

Banking customers enjoy direct mail marketing when it's done correctly, survey finds

Article

The findings: [Technology has enhanced how personal direct mail can be](#), but another survey just confirmed it's also a very effective way to reach customers and build relationships with

them.

- That's according to a survey of 1,815 US consumers conducted in November 2023 by marketing firm Vericast.

By the numbers: The survey found **consumers of all ages regularly read and engage with direct mail.**

- Across all age groups, **72% of consumers regularly look at ads in the mail.** But Gen Xers (78%) lead in looking at advertising mailers.
- 82% of consumers look at advertisements in the mail at least once per week.
- Over half of consumers collect advertisements relevant to their future goals—such as making a purchase.

Cutting through noise: Many consumers even incorporate sorting through mail into their downtime routines as a break from the constant stimulation from the world around them.

- For example, **58% of parents say paging through direct mail is “relaxing.”** That rises to 66% for millennial parents (of younger children, on average).

Plus, it's a secure way to get the message to consumers, [given rising fraud](#).

- 67% of consumers concerned about privacy felt **direct mail was more trustworthy than other media.** [And since baby boomers are the cohort most concerned about their privacy,](#) they'd most likely appreciate this aspect of mailed ads.
- Regardless of age, 75% of consumers said direct mail made them aware of products and 60% said it helped them remember products and services when it's time to make a purchase—**compared to just 44% for digital ads.**

In a digital world, the physical stands out: Perhaps because they're inundated daily with digital communications, **55% of consumers pay more attention to direct mail than they do digital ads.**

- The average open rate for a marketing email in the financial industry is just 31.35%, according to email solution provider Mailchimp.
- By comparison, almost half of consumers spend at least one minute reading direct mail ads.

The downside: Direct mail isn't cheap, even if it's done in bulk.

- The USPS estimates the cost of a DIY marketing campaign of 500 to 1,000 pieces of postcard-sized mail is around \$800.
- And that doesn't include the labor involved in creating, planning, and executing the campaign.
- Other third-party vendors estimate direct mail can cost anywhere between a few cents to multiple dollars per piece.

By comparison, a Facebook ad generally costs just less than \$10 for 1,000 impressions, per Shopify.

Key takeaways: People welcome and even depend on interactions and habits that take them away from their screens, as we've seen with [Gen Zers' move to cash](#), and [banking consumers' affinity for paying bills manually](#). Direct mail marketing seems to be no exception.

[As we've advised](#), direct mail can be an extremely effective way for banks to spread the word about their products and services. But it must be done thoughtfully— ideally as part of a larger campaign paired with digital aspects to make the expensive worthwhile.