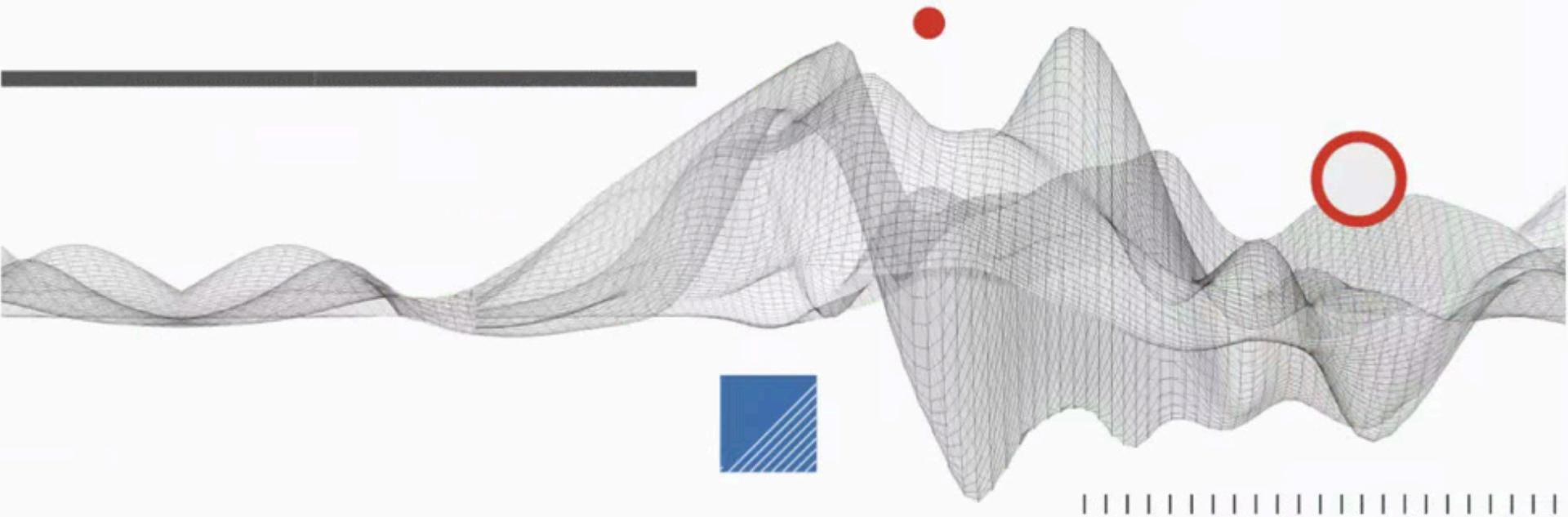


# The USPS<sup>®</sup> x Forrester<sup>®</sup> Direct Mail Report



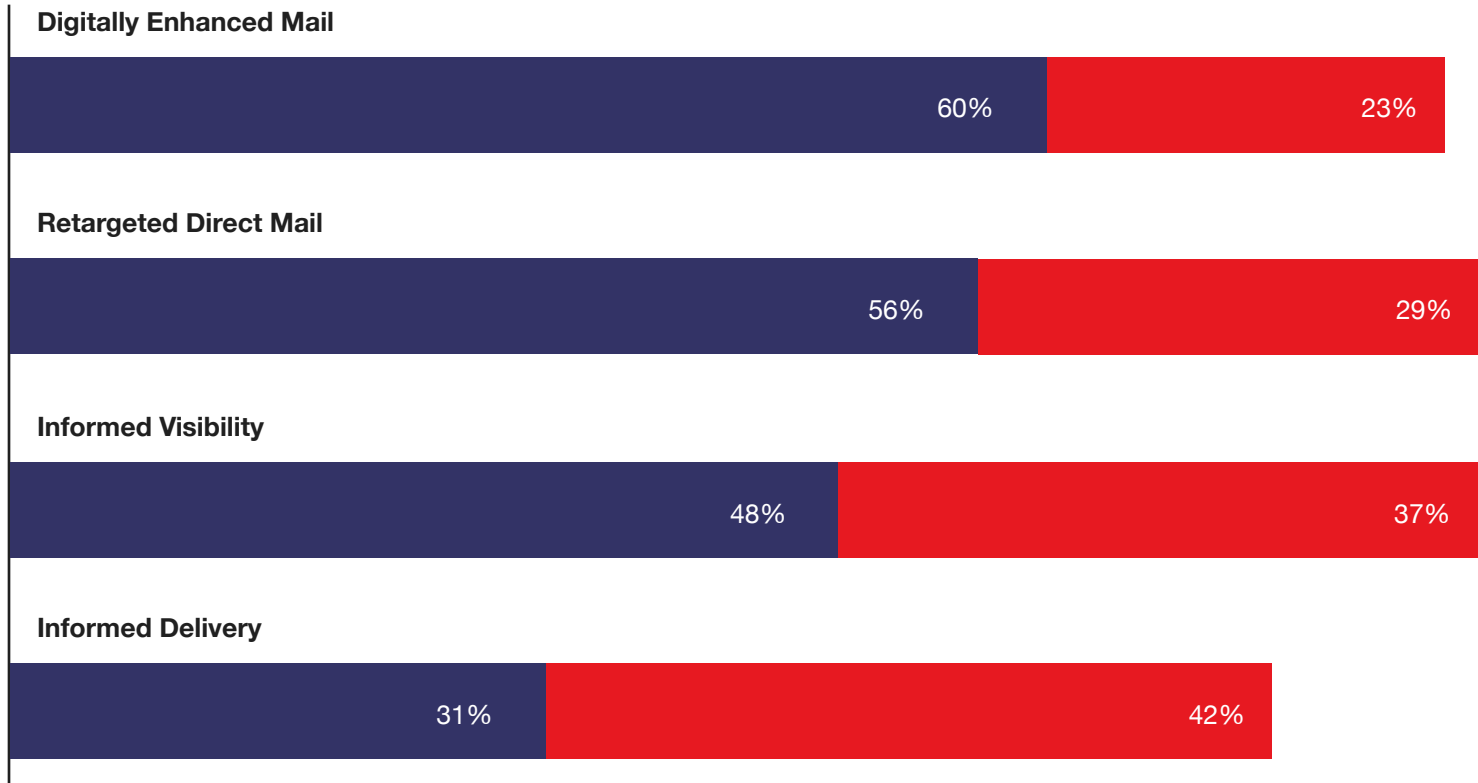
# Automotive



# Automotive Adoption of Direct Mail Innovations

## Q1

Which statement best describes your organizations' current Direct Mail program as it applies to each of the following capabilities?



■ We are currently deploying this capability
 ■ We are directly planning to or onboarding this capability

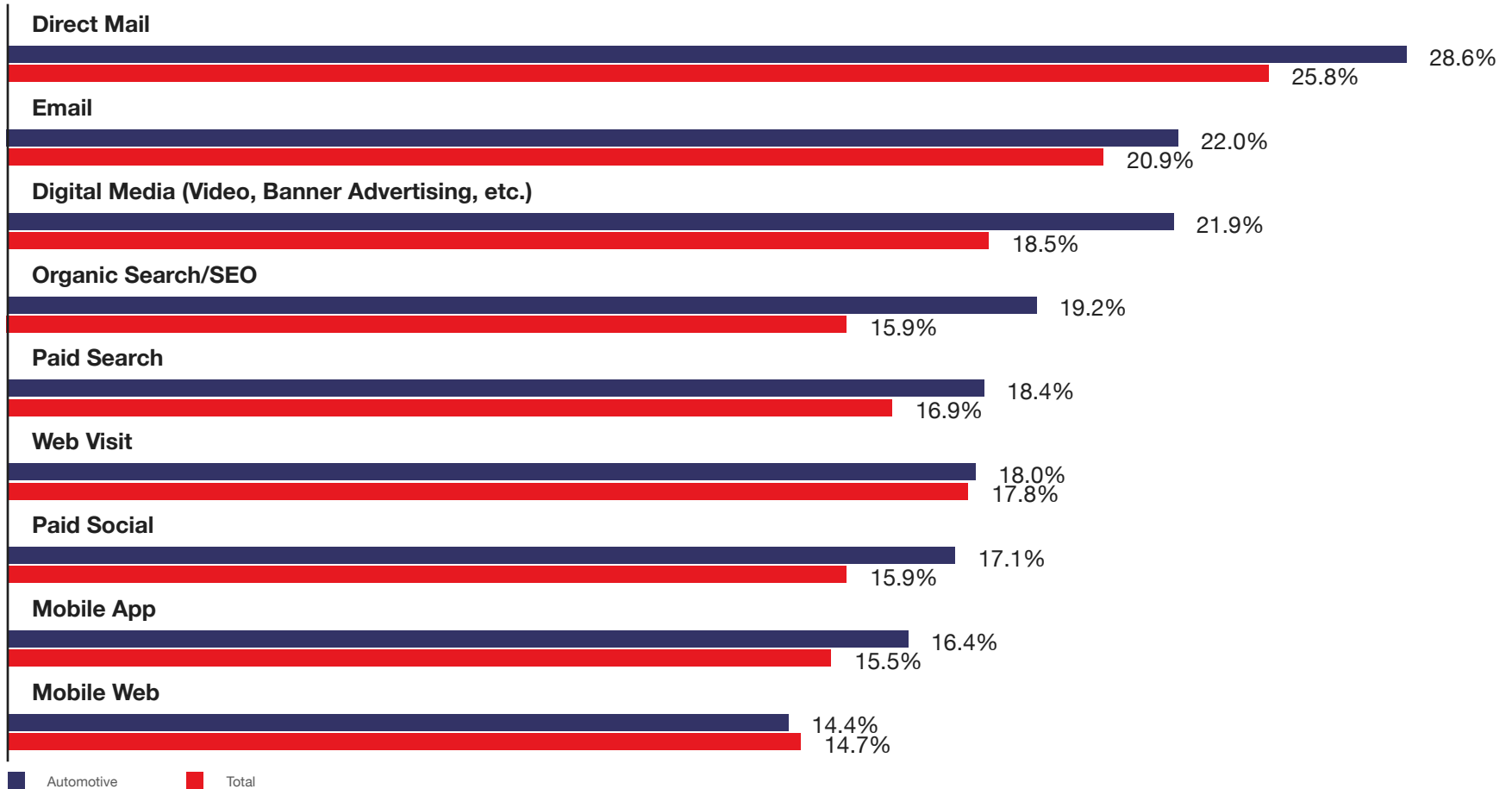
Base: 62 US automotive decision-makers in marketing, with decision-making authority around direct mail marketing  
 Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, April 2020



# Automotive Spend on Digital Marketing Channels

Q2

Approximately what percent of your company’s media spend goes to each of the following channels?



