

# Mail and the Customer Journey

The impact of mail throughout the Customer Journey



Direct Mail can strategically benefit the customer journey and integrated alongside other media channels, mail can improve your opportunity to deliver maximum value to your audience.

## Acquisition



### Brand Awareness

30% of consumers who saw mail first had 30% more dwell time on social media



### Well Remembered

87% Of people consider mail to be believable, compared to 48% for email



### Browse and buy

25% of people who bought or ordered as a result of receiving mail in the past 12 months



### Better Impression

70% said mail gives them a better impression of the company that sent it

## In-Life and Return

### Repeated Use

75%



Of Business Mail stays in the home for over 4 weeks, and is revisited an average of 5 times

### Positive Influence

31%



Of addressed advertising mail results in a commercial action

### Cross-Selling

63%



Find it easier to browse a printed catalogue rather than going online or instore

### Promotes Advocacy

16%



Of delivered mail is shared with another person

### Customer Value

70%+



Of customers say mail makes them feel valued as a customer

## Contact Us

At Whistl we have over 70 years of experience in delivery management, contact us to find out how we can help deliver your business

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