

Mail In OmniChannel

Steve Monteith
VP Marketing



A group of people are participating in a tug-of-war competition. The image is a close-up shot of the rope being pulled, with several hands visible. The background is a blurred outdoor setting with a grey sky. The text is overlaid in the center of the image.

MARKETING BUDGETS INCREASE,
BUT SALES ARE DROPPING



OMNI-CHANNEL

Google defines omni-channel as:
“ensuring that marketing strategies
are geared toward enabling
customers to convert on any
channel.”

Growth in Mail Engagement

Despite decline in volume, mail engagement has improved since 2012, with more households reporting a strong attachment to mail.



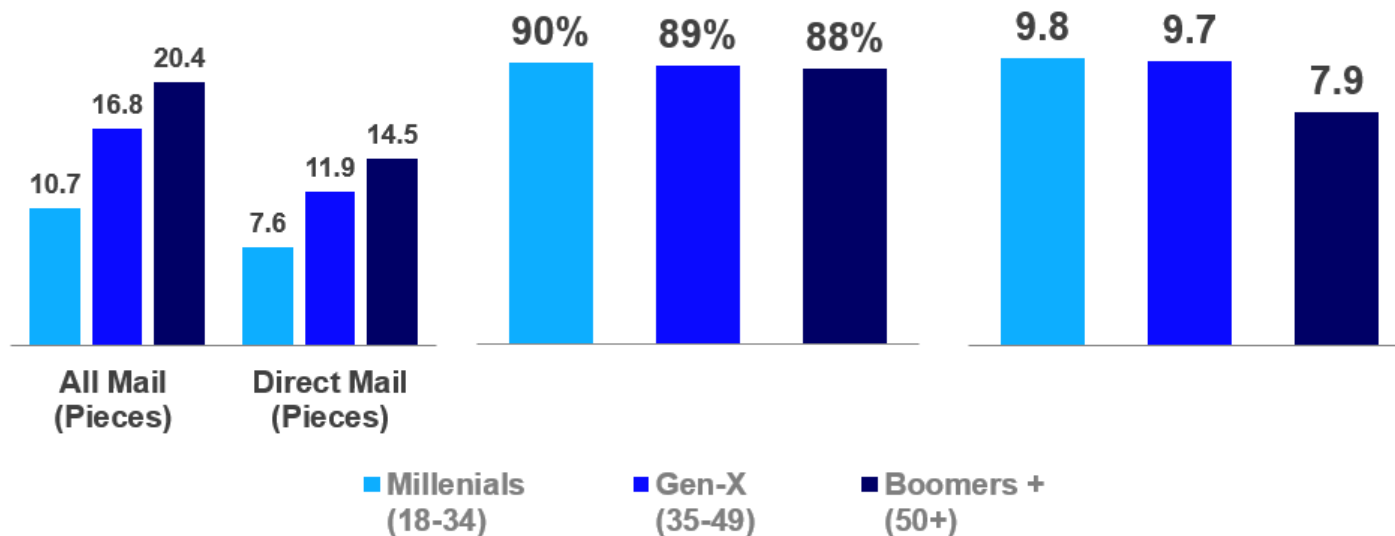
Mail Engagement Behavior by Age

Although they receive less mail, millennials are just as engaged with mail as older generations and spend the most time with their mail each day.

Monthly Mail Volume (pieces)
by Generation

Pick up Mail at First Opportunity (%)
by Generation

Time Spent Daily with Mail (minutes)
by Generation



Question Text. How many pieces of each of these types of mail did your household receive in the past month?

Question Text. Do you typically pick your mail up at the first opportunity?

Question Text. About how many minutes did you spend bringing in, sorting, and organizing your mail? Think of the total minutes you spent doing these activities.