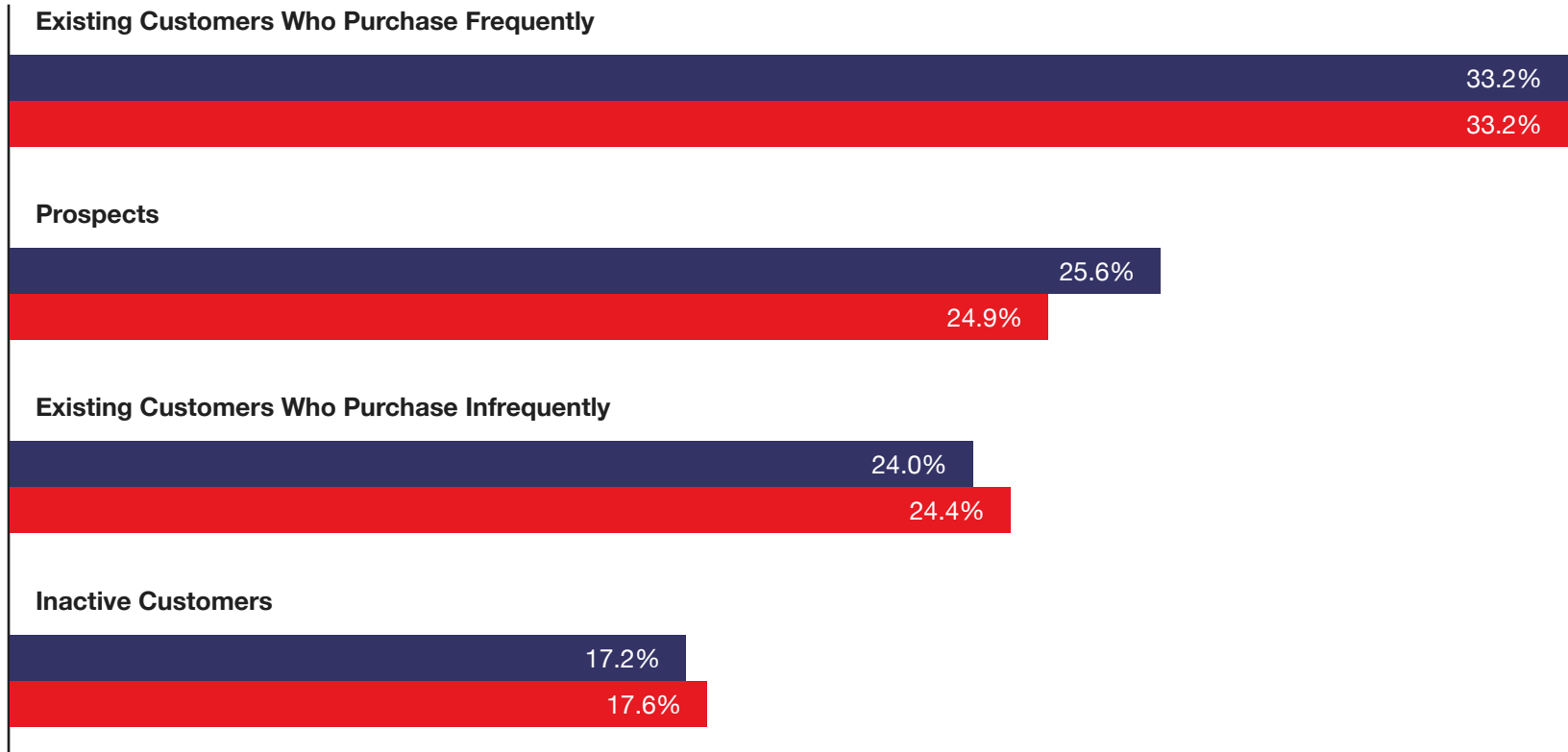
Base: Variable US decision-makers in marketing, with decision-making authority around direct mail marketing  
 Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, April 2020



# Automotive Direct Mail Spend on Audiences

Q3

Approximately what percent of your direct mail budget do you spend against each of the following audiences?



■ Automotive ■ Total

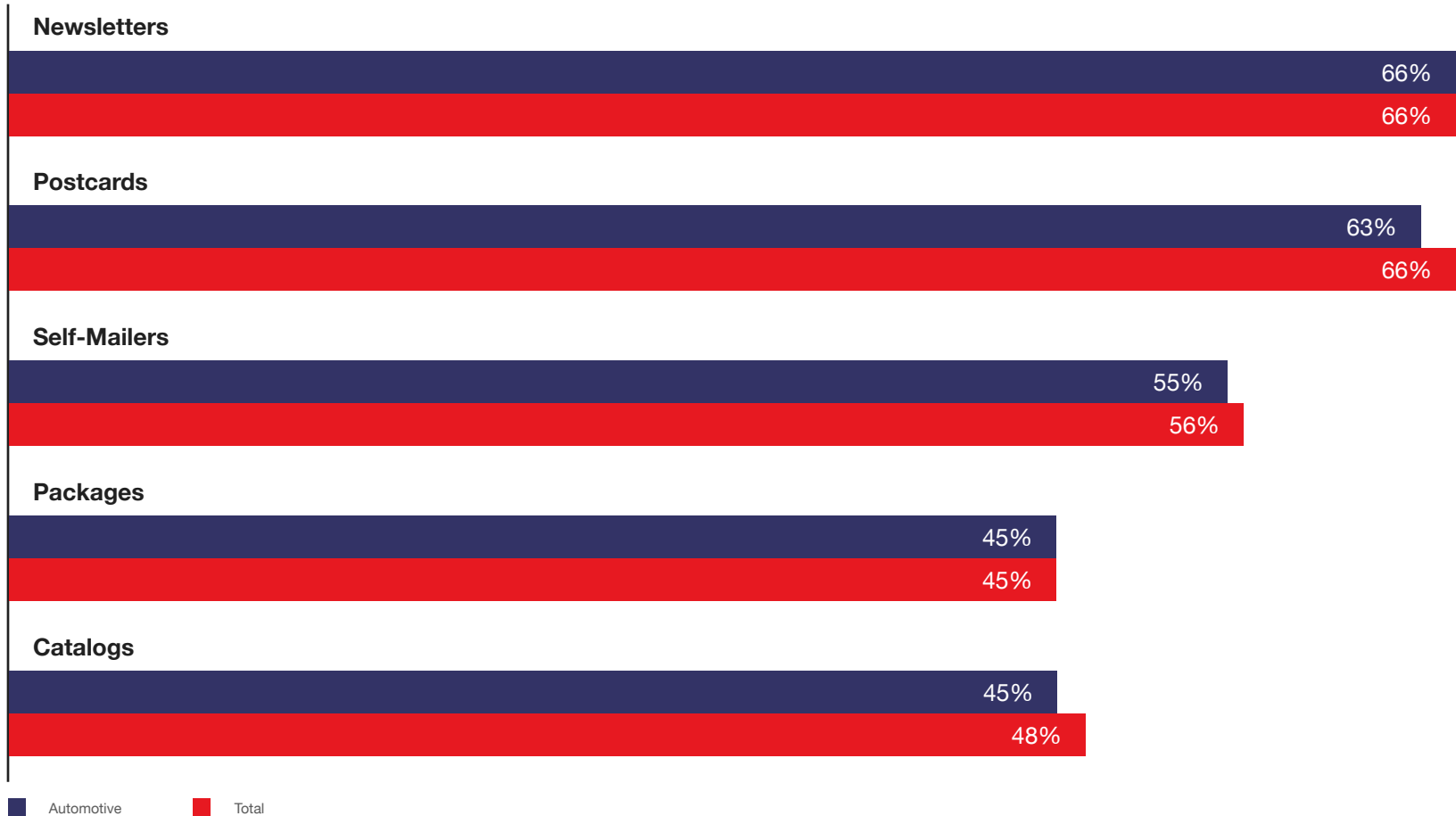
Base: 324 US decision-makers in marketing, with decision-making authority around direct mail marketing  
 Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, April 2020



# Newsletters, Postcards Lead Automotive DM Tactics

Q4

Which of the following types of direct mail are you sending to customers today? (Select all that apply.)



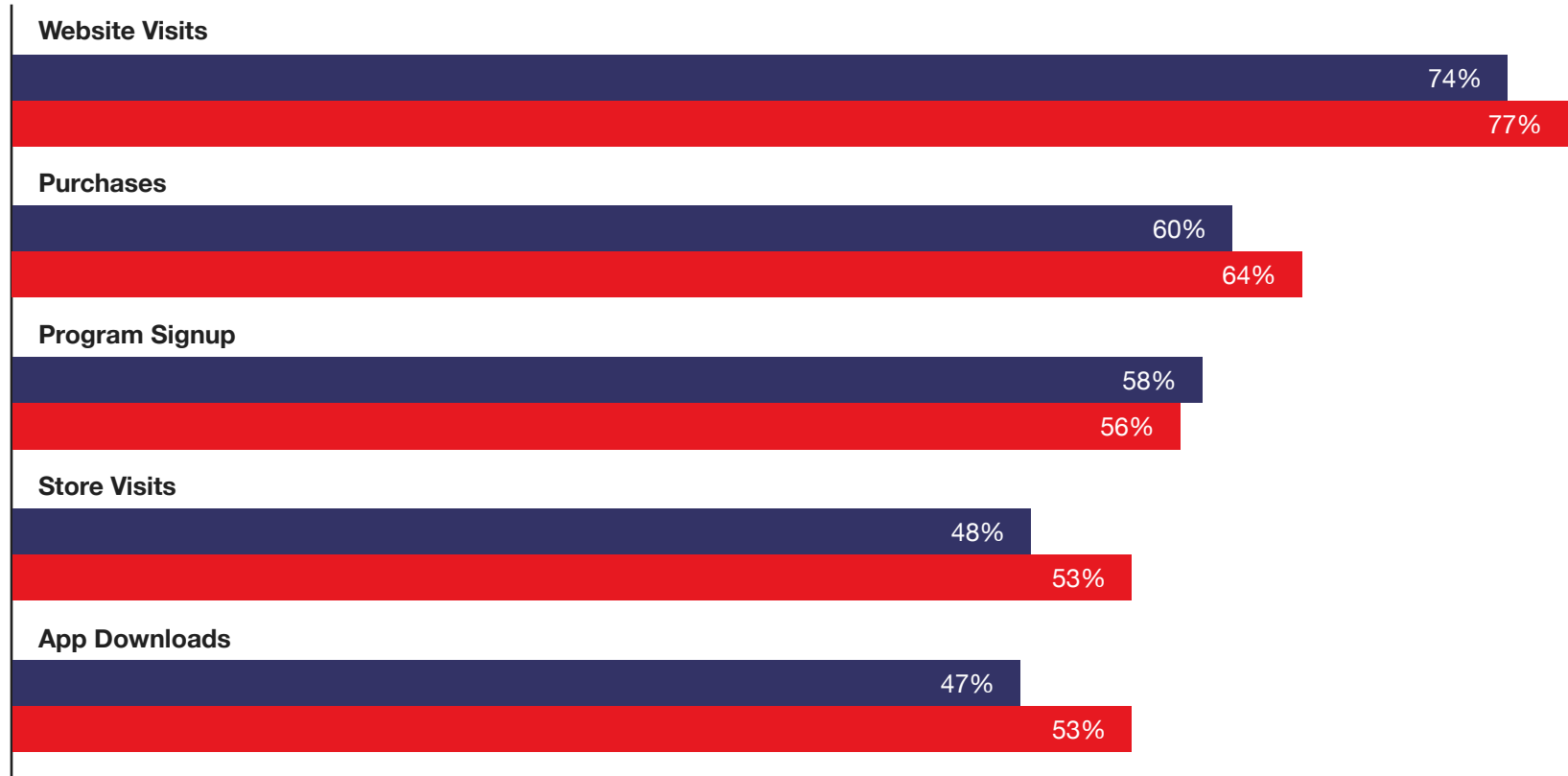
Base: 324 US decision-makers in marketing, with decision-making authority around direct mail marketing  
 Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, April 2020



# Automotive Looking to Drive Web Visits, Purchases

## Q5

Which of the following kinds of customer actions does your organization try to drive with direct mail for today? (Select all that apply.)



