

DIRECT MAIL HAS CHANGED, AND THE RIGHT FULFILLMENT VENDOR IS CRUCIAL

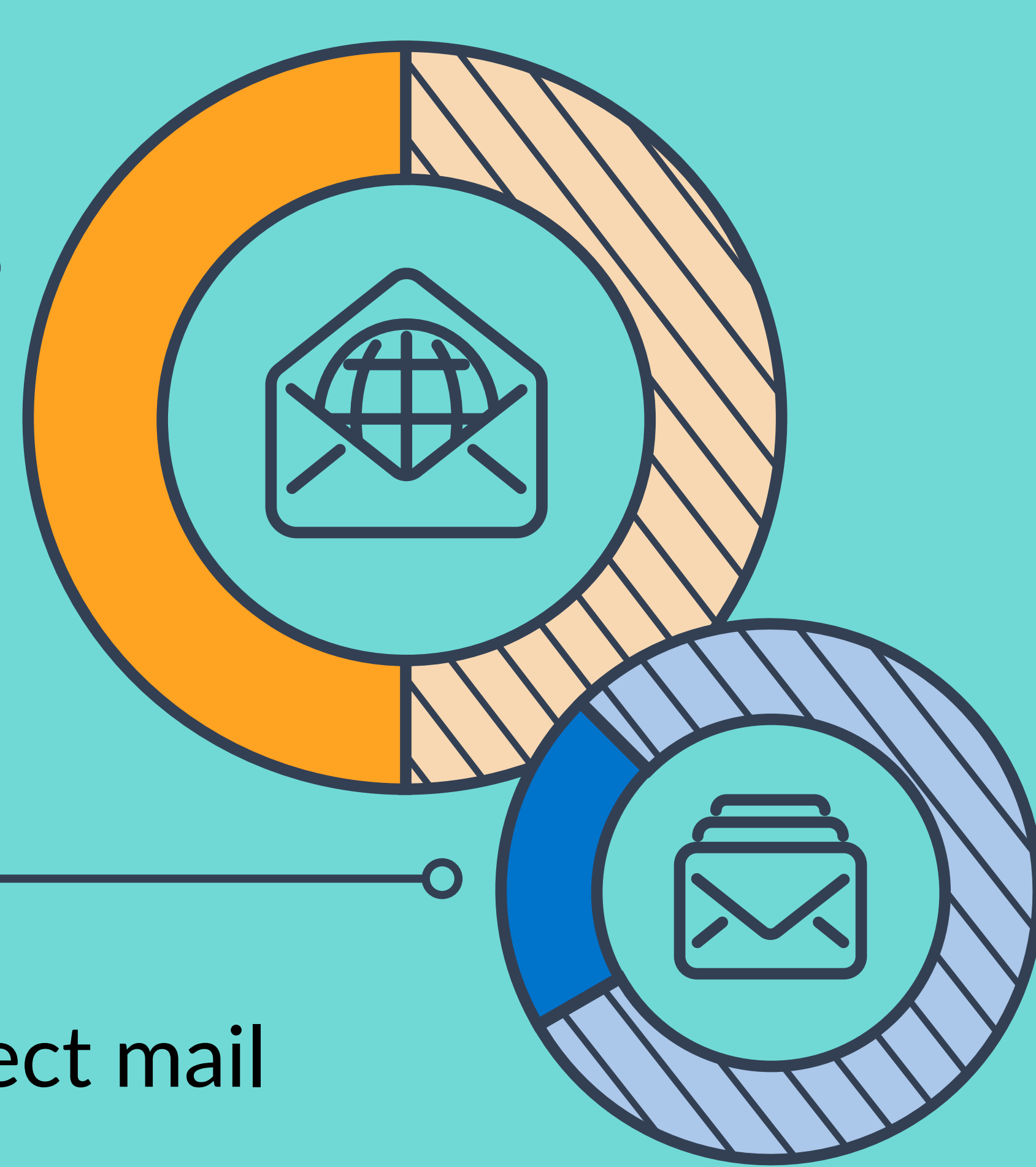
Organizations that work with a direct mail fulfillment vendor are five times more likely to say they always see a positive ROI.

Direct mail is experiencing a resurgence as new targeting and fulfillment technologies improve campaign performance. According to a new survey of 150 marketing leaders from Taylor and Trend Candy, here's what's next in direct mail success.