Source: USPS Mail Moments Study 2016; FY15 USPS Household Diary, 2016

DIRECT MAIL + DIGITAL = MORE ROI

More attention

39%

Combining direct mail with digital attracts 39% more attention than a single medium alone

More spending

25%

Customers spend 25% more when companies use a combination of digital and direct mail

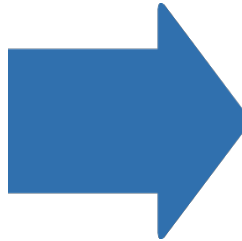
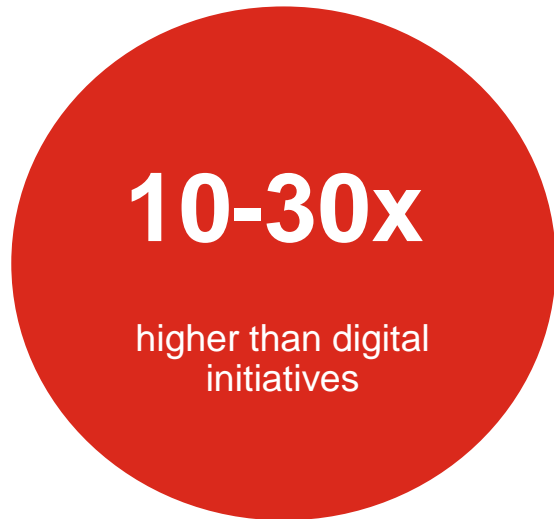
Higher conversions

28%

Direct mail with digital ads yields a 28% higher conversion rate

INTEGRATED CAMPAIGNS LEAD TO MORE CONVERSION

Response rate for direct mail:



Integrating digital and direct mail:

2% Response Rate

40% Conversion Rate

8% Impression to Conversion

80x As Effective as Digital Alone

5x Return on Investment

A pair of red boxing gloves is shown hanging against a dark, textured background. The gloves are made of a smooth, reddish-orange material, likely leather or a synthetic equivalent, and feature visible stitching and a ribbed wristband. They are positioned diagonally, with the right glove (viewer's left) slightly behind the left glove (viewer's right). The lighting is dramatic, highlighting the contours and texture of the gloves.

**INFORMED DELIVERY:
A POWERFUL ONE-TWO PUNCH**

What is **Informed Delivery**?

A daily digital preview of their hardcopy mail

Mailers can **replace with color** image of magazine or catalogs

Scan image of mail



Additional content to enhance the value of the mailpiece

URL for an **“interactive campaign,”**.

Informed Delivery® makes mail part of the consumer's daily digital routine

8.8M

Registered Users



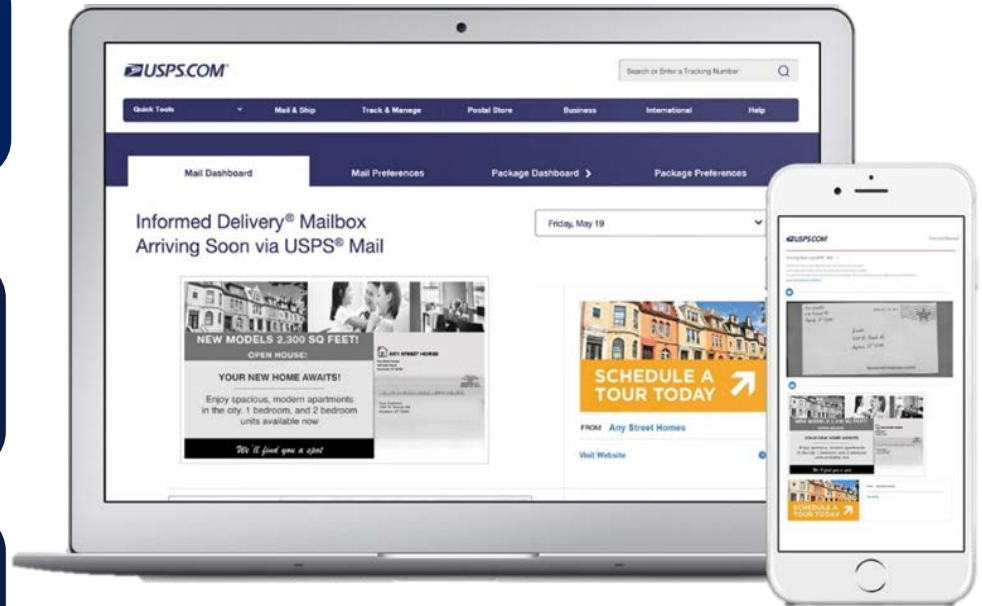
1300+

Campaigns Completed



160+

Participating Mailers



“CUSTOMER JOURNEY” IS LIKE CONDUCTING AN ORCHESTRA

- + Informed Delivery enables customers to start in one channel and seamlessly connect to another, creating a more fluid experience.

THANK YOU