■ Automotive ■ Total

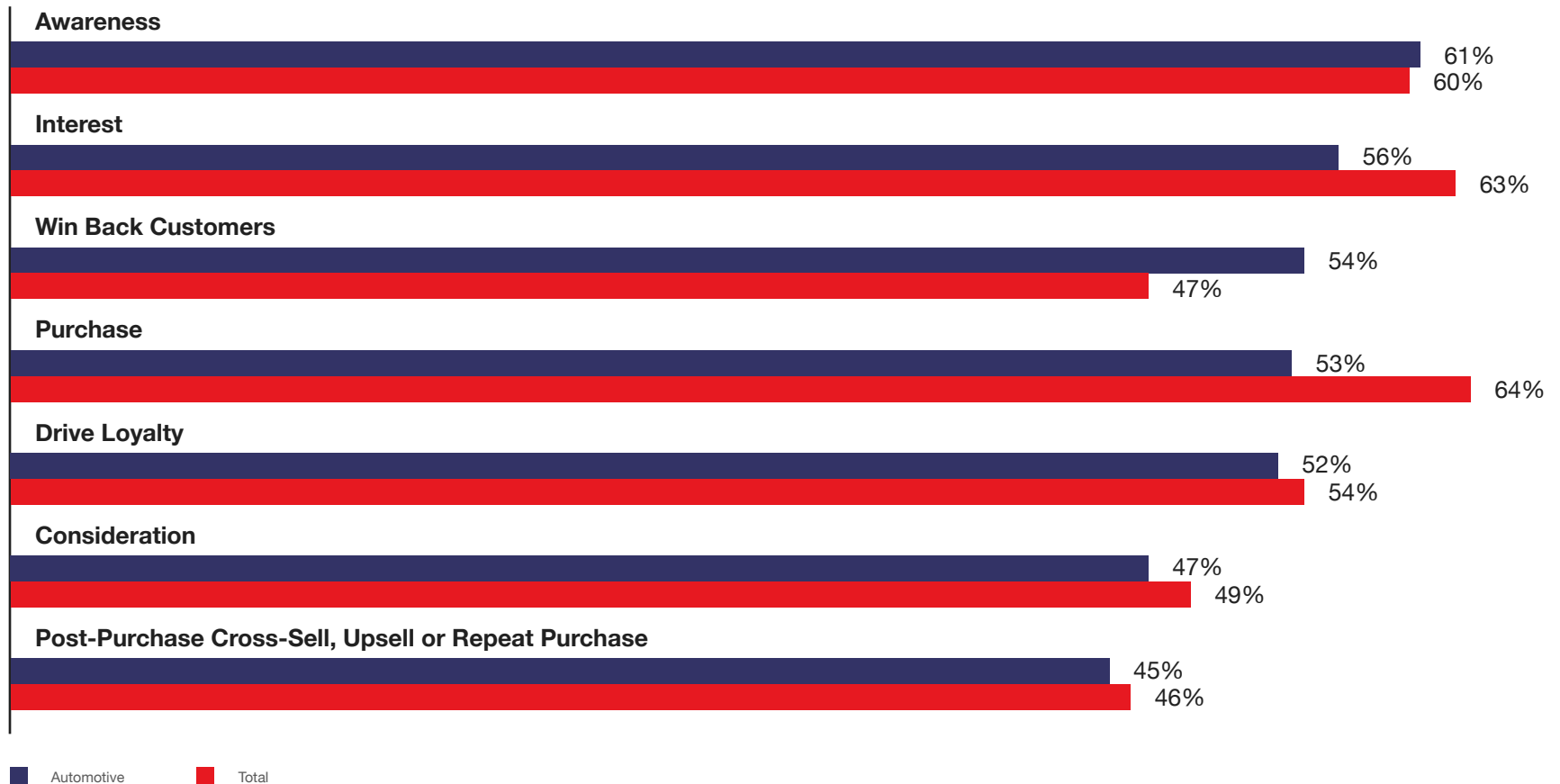
Base: 324 US decision-makers in marketing, with decision-making authority around direct mail marketing  
 Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, April 2020



# Awareness, Interest Lead Automotive DM Objectives

Q6

Which of the following objectives does your organization use direct mail for today?  
(Select all that apply.)



Base: 324 US decision-makers in marketing, with decision-making authority around direct mail marketing  
Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, April 2020

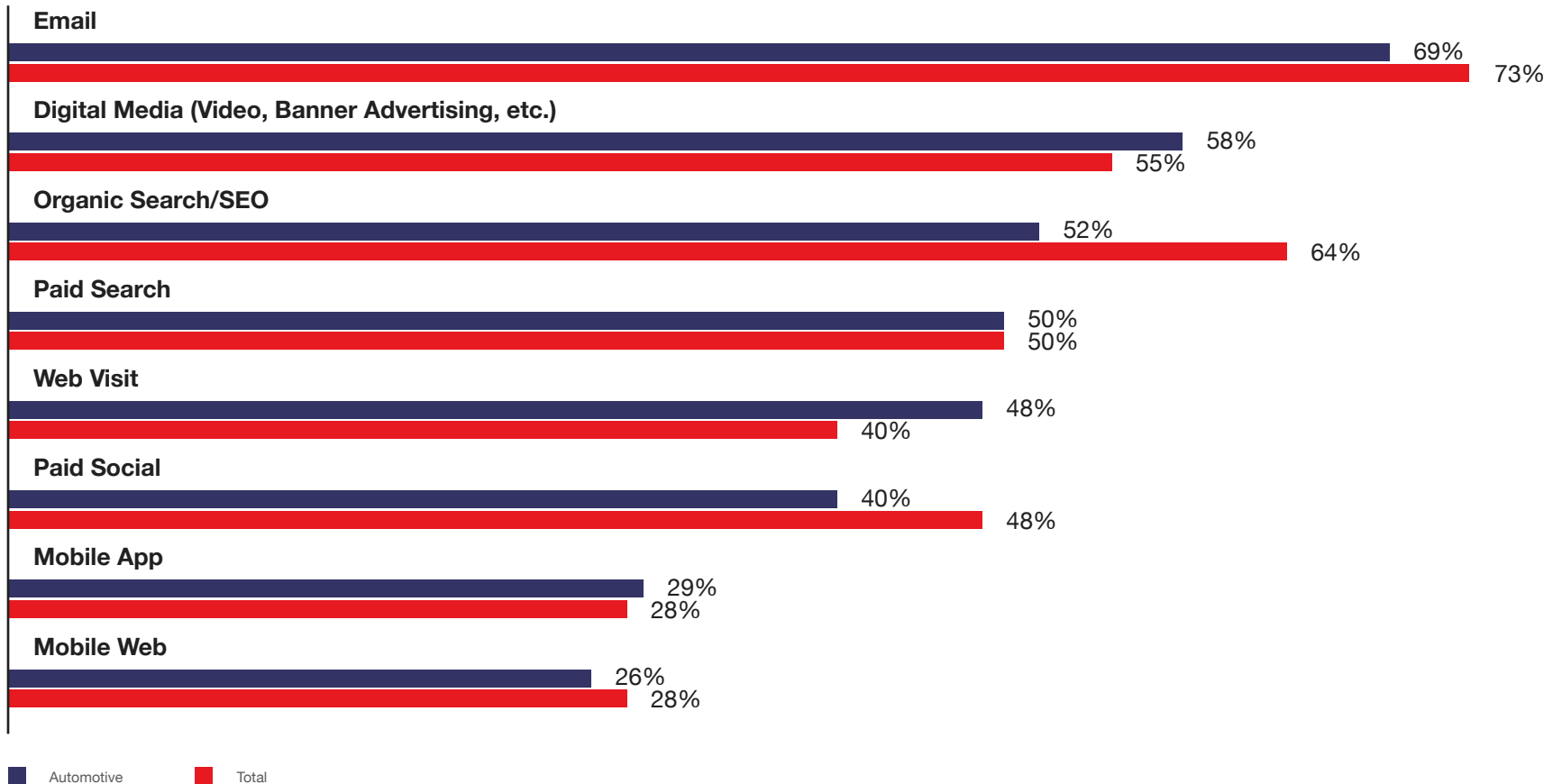




# Email, Digital Media Lead Direct Mail Coordinated Channels

## Q7

Which of the following digital channels do you coordinate (i.e., send mail or send digital content depending on engagement with the other) with your direct mail campaigns today? (Select all that apply.)



Base: 324 US decision-makers in marketing, with decision-making authority around direct mail marketing

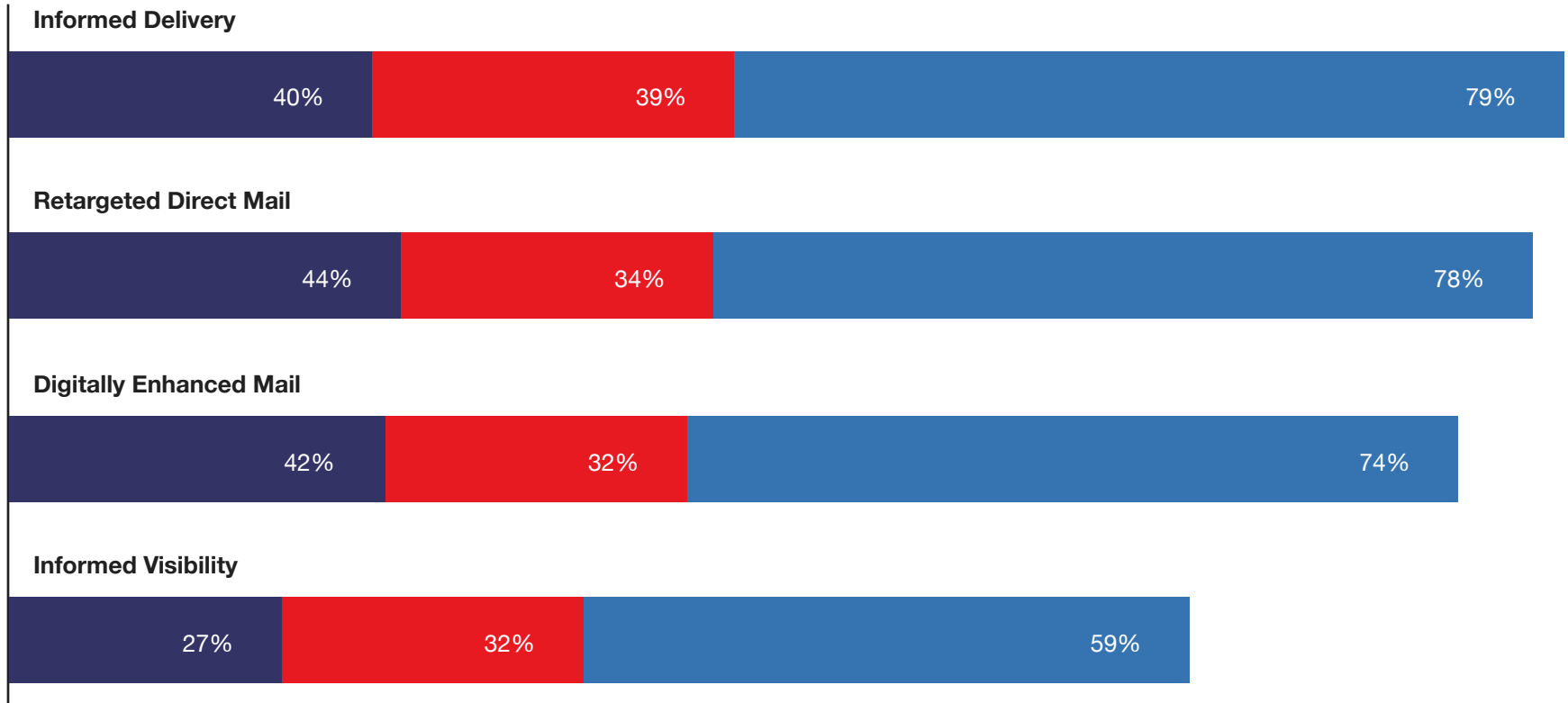
Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, April 2020



# Informed Delivery, Retargeted DM Seen as Most Valuable for Automotive

## Q8

Which answer choice best describes your view on how valuable each capability would be for your organization?