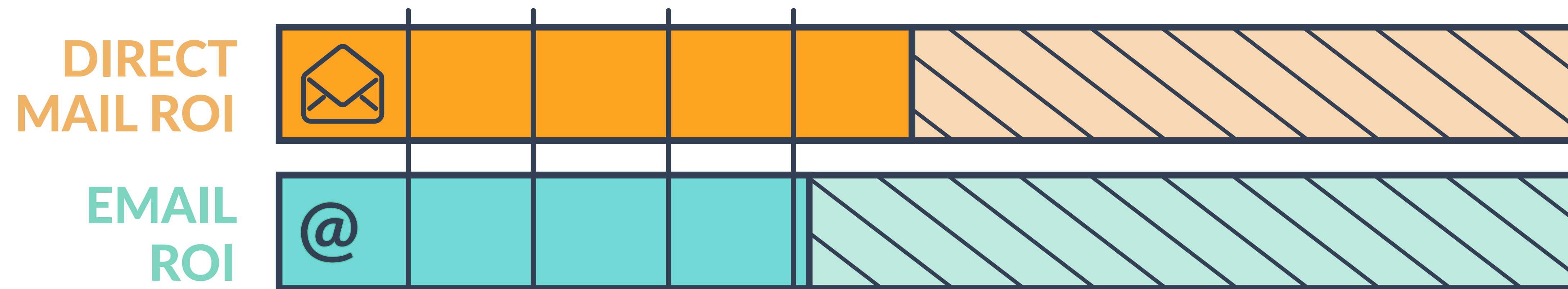
According to a new survey of 150 marketing leaders to learn what's next for direct mail marketing. Here are the highlights:

50% of marketers feel a stigma of being labeled a "spammer" when they launch email campaigns, but only

