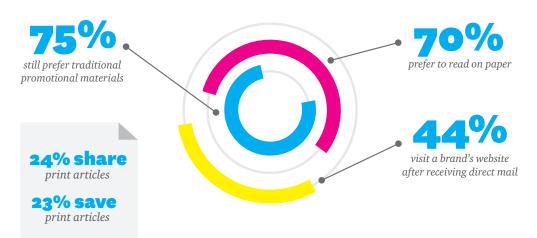
PRINT BY THE NUMBERS



People look forward to it.







77% open mail right away

They spend time with it.





25 minutes with direct Mail

They trust it.

56%

Find print marketing to be the most trustworthy

69%

Wouldn't choose a company with no printed bill option.



85% prefer personalized offers



79%

read or scan



40%

try business after receiving direct mail



52%

leverage data & analytics



76%

combine print and digital









NON-PROFIT DONATIONS