■ Highly Valuable   
 ■ Valuable   
 ■ Highly Valuable/Valuable

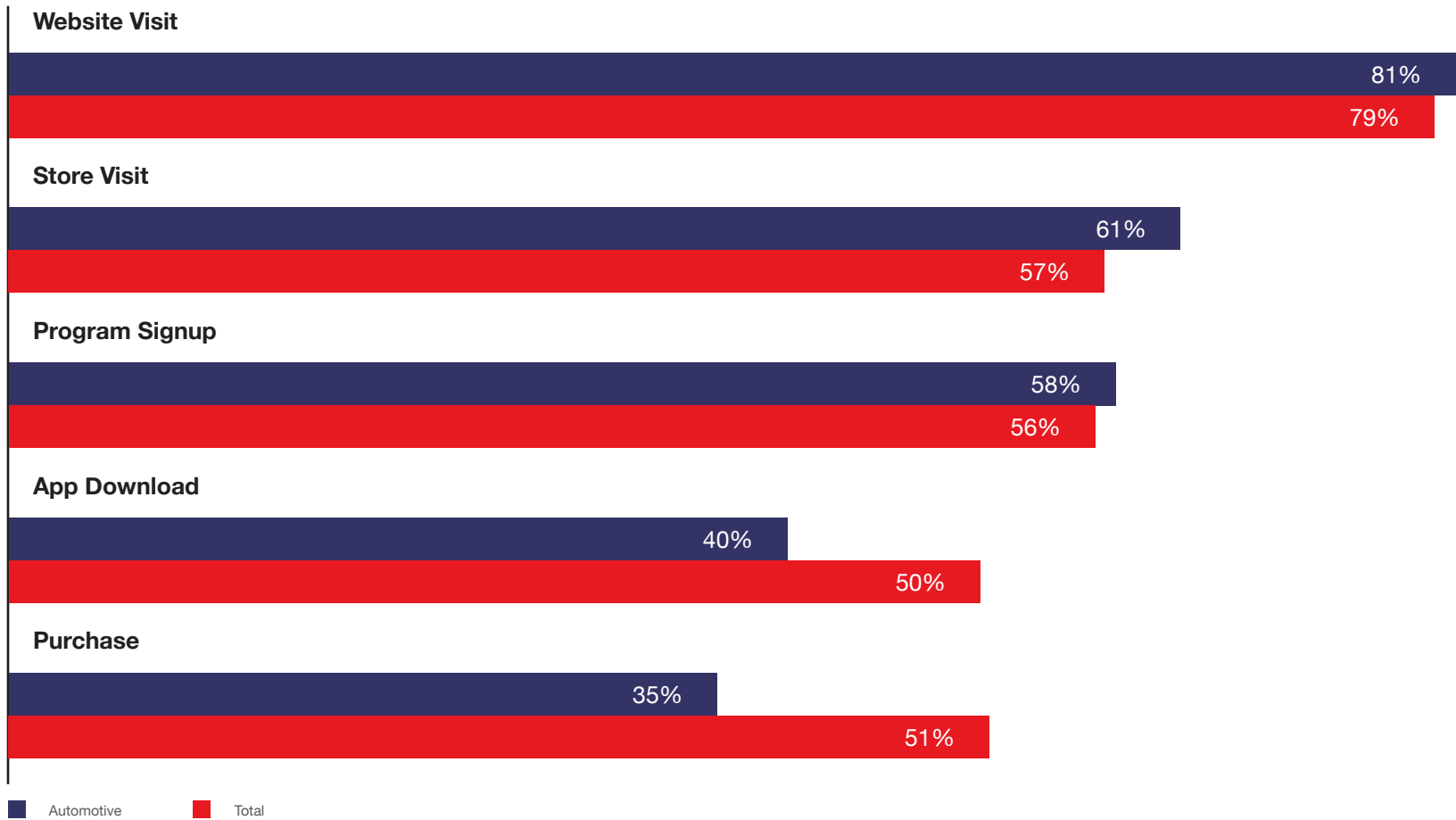
Base: 62 US automotive decision-makers in marketing, with decision-making authority around direct mail marketing  
 Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, April 2020



# Web, Store Visits Lead Desired DM Actions for Automotive

Q9

What types of actions are you looking to drive with your direct mail campaigns? (Select all that apply.)



Base: 324 US decision-makers in marketing, with decision-making authority around direct mail marketing  
 Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, April 2020



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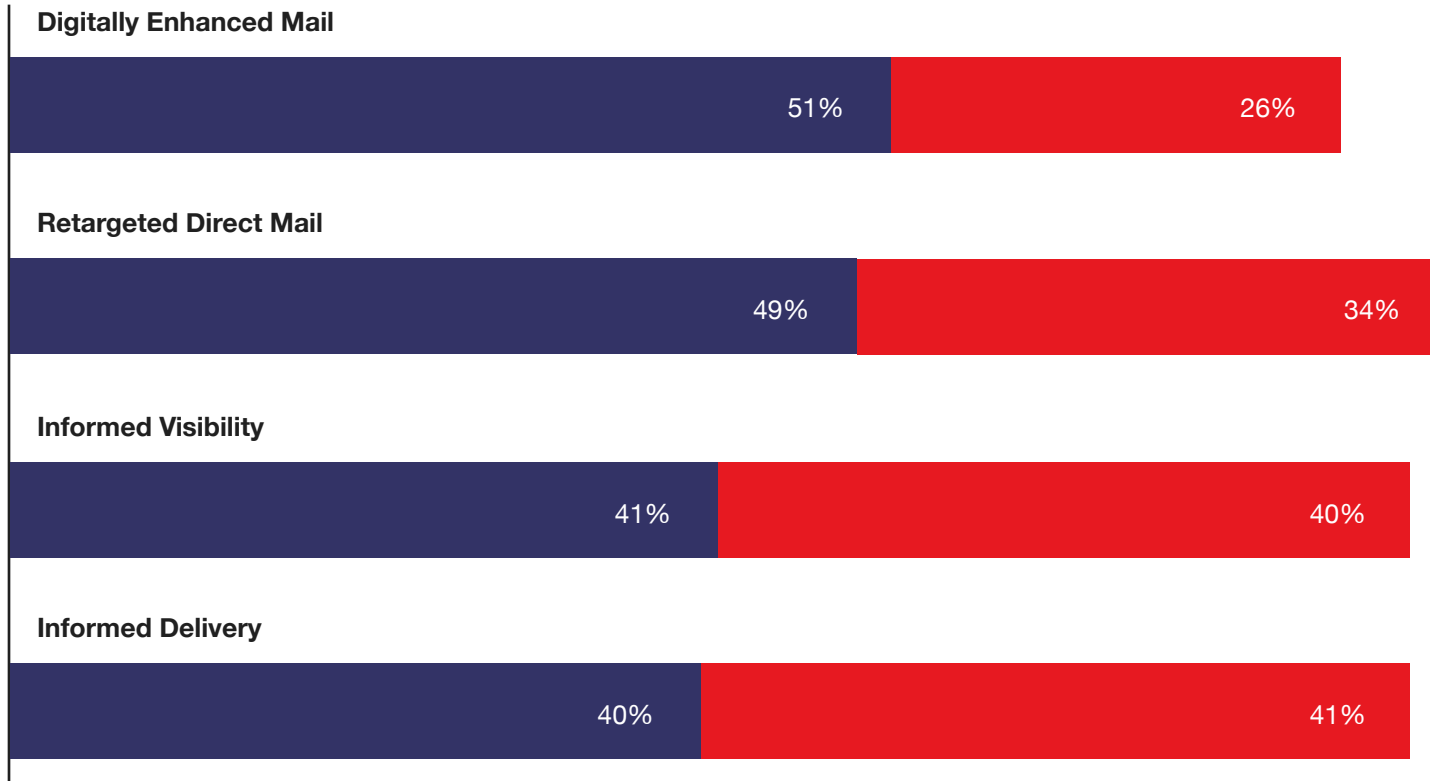
# Financial Services

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# Finserve Direct Mail Adoptions Profile

Q1

Which statement best describes your organization’s current direct mail program as it applies to each of the following capabilities?



■ We are currently deploying this capability      ■ We are directly planning to or onboarding this capability

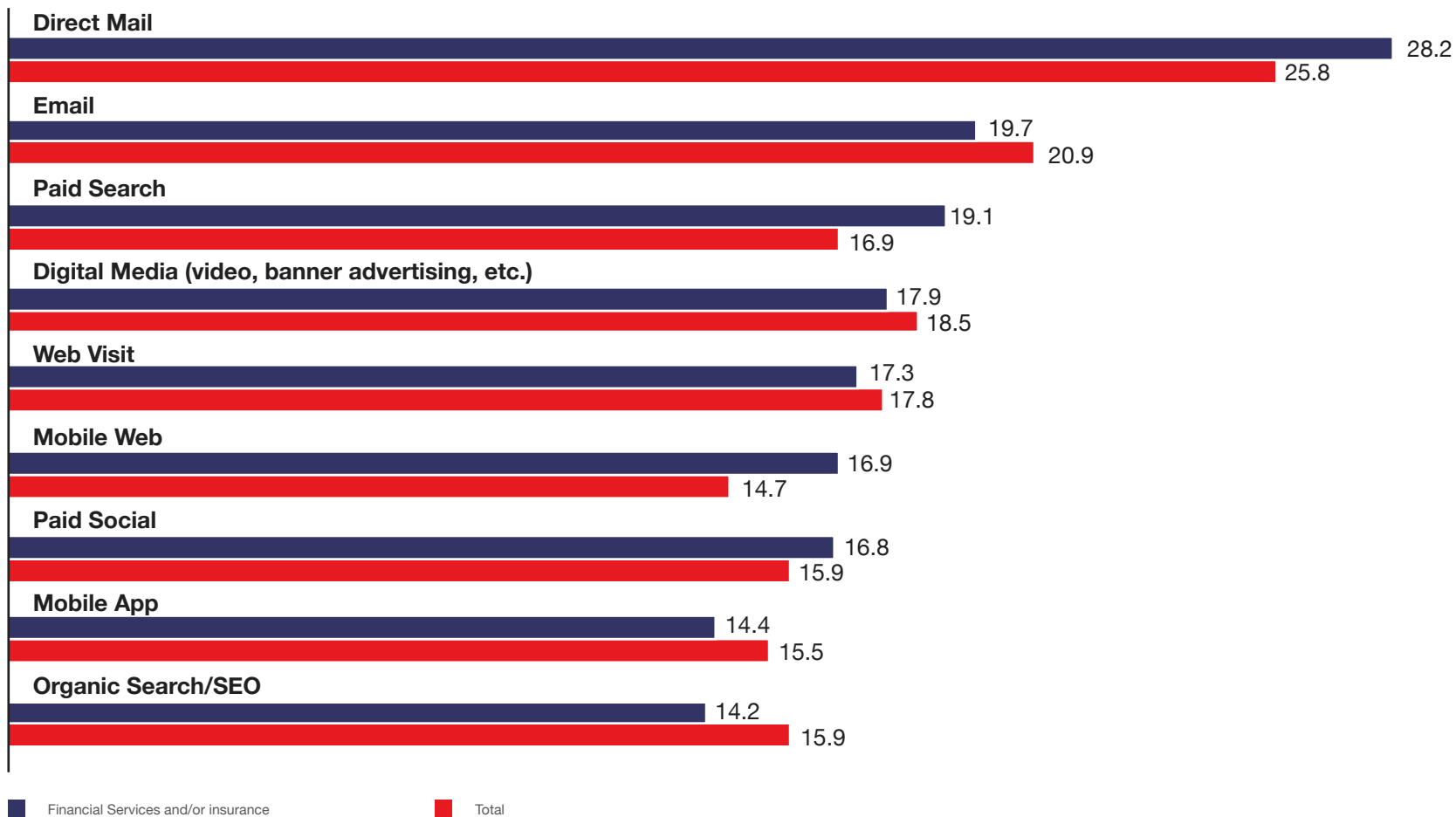
Base: 68 US decision-makers in marketing, with decision-making authority around direct mail marketing  
 Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, April 2020



# Finserve Spend on Digital Marketing Channels

Q2

Approximately what percent of your company’s media spend goes to each of the following channels?