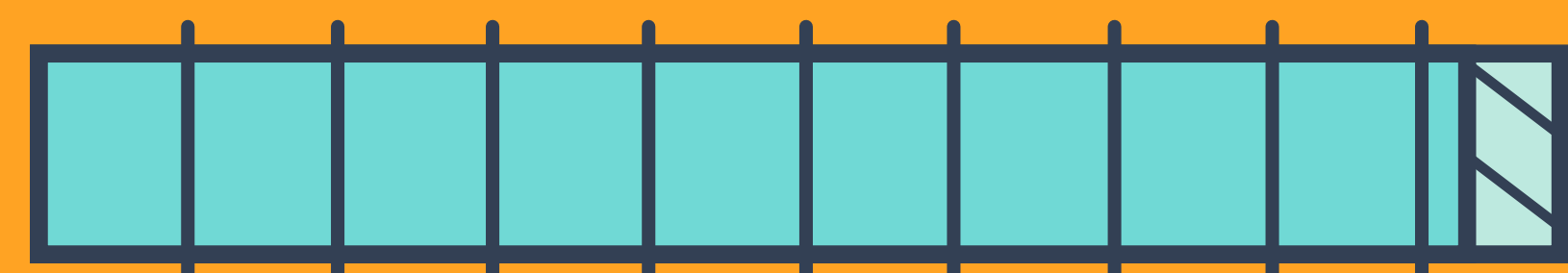
21% worry about that with direct mail



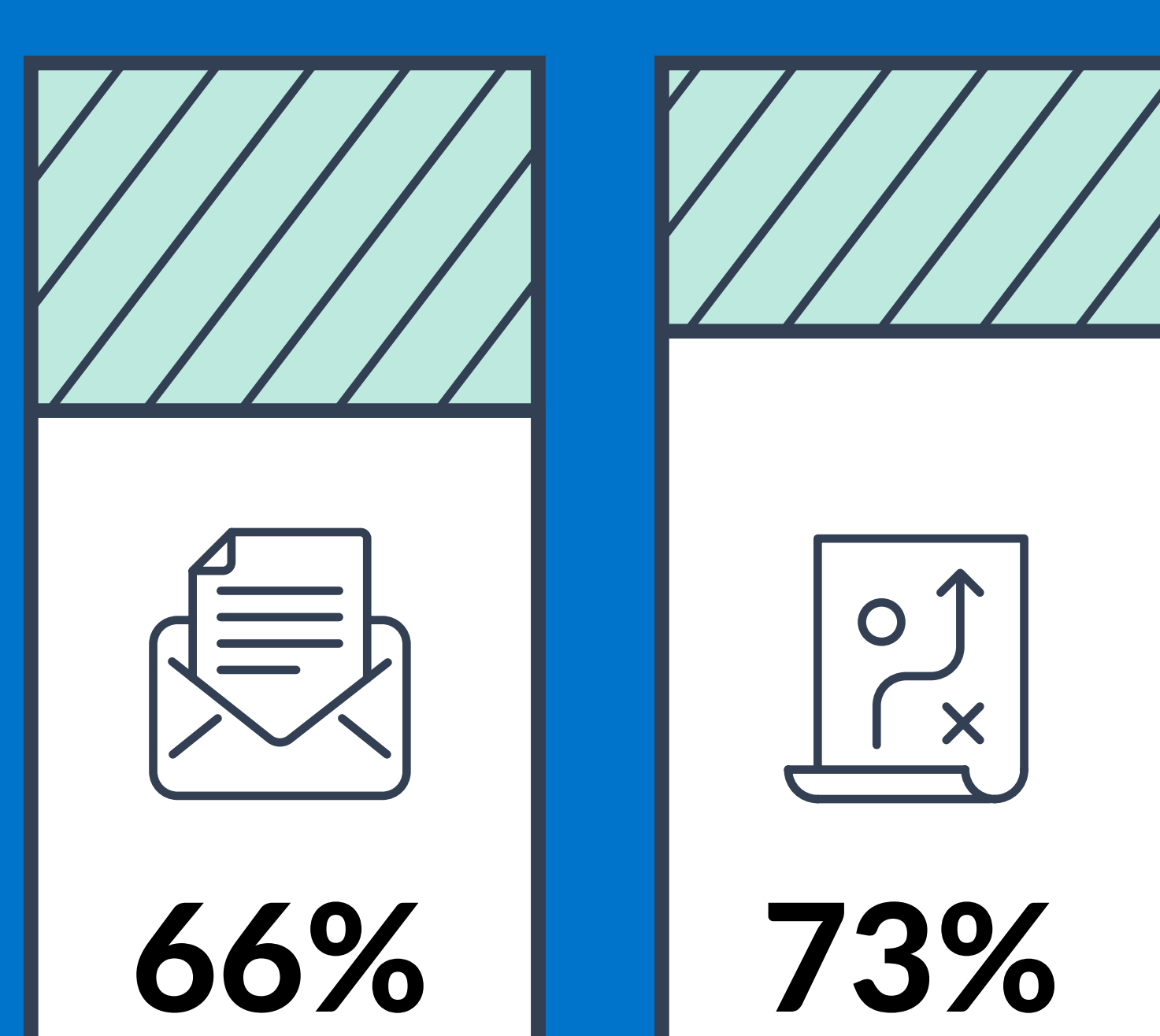
Marketing professionals state they see a **49% ROI** on direct mail campaigns, versus only a **41% ROI** on email campaigns



92% of marketing leaders say their **creative teams get excited** at the new challenge of working on direct mail campaigns

