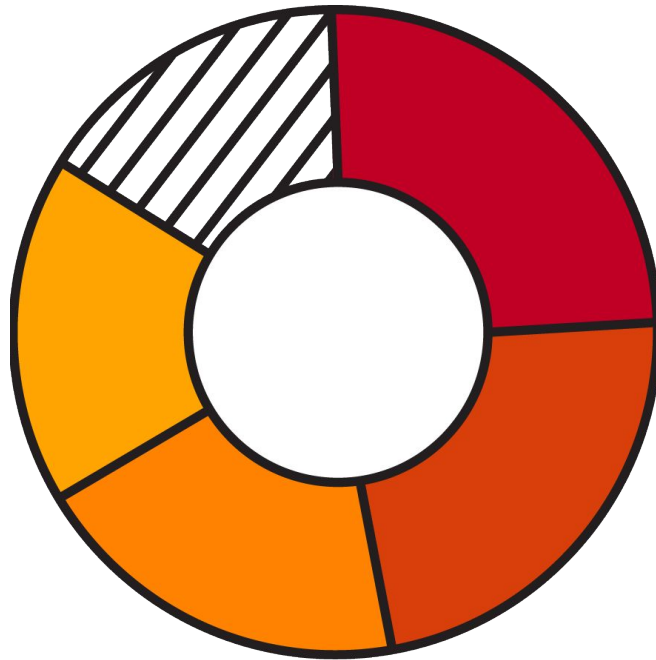
* The respondents could select multiple options

When you begin a direct mail campaign, where do you typically begin to search for a supplier?*

-  Online search 44%
-  Contact previous vendor 26%
-  External recommendations 25%
-  Engage with supplier mailer 22%
-  Internal recommendations 20%

* Up to two options selected by each respondent





What are the most important factors to consider when evaluating a direct mail provider?*

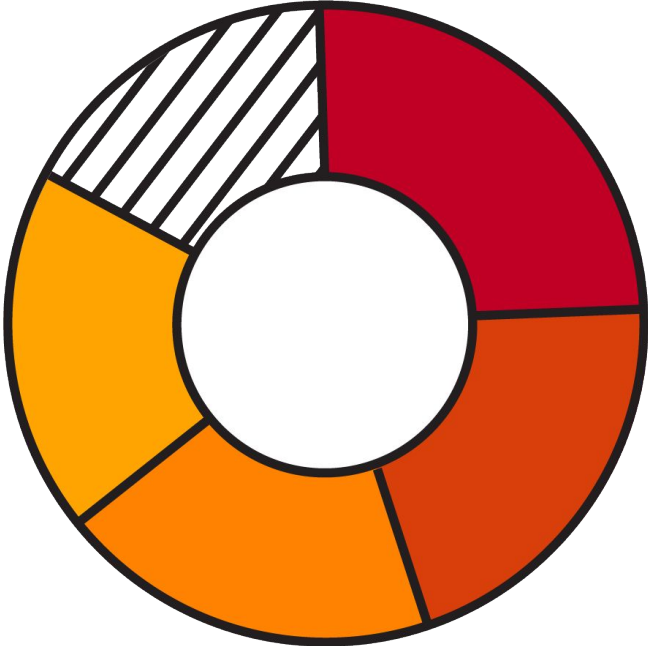
	Competitive pricing	41%
	Quality assurance	37%
	Brand reputation	32%
	Production capabilities	29%
	Return on investment	27%

* Up to three options selected by each respondent

What factors most influence your decision to purchase from a direct mail provider? *









** Up to five options selected by each respondent*








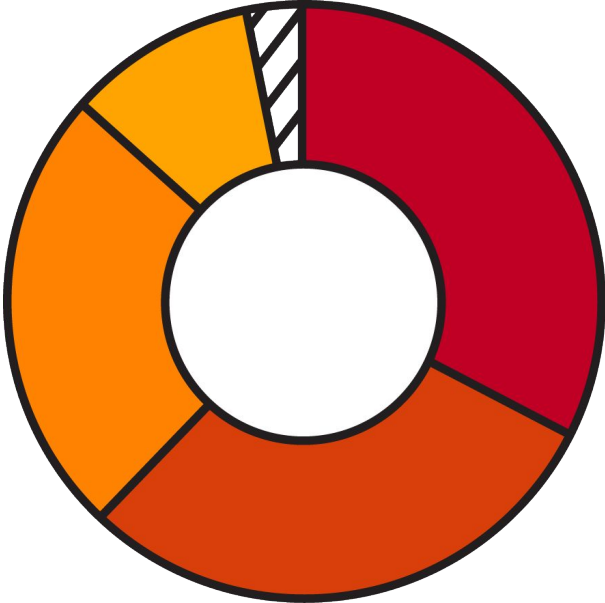


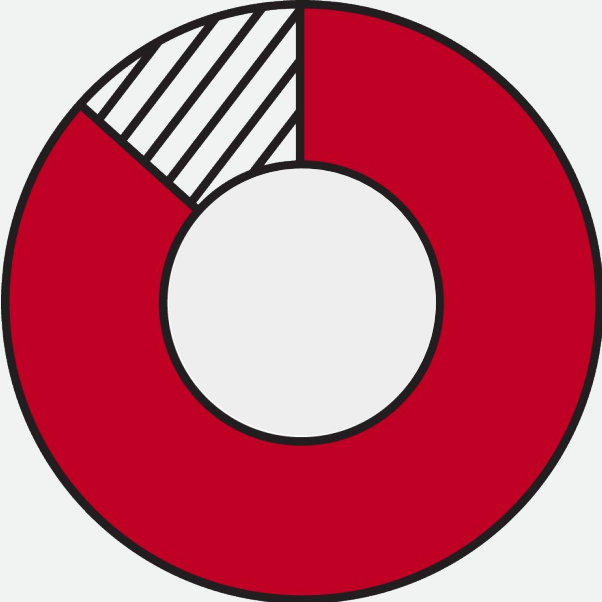
What is your company's preferred way to place orders for direct mail?

-  E-commerce site 24%
-  Email/spreadsheet 24%
-  Company-branded order site 19%
-  Scheduled online meetings 18%
-  Live chat on supplier's site 8%
-  Over the phone/in person 7%

How often do you run direct mail campaigns?

	Monthly	32%
	Quarterly	30%
	Every 2-3 months	25%
	Bi-annually	10%
	Annually/other	3%



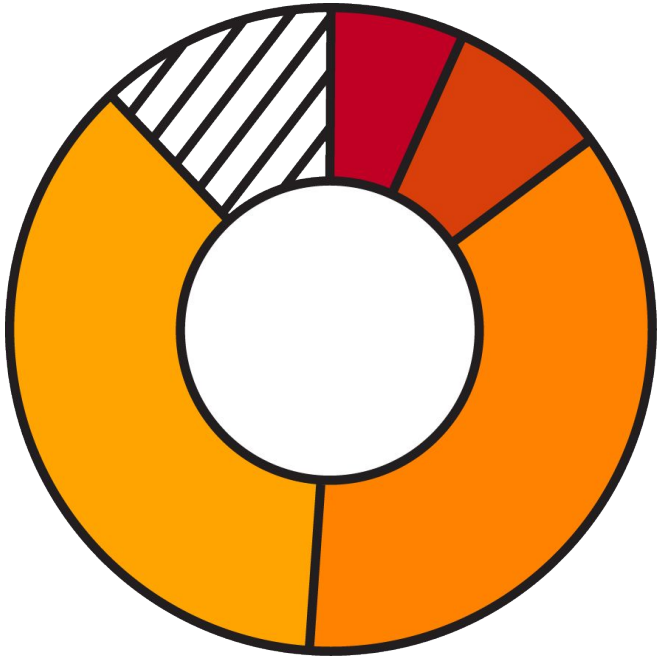


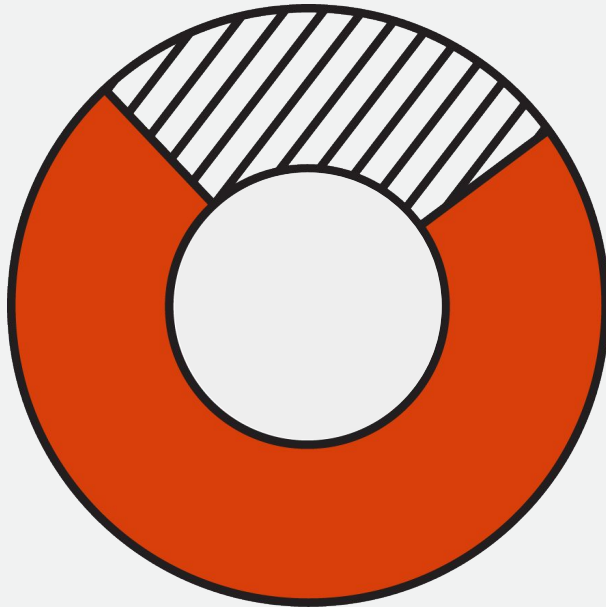
87%

of survey respondents run direct mail campaigns *at least four times per year.*

What quantity of direct mail do you typically purchase per order?

- More than 250,000 units 7%
- 50,001 - 250,000 units 8%
- 10,001 - 50,000 units 36%
- 1,001 - 10,000 units 37%
- 1,000 units or less 12%





73%

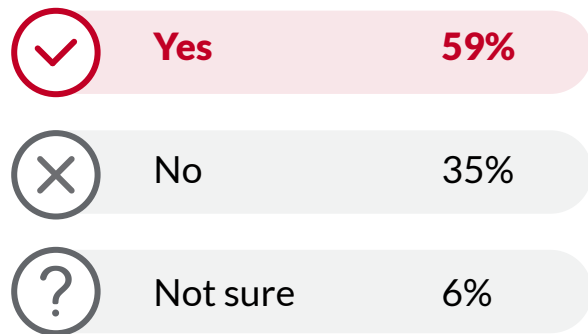
of survey respondents send between **1,000 and 50,000 pieces** of direct mail per order.

When used, acquisition campaigns account for

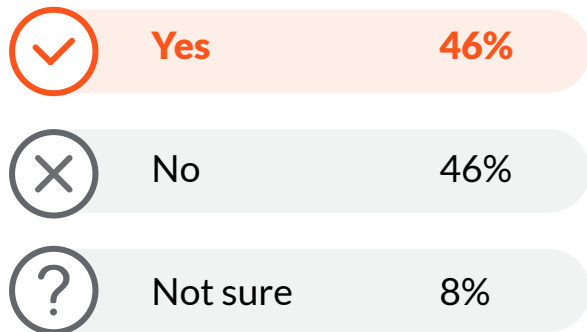
25%

of direct mail budget.

Do you use direct mail for acquisition campaigns?



Do you use direct mail for win-back campaigns?



When used, win-back campaigns account for

19%

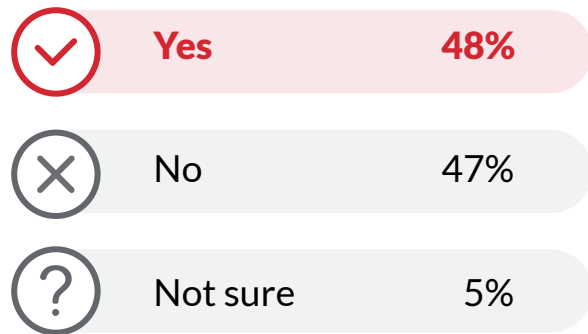
of direct mail budget.

When used, cross-sell campaigns account for

23%

of direct mail budget.

Do you use direct mail for cross-sell campaigns?





Direct mail marketing remains **highly effective**, supported by insights from Taylor's survey of 220 professionals across multiple industries.

Direct Usage Across Sectors

Retail, manufacturing, financial services and healthcare dominate direct mail adoption.

Varied Company Sizes

Direct mail is used across businesses of all revenue levels, from large enterprises to smaller firms under \$1 million.

Higher Frequency & Impact

87% of businesses run direct mail campaigns at least four times per year. Common materials include brochures/catalogs, postcards/self-mailers and other print media.

Supplier Search

44% of buyers begin their search for direct mail service providers online.

Evaluation & Purchase Criteria

Competitive pricing, product quality and delivery time are the top factors influencing supplier selection and purchase decisions.

In summary, direct mail remains an integral marketing tool across industries, with careful consideration given to both the effectiveness of the campaigns and the selection of service providers. Taylor's research highlights the continued importance of targeted and well-executed direct mail strategies.

TAYLOR

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Obsessed with
Execution.***

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