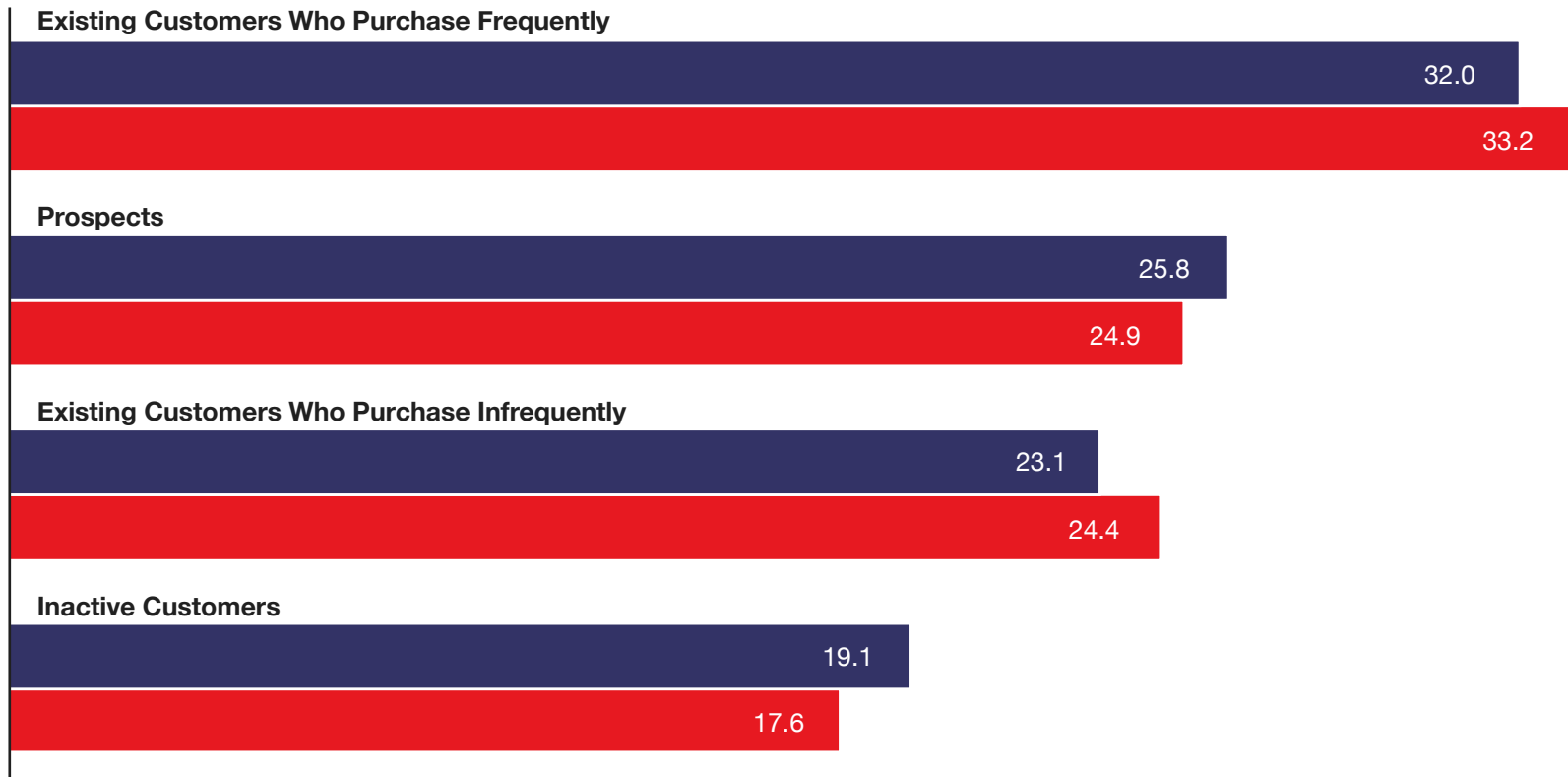
Base: Variable US decision-makers in marketing, with decision-making authority around direct mail marketing  
 Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, June 2020



# Finserve Direct Mail Spend on Audiences

Q3

Approximately what percent of your direct mail budget do you spend against each of the following audiences?



■ Financial Services and/or insurance      ■ Total

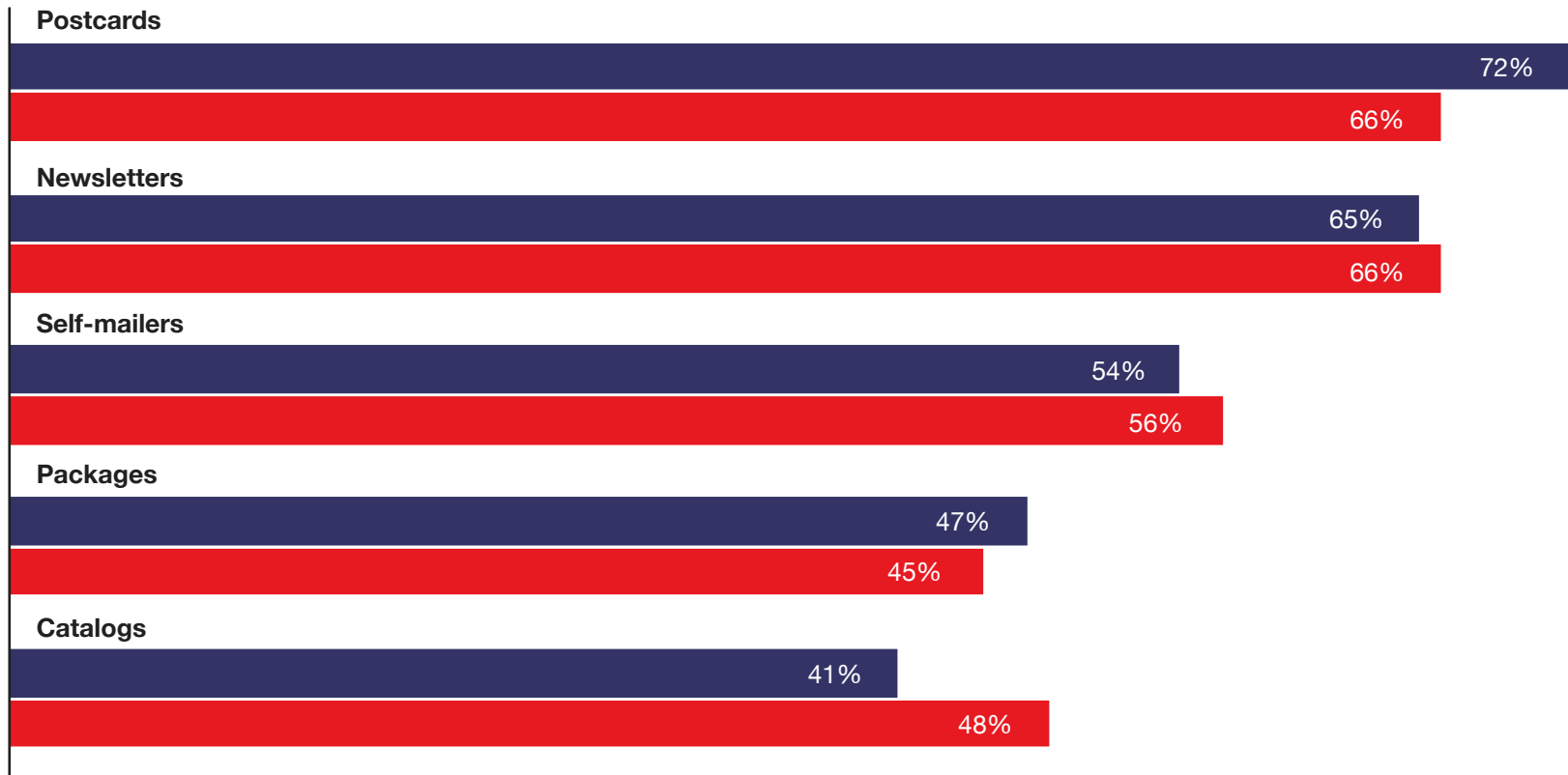
Base: 324 US decision-makers in marketing, with decision-making authority around direct mail marketing  
 Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, June 2020



# Postcards and Newsletters Lead Finserve Mail Pieces

Q5

Which of the following types of direct mail are you sending to customers today? (Select all that apply.)



■ Financial Services and/or insurance      ■ Total

Base: 324 US decision-makers in marketing, with decision-making authority around direct mail marketing  
 Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, June 2020

