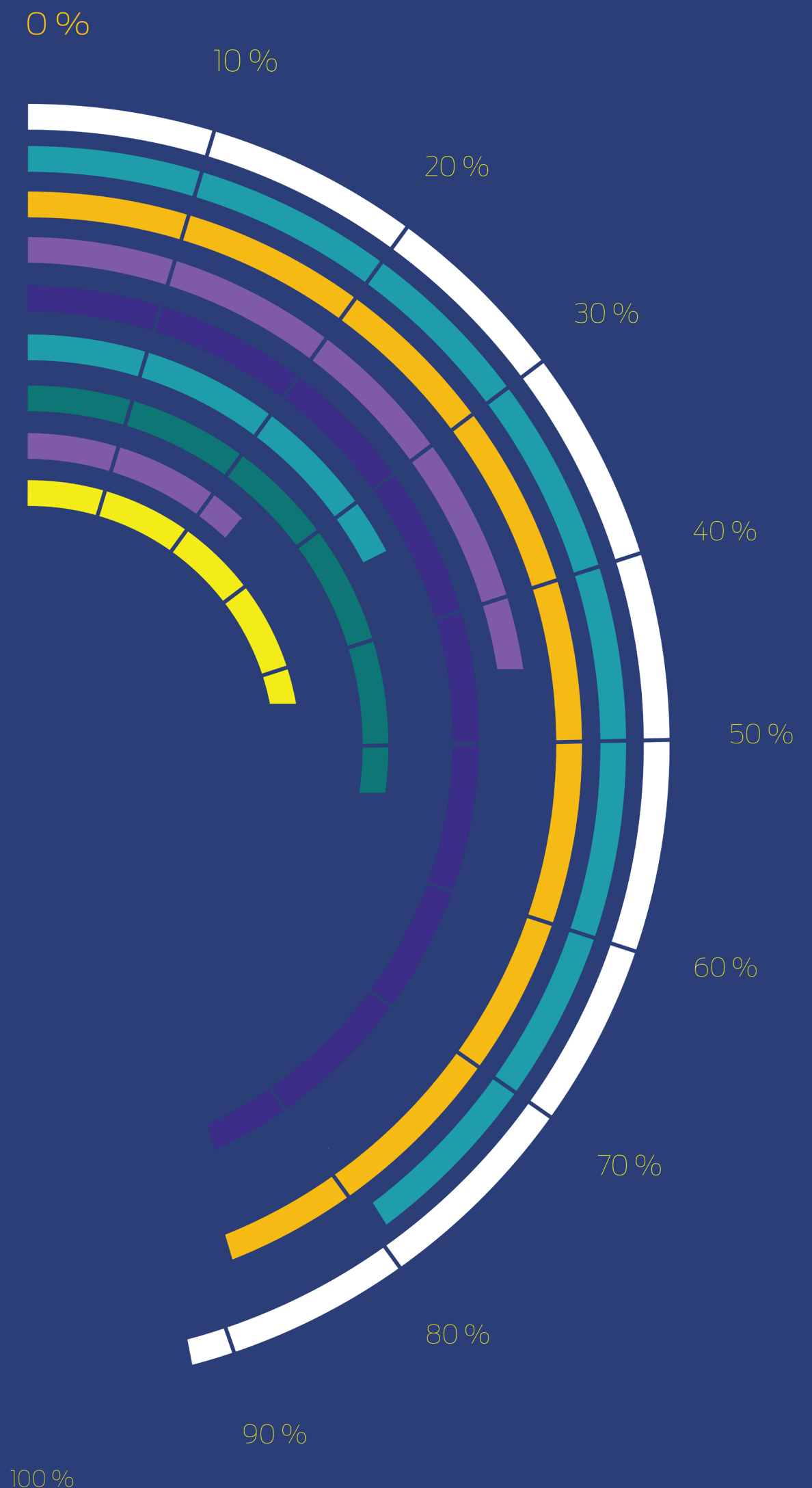


WHAT HAPPENS WHEN CONSUMERS RECIEVE DIRECT MAIL?

Direct Mail is enjoying an impressive resurgence thanks to its potential to boost a brand's visibility, reputation and even profitability.

These findings from Royal Mail show how effective Direct Mail is at driving consumers to interact further with brands online. Smartphones are making this step easier and easier to achieve as consumers can quickly research a product or follow a brand on social media.

DRIVEN TO ONLINE OR DIGITAL ACTIVITY
ACT IMMEDIATELY WHEN RECIEVED
INFLUENCED TO MAKE ONLINE PURCHASES
ACT IMMEDIATELY WHEN RECIEVED
FEEL CONNECTED TO THE BRAND/BUSINESS
GENERATES CUSTOMERS
ENGAGE WITH SOCIAL MEDIA
GENERATES CUSTOMERS
TRUST ENOUGH TO DOWNLOAD FROM



T H E
RESURGENCE
OF DIRECT
M A I L

WWW.CENTRALMAILING.CO.UK

Research by the Direct Marketing Association (DMA) found that in spite of an increase in number of promotional options online, [Direct Mail](#) Outperforms [Email](#).

** See our Graph for a Direct Comparison of [Direct Mail](#) VS [Email](#).