



Spread the word about print. Post this prominently.

Be prepared

When clients say:

“Nobody reads direct mail. Digital media is much more effective.”

Tell them:

Actually, many consumers love receiving mail so much that they ritualize it and imbue it with emotionally-charged meaning...

92% • **Consumers are more likely to notice and read direct mail** (53%) than email (26%), and 92% say they get ideas for shopping trips from printed material.¹

82% • **Millennials read direct mail**, including 82% of the direct mail they receive from retail brands.³

6x • **Direct mail outperforms all digital channels** combined by nearly 600%.²

82% • **Consumers on average ignore 82%** of online ads, studies show.⁴

And share these resources from the ChoosePrint.org website:

¹ *Breaking Through the Noise* (study from Research page)

² *2015 DMA Response Rate Report* (article from Archives page)

³ *Millennials: An Emerging Consumer Powerhouse* (study from Research page)

⁴ *Most of Us Ignore Online Ads* (study from Research page)