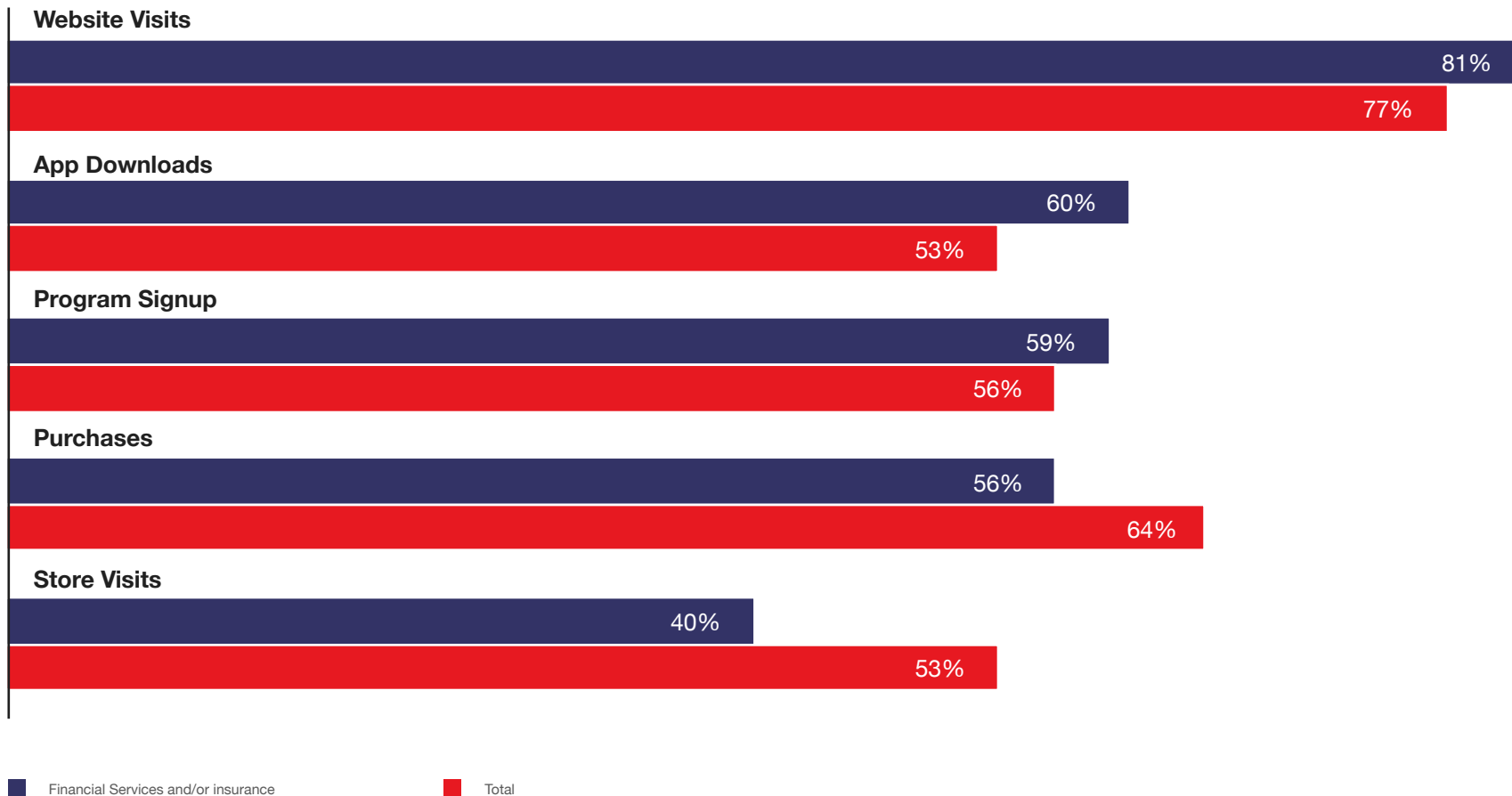




# Web Visits, App Downloads Lead Finserve Objectives

Q6

Which of the following kinds of customer actions does your organization try to drive with direct mail today? (Select all that apply.)



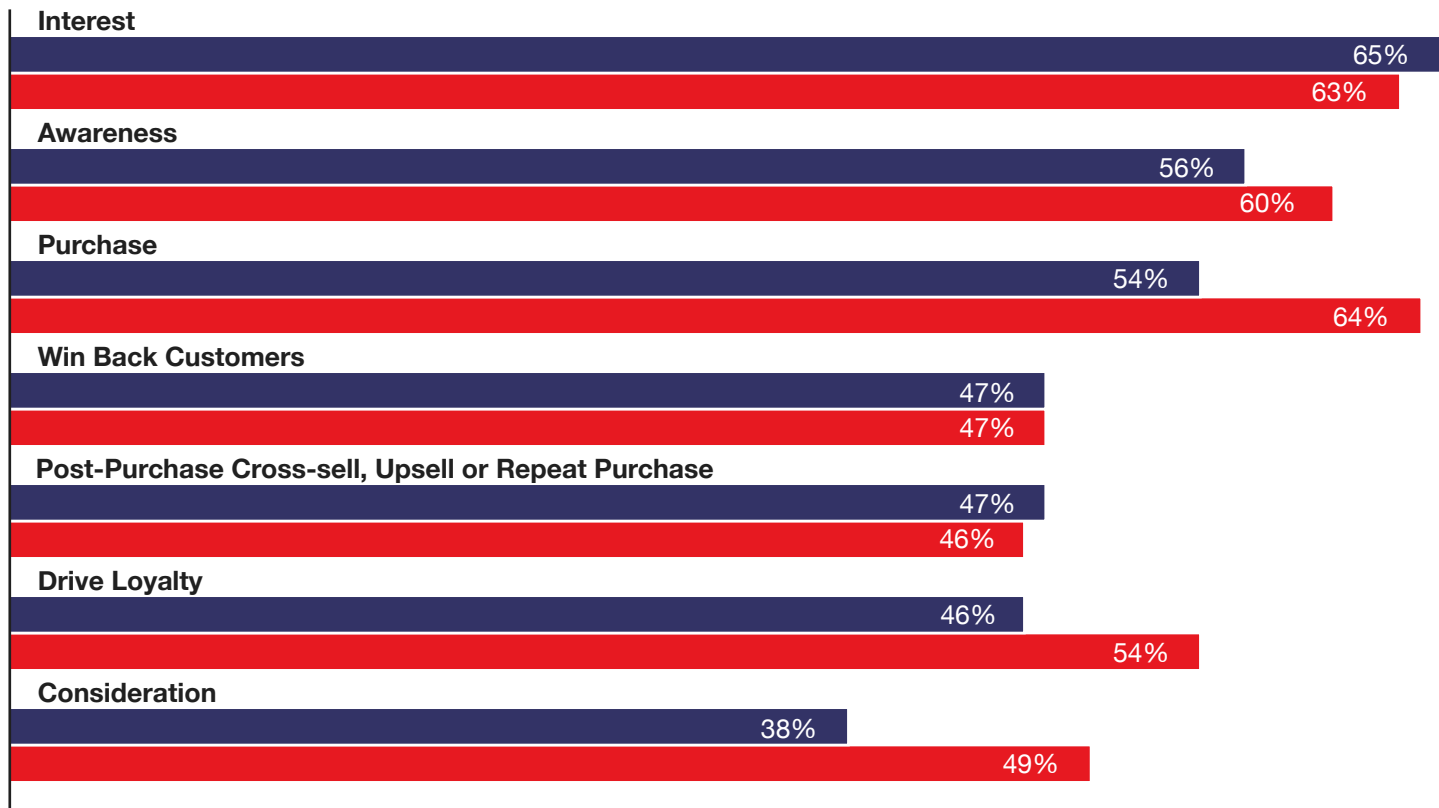
Base: 324 US decision-makers in marketing, with decision-making authority around direct mail marketing  
 Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, June 2020



# Finserve More Focused on Interest, Awareness, Less on Purchase

Q7

Which of the following objectives does your organization use direct mail for today? (Select all that apply.)



■ Financial Services and/or insurance      ■ Total

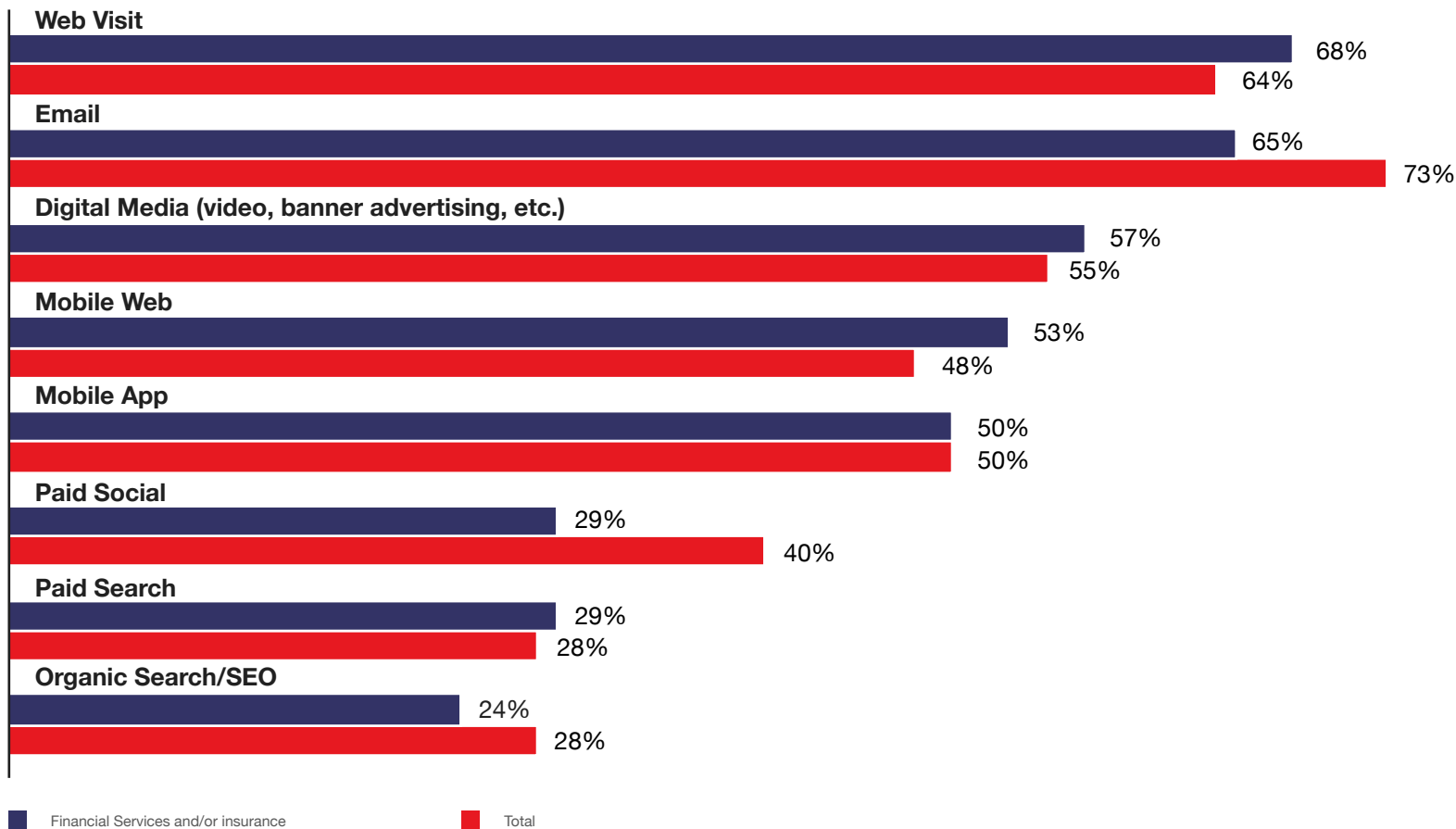
Base: 324 US decision-makers in marketing, with decision-making authority around direct mail marketing  
 Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, June 2020



# Finserve Less Likely Than Total to Coordinate Email

Q9

Which of the following digital channels do you coordinate (i.e., send mail or send digital content depending on engagement with the other) with your direct mail campaigns today? (Select all that apply.)



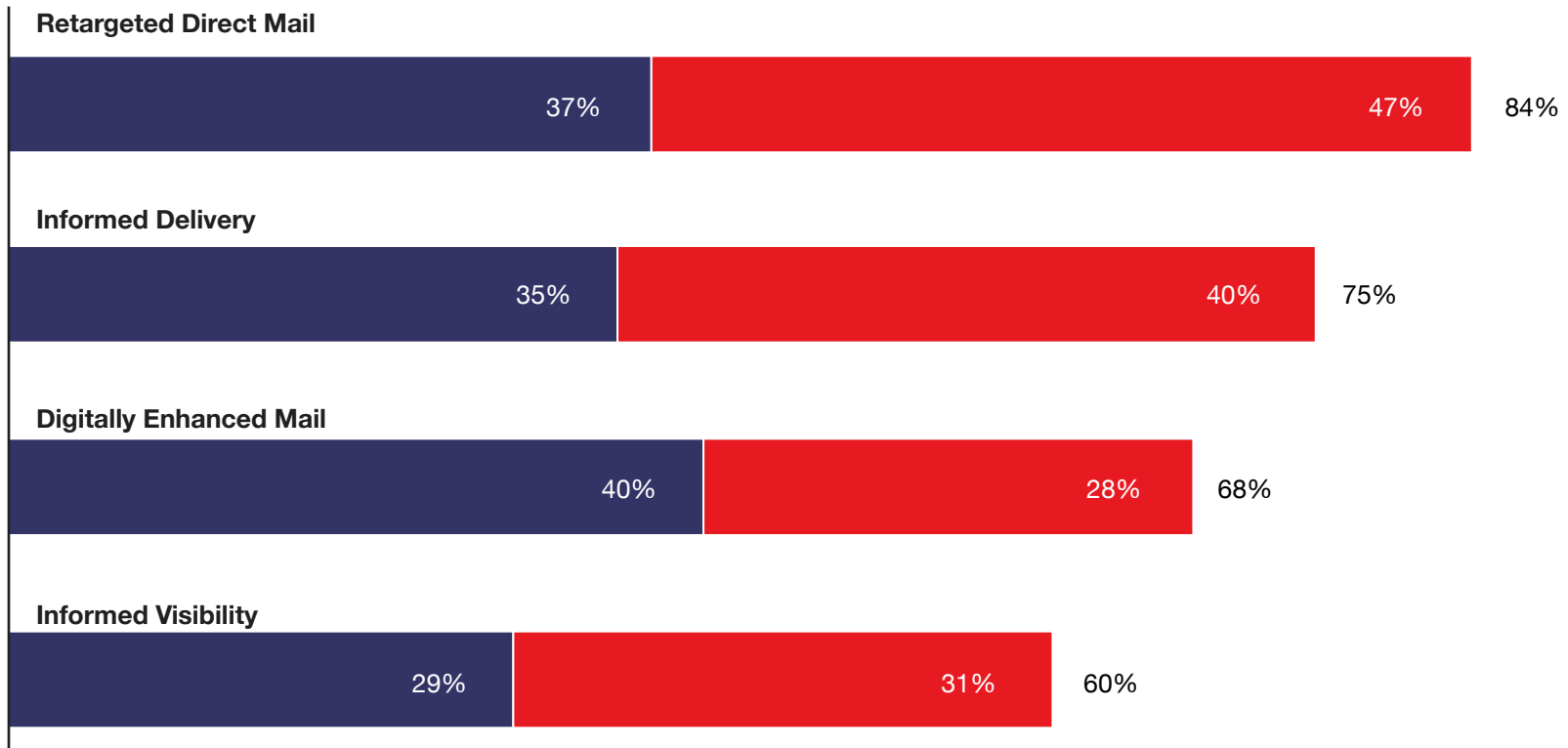
Base: 324 US decision-makers in marketing, with decision-making authority around direct mail marketing  
 Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, June 2020



# Finserve Sees Retargeted/Retargeted Direct Mail as Driving the Most Value

Q10

Which answer choice best describes your view on how valuable each capability would be for your organization?



■ Highly Valuable
 ■ Valuable
 ■ Highly Valuable/Valuable

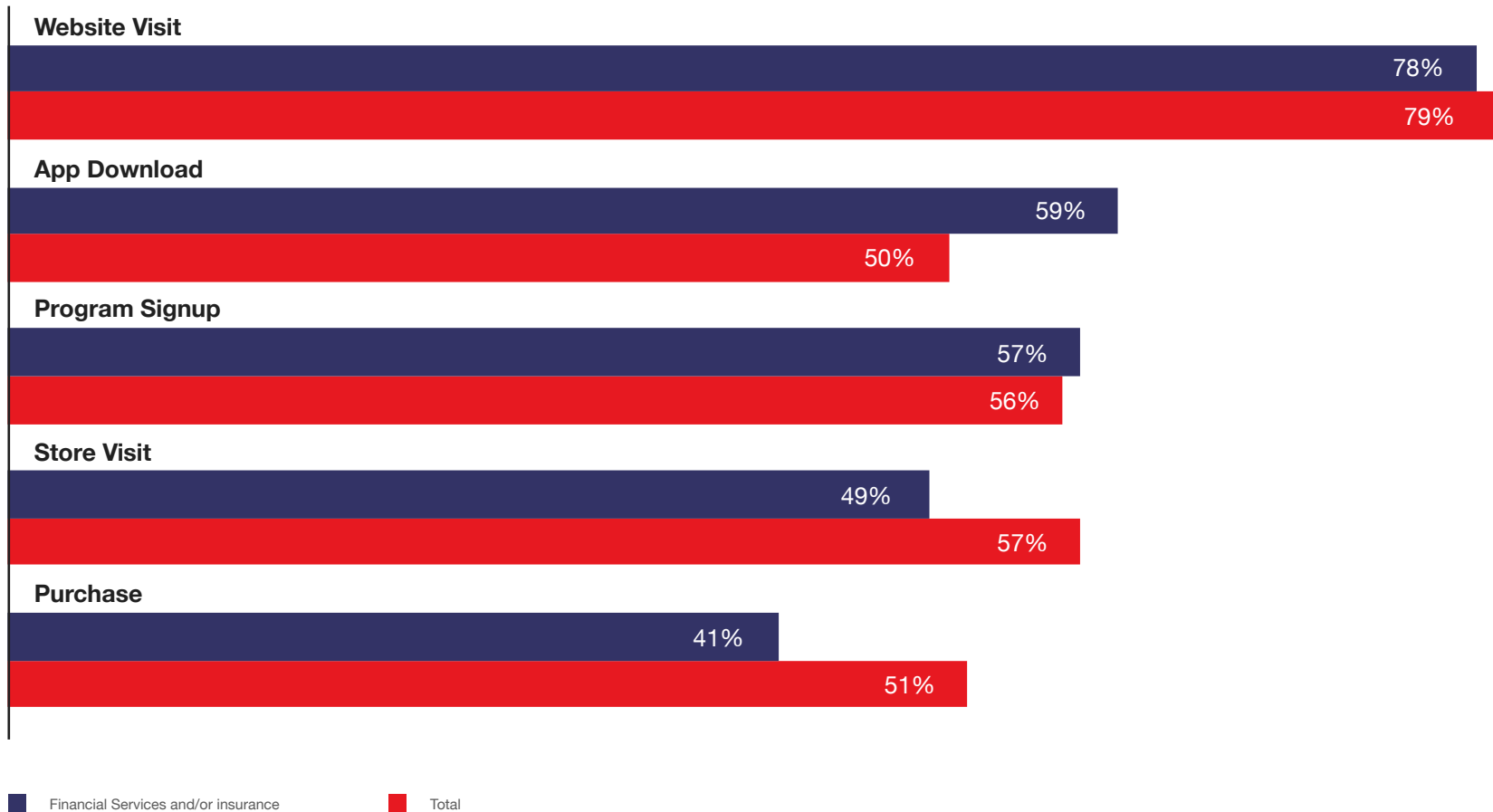
Base: 68 US decision-makers in marketing, with decision-making authority around direct mail marketing  
 Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, April 2020



# Web Visits and App Downloads Lead Desired DM Actions for Finservice

Q11

What types of actions are you looking to drive with your direct mail campaigns? (Select all that apply.)



Base: 324 US decision-makers in marketing, with decision-making authority around direct mail marketing  
 Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, June 2020



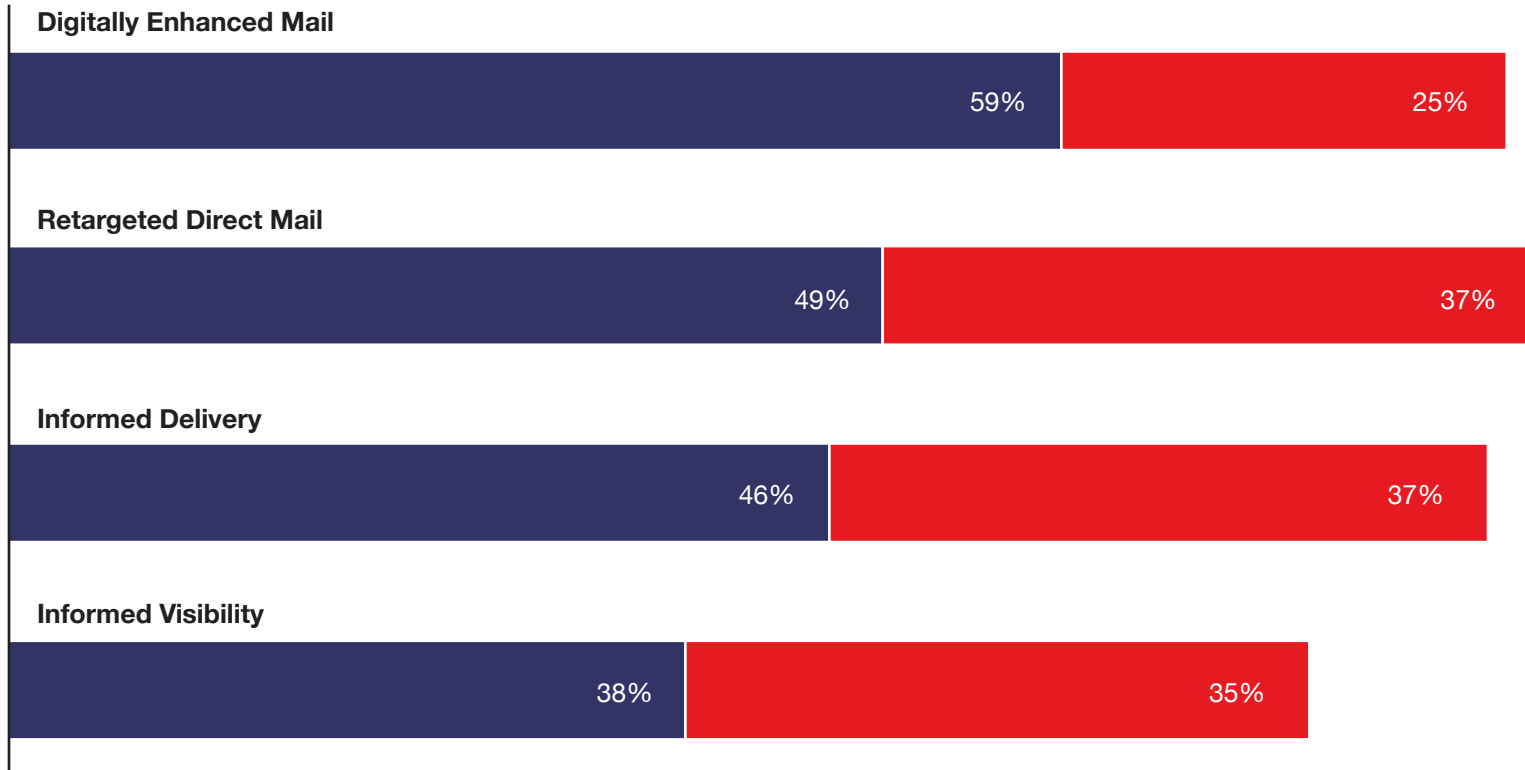
# Retail



# Retail Adoption of Direct Mail Innovations

Q1

Which statement best describes your organization’s current direct mail program as it applies to each of the following capabilities?



■ We are currently deploying this capability      ■ We are directly planning to or onboarding this capability

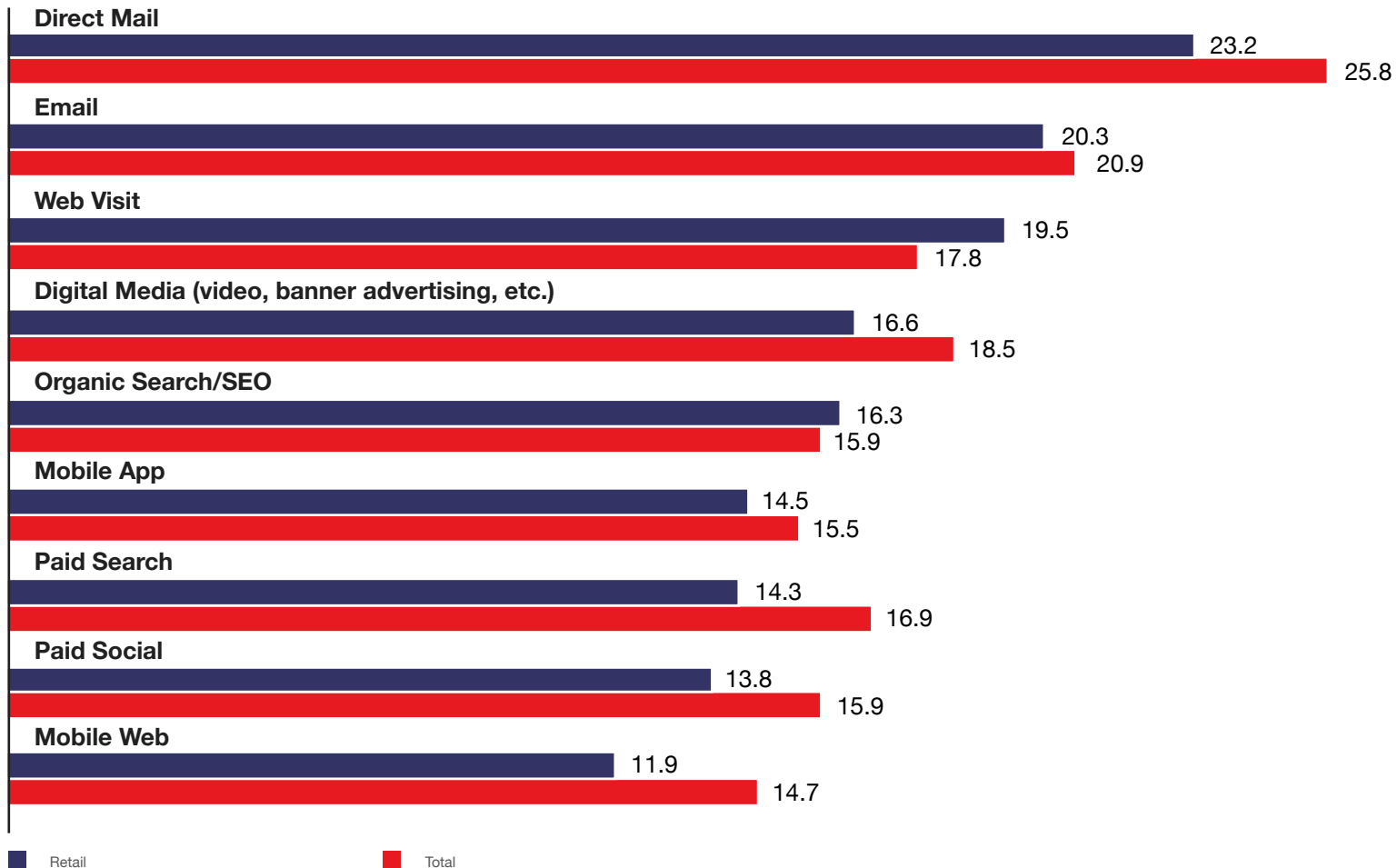
Base: 63 US decision-makers in marketing, with decision-making authority around direct mail marketing  
 Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, April 2020



# Retail Marketing Budget Allocation

Q2

Approximately what percent of your company's media spend goes to each of the following channels?



Base: Variable US decision-makers in marketing, with decision-making authority around direct mail marketing

Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, June 2020

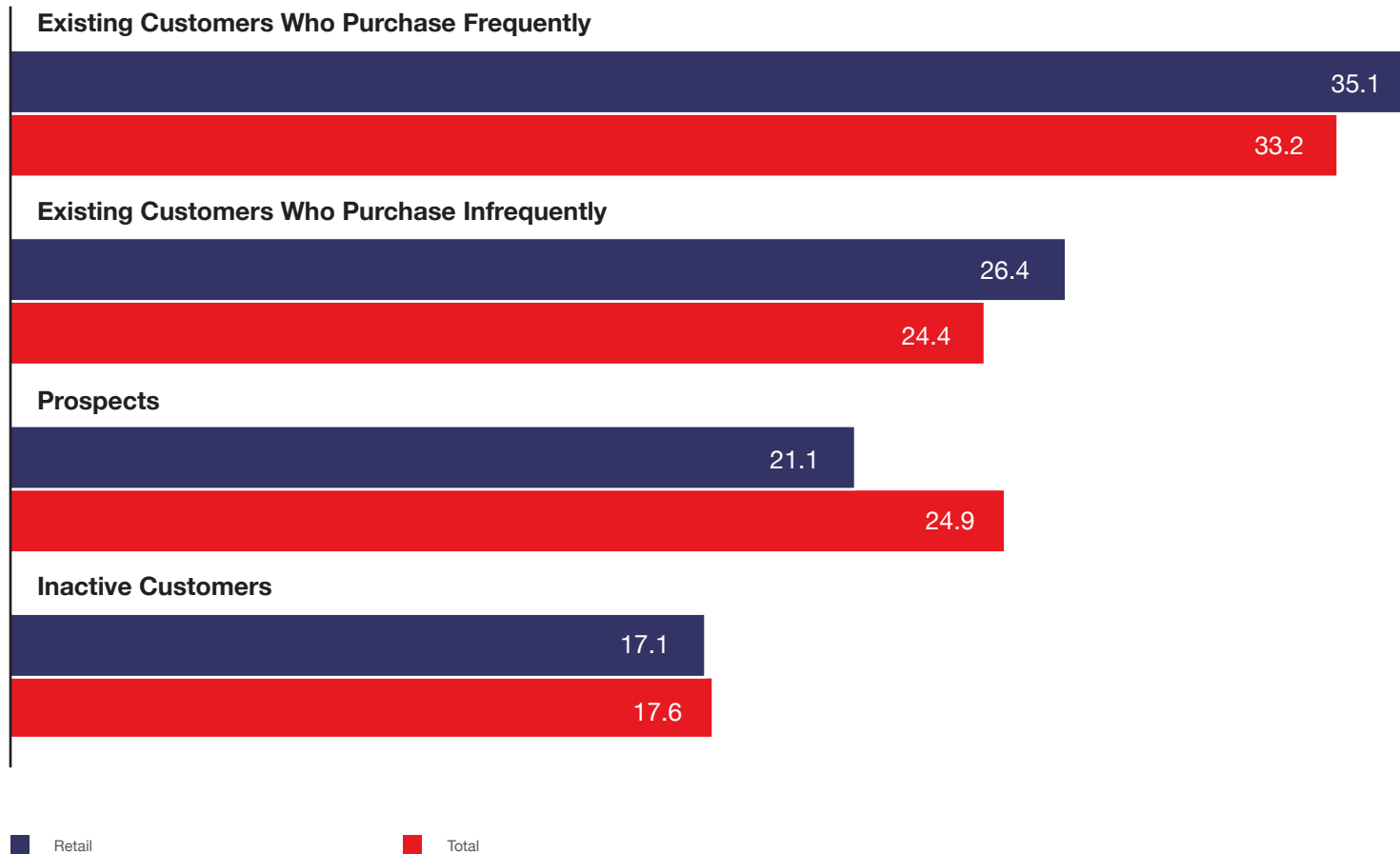




# Retail Direct Mail Spend by Audience

Q3

Approximately what percent of your direct mail budget do you spend against each of the following audiences?



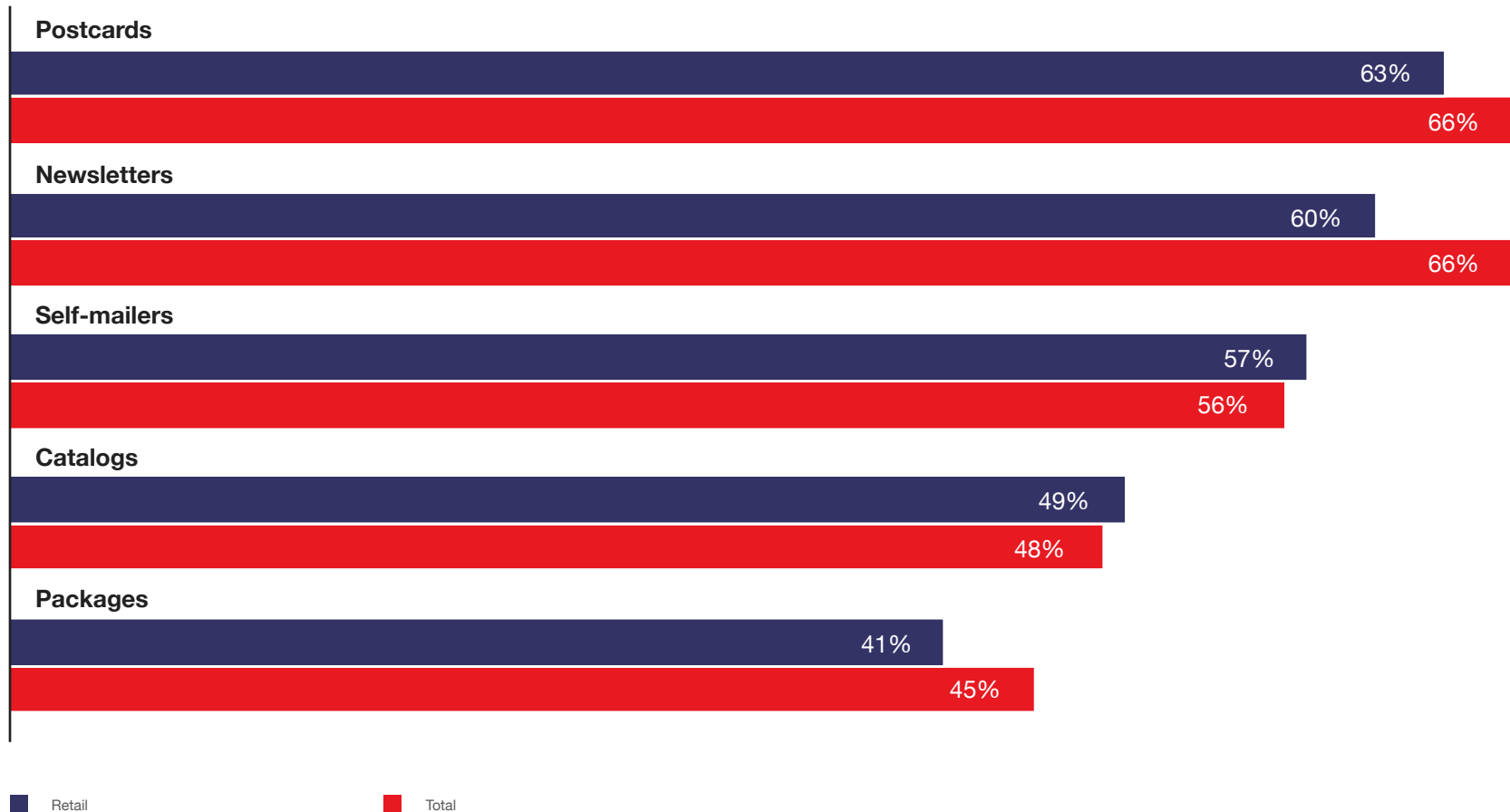
Base: 324 US decision-makers in marketing, with decision-making authority around direct mail marketing  
Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, April 2020



## Retail Most Likely to Send Postcards, Newsletters

Q5

Which of the following types of direct mail are you sending to customers today? (Select all that apply.)



Base: 324 US decision-makers in marketing, with decision-making authority around direct mail marketing