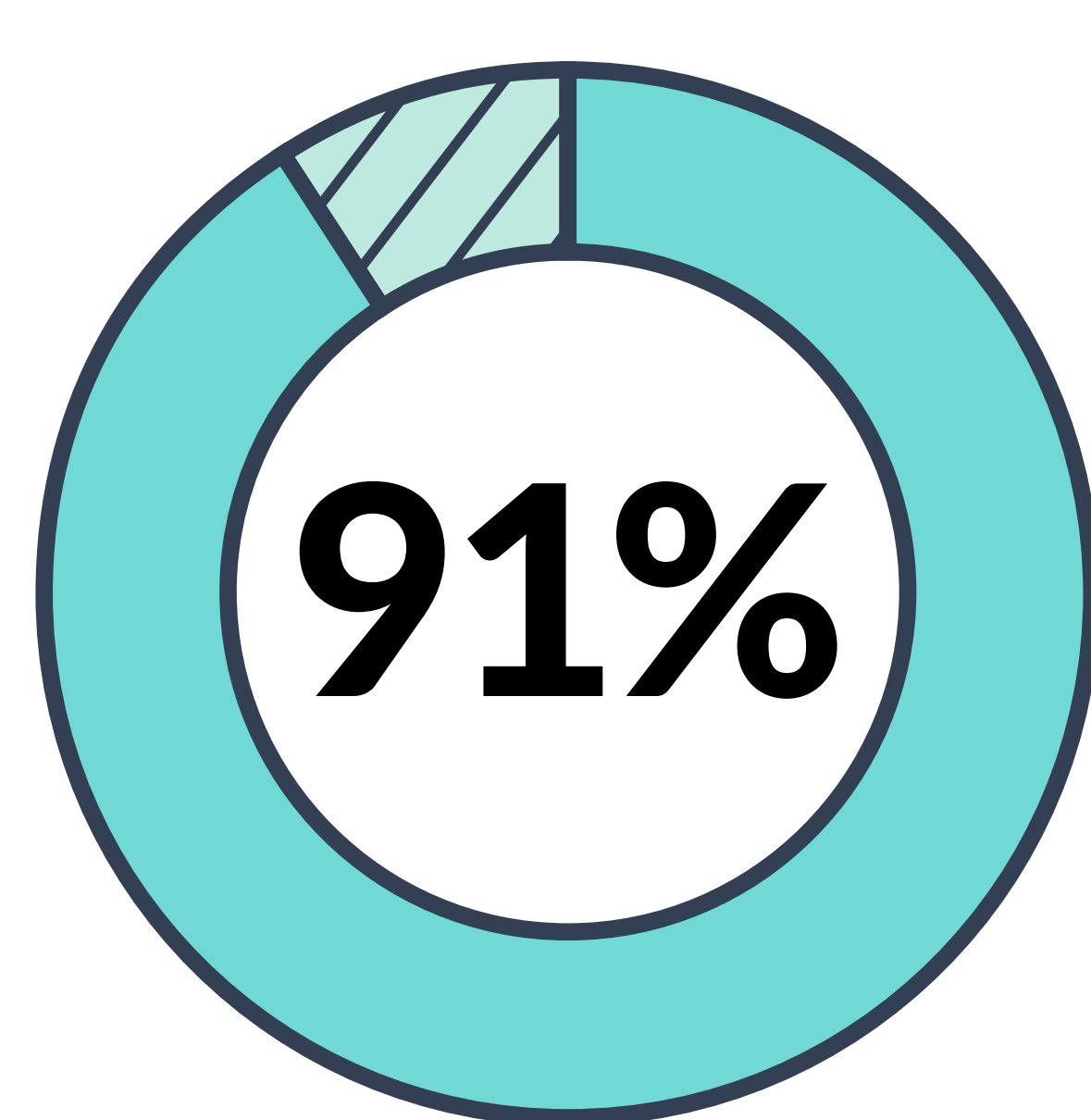


95% of marketing leaders say that **direct mail works best when part of an integrated digital campaign**

