

Why direct mail still matters:

The consumers' case

Direct mail is a vital node in the 'connected world' we now inhabit. That's the main message a panel of 1,232 consumers have reported back in *From letterbox to inbox*, the first print tracking attitudinal study conducted by the DMA and fast.MAP, and sponsored by HP.

Over the past few years, brands have increased their marketing spend on digital channels in tandem with the rise in the number of consumers conducting more and more of their social lives and personal business online. However, in the rush to follow consumers online it would be a mistake to overlook traditional methods, such as printed direct mail, and the way in which consumers have found ways to blend the offline and the online within their connected worlds.

This infographic gives unique insight into what people today think of brands' printed communications, how they respond to receiving it and the role it now plays in their lives as consumers. In short, it's the consumers' case for why direct mail still matters.

[Read *From letterbox to inbox* in full](#)

People can't imagine living without mail

94%

couldn't live without home internet access



86%

couldn't live without a mobile

90% couldn't live without a letter box



A world without print

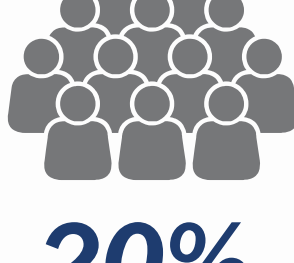
46%

of people believe a future world without print would be worse than today's



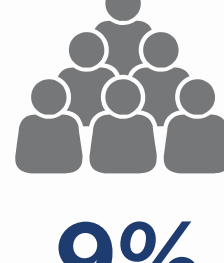
Twice the number of 18-34s believe printed comms will never be replaced entirely by online compared to the over 55s

18-34s



20%

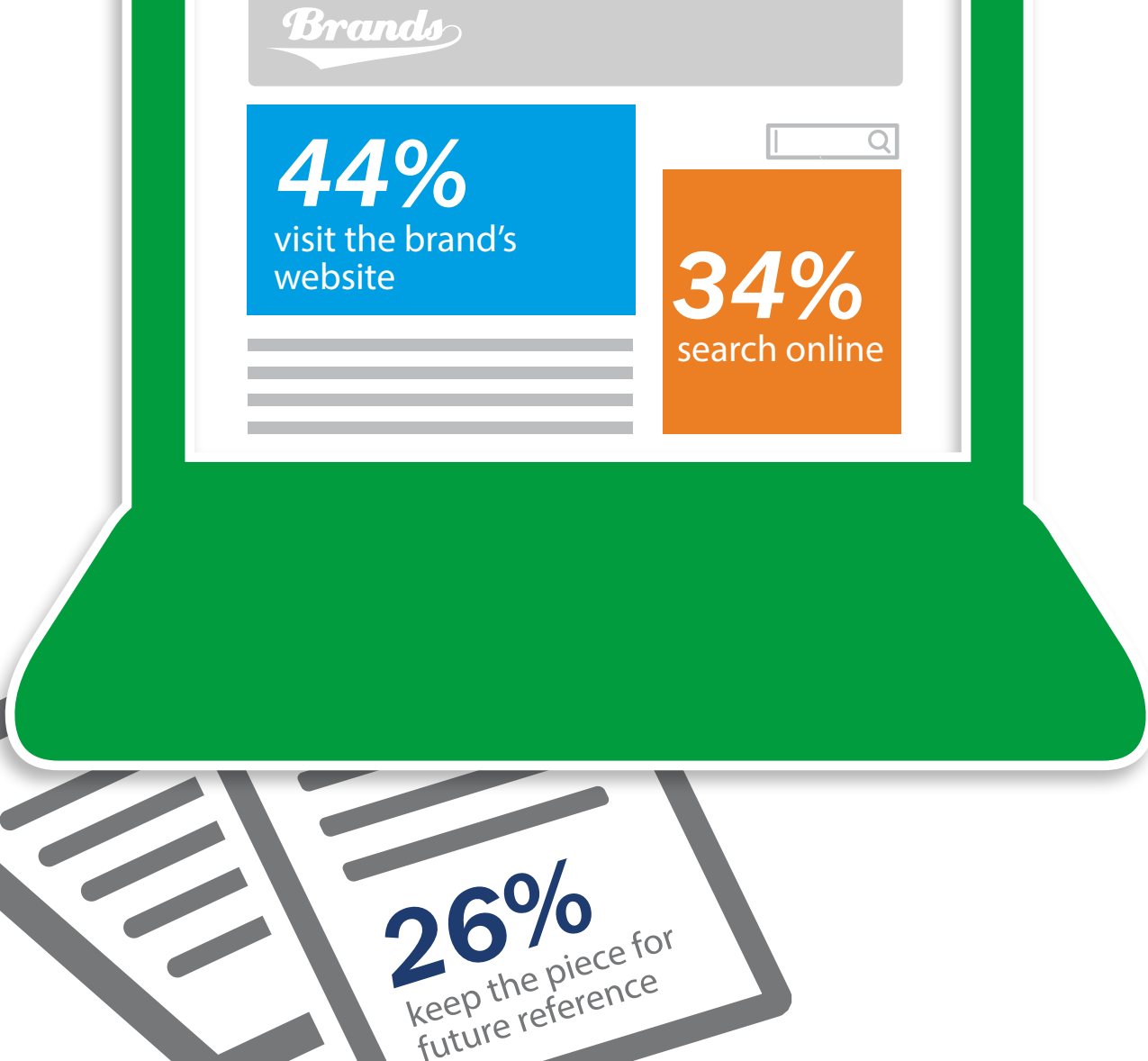
55+



9%

Direct mail triggers an online response

The top three actions people take after receiving direct mail from a brand they're interested in

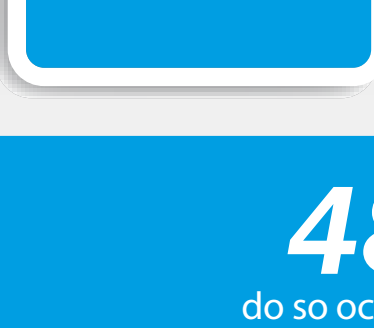


Direct mail has a long shelf life



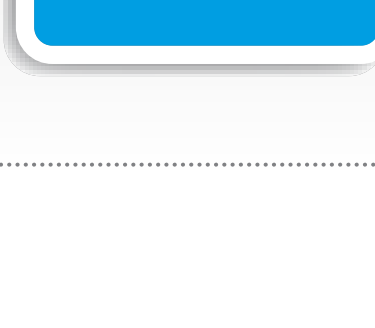
17%

regularly keep an item of interest



48%

do so occasionally



People take direct mail seriously

79%

of consumers react to direct mail immediately

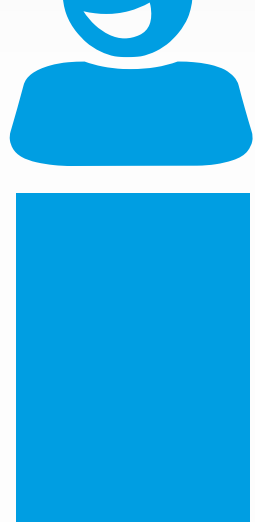


The medium is the message



33%

would take a negative view of a brand not offering printed comms



56%

think printed marketing is the most trustworthy of all comms channels

Conclusion

People continue to value direct mail and printed communications from brands, finding that it plays a seamless role within their connected worlds, offers some qualities not found in other comms and is an essential part of the overall 'brand experience'.

Many people today could easily choose to conduct their lives entirely online, but they don't. For brands to market effectively in a truly connected world, they must fully recognise the role that print comms play and will continue to play for many years to come.

The full *From letterbox to inbox: building customer relationships 2013* report can be downloaded from <http://dma.org.uk/toolkit/letterbox-inbox-building-customer-relationships-2013>

Methodology

1,232 UK adult consumers were randomly selected from the fast.MAP Consumer Voice panel to gain a sample representative of the UK population. All respondents completed an online questionnaire comprising 28 questions.

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world's largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>

Additional information about the HP Graphics Solutions Business is available at www.hp.com/go/GSB, on the HP Graphic Arts YouTube channel at www.youtube.com/hpgraphicarts and through the HP Graphic Arts Twitter Feed at www.twitter.com/hpgraphicarts

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About fast.MAP

fast.MAP is an insight partner that continuously connects clients in real-time with their customers. As exclusive insight partner to the DMA, we run a number of tracking studies designed to give DMA members primary insight into key areas that support the Direct Marketing discipline. The combined experience of our Directors spans many industries, disciplines and methodologies and the solutions we provide can be executed from within the business

www.fastmap.com

About the DMA

The Direct Marketing Association (DMA) is Europe's largest professional body representing the direct marketing industry. We have a large in-house team of specialists offering everything from free legal advice and government lobbying on direct marketing issues to research papers and best practice.

As well as being at the forefront of developments in digital and direct marketing, we continue to lead the way in traditional direct channels. That's why the DMA is such a great platform for sharing expertise and DMA membership is synonymous with better business.

<http://www.dma.org.uk/content/welcome-direct-marketing-association>

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