



THINK DIRECT MAIL IS DEAD? THINK AGAIN

Direct mail—when customized with imagery, messaging and offers that are relevant to the reader is an instant winner.



16.8
PER WK.



605
PER WK.

On average, Americans receive 605 emails and 16.8 pieces of mail every week.

For roughly every 36 emails you receive on average, you get 1 piece of mail in your mailbox.



x36

x1



17
DAYS

The average lifespan of an email is 17 seconds, compared to direct mail's average lifespan of 17 days.

73% of American consumers say they prefer being contacted by brands via direct mail because they can read it whenever they want.

73
%



58
%

58% of the mail American households receive marketing mail.

59% of US respondents say they enjoy getting mail from brands about new products.

59
%



60
%

60% of catalog recipients visit the website of the company that mailed them the catalog

Up to 90% of direct mail gets opened, compared to only 20-30% of emails.



90
%



20
%



15
%



Prospects are 15% more likely to respond to an oversized mail piece if they have never done business with you.

Per USPS, 98% of people check their mail daily and Americans spend upwards of 30 minutes with their mail on a single occasion.

98
%



68
%



68% of marketing respondents said combining digital and direct mail increased website visits.

60% of marketing respondents said combining digital and direct mail increased ROI.

60
%



BEYOND INK

WEB: brprinters.com EMAIL: info@brprinters.com

San Jose (HQ), CA
665 Lenfest Rd.
San Jose, CA 95133
408-278-7711

San Diego, CA (CDM)
7606 Miramar Rd.
#7100
San Diego, CA 92126
856-677-1727

Denver, CO
5050 Moline St.
Denver, CO 80239
303-765-1383

Independence, KY
10154 Toebben Dr
Independence, KY 41051
859-292-1700

Appleton, WI (NGS)
2600 North Ballard Rd.
Appleton, WI 54911
920-734-7500

Cincinnati, OH
3962 Virginia Ave.
Cincinnati, OH 45227
800-598-7808