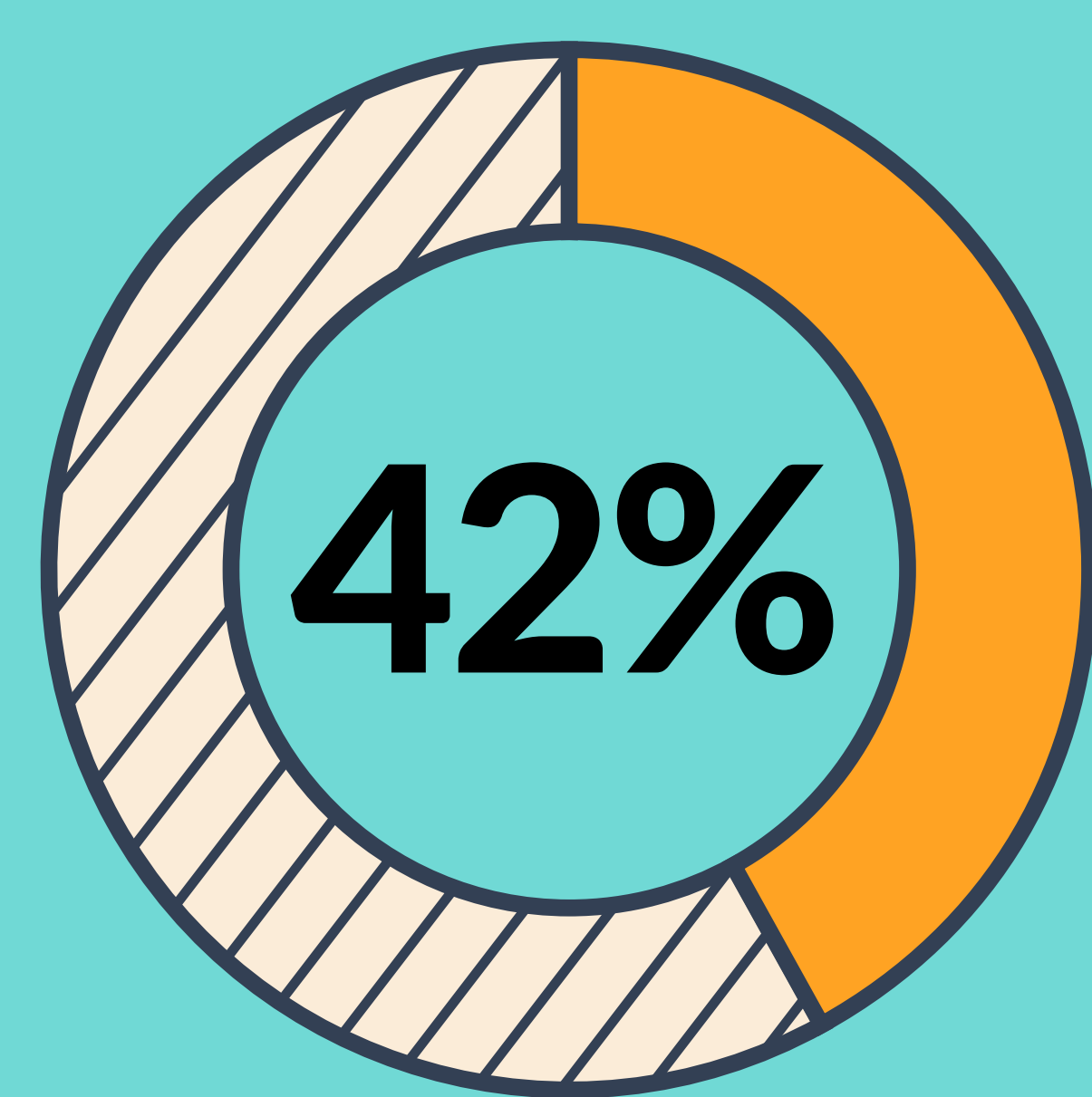


66% of marketing leaders want to run direct mail campaigns, and

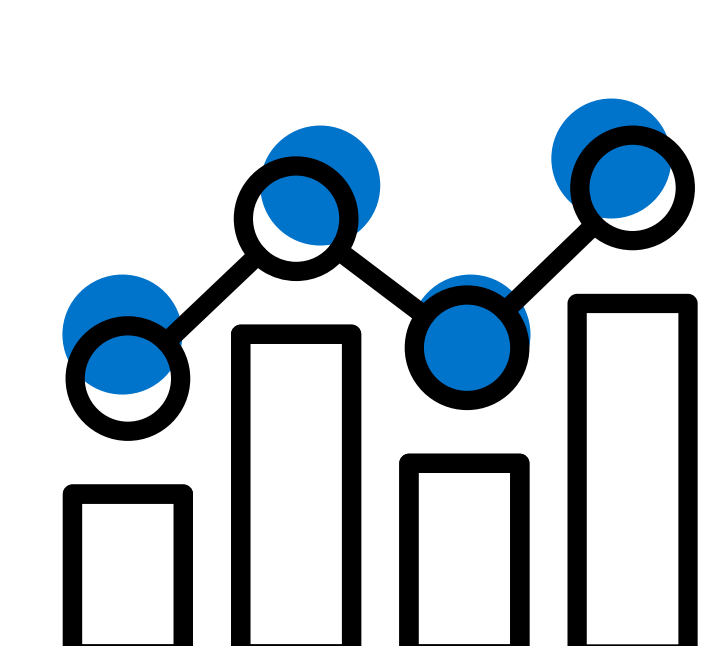
73% have high confidence they know how to effectively manage one



of marketing leaders say **direct mail is a competitive advantage**



of marketing leaders who started running direct mail campaigns say they **always see a positive ROI**



Marketing leaders report a **13%** increase in **campaign ROI** when direct mail is part of the mix