

### **Important Findings on Direct Mail by DMIS in the UK:**

1. Email was widely expected to replace more expensive traditional media, but the reality is that 8 out of 10 companies have not undertaken any substitution.
2. 48% of companies specifically value Direct Mail for being personalized, and 39% recognize that it can reach consumers who are not online.
3. Direct Mail is the most commonly used medium for promoting a website (48%), with 32% having used the medium in their last campaign.
4. 70% of those receiving FMCG Direct Mail say that it is relevant and of interest to them.
5. A third of consumers state that Direct Mail influences them to buy, and 1 in 5 would be encouraged to buy if the mailing contained special offers or bargains.
6. When asked about opening and reading levels of FMCG Direct Mail, all or most opened and read received 64% of mentions.
7. Of those who received Direct Mail about FMCG, 71% purchased as a result, and 5% responded in some other way.
8. 98% of those who made a purchase order after receiving Direct Mail said that they would consider buying other products from the same sender.
9. Direct Mail accounted for over 50% of Home Shopping advertising budgets, and 56% of all below-the-line advertising.
10. The most common media used in conjunction with Direct Mail for Home Shopping were the Internet (47%), magazines (46%), inserts (40%), the national press (28%) and telemarketing (24%).
11. The most common reasons for using more Direct Mail for Home Shopping were cost effectiveness (48%), enhanced targetability (27%), general effectiveness (19%) and response rates (13%).
12. Over 80% of those polled in Home Shopping, agreed that Direct Mail is “fundamentally important” when it comes to creating a relationship with their customers.
13. 88% of SMEs evaluate the success of their Direct Mail campaigns, with two doing so by counting responses, half by increases in overall sales, and four out of ten by increases in enquiries.

14. Average response rates for B2B mailings are 9.9% (average of majority is 6.4%), for B2C mailings the average is 11.3% (average of majority is 7.1%). Business Campaigns: Customer Database 7.0%, Prospects/Enquiries 6.0%, and Rented Lists 4.4%; compared to Consumers: at 7.7%, 7.4%, 4.9% respectively. (June 2003 Research from DMIS.)
15. The mean size of B2B mailings was 19,716 items, compared to 125,720 items for B2C campaigns.
16. The average cost per item was 66 pence (or HK\$9.3) for B2B, and 43 pence (or HK\$6.1) for B2C mailings.
17. The telephone has become the most widely offered response channel in all forms of Direct Mail, being used in 7 out of 10 campaigns, whilst two thirds use postal response methods.
18. 70% said that they would open and read mailings from financial card companies, and 66% stated that Direct Mail encourages them to apply for a card.
19. 65% opened and read all or most of the insurance Direct Mail items they received, with 22% taking out or changing a policy as a result. An additional 3% responded in some other way.
20. 7 out of 10 consumers who took out/changed their policy as a result of receiving Direct Mail say they would deal with the same company again.
21. Of those taking out or changing a policy, 22% spent Pound Sterling 101-150, and 45% spent Pound Sterling 151 or more.
22. 70% have received Direct Mail about Life Insurance, and 47% opened and read the item. 36% of consumers have bought or renewed life insurance policies in the last two years. For Motor Insurance the rates are 76%, 58%, and 67% respectively (last 12 months); the rates for Contents Insurance are 70%, 54%, and 65%; and those for Buildings Insurance are 62%, 49%, and 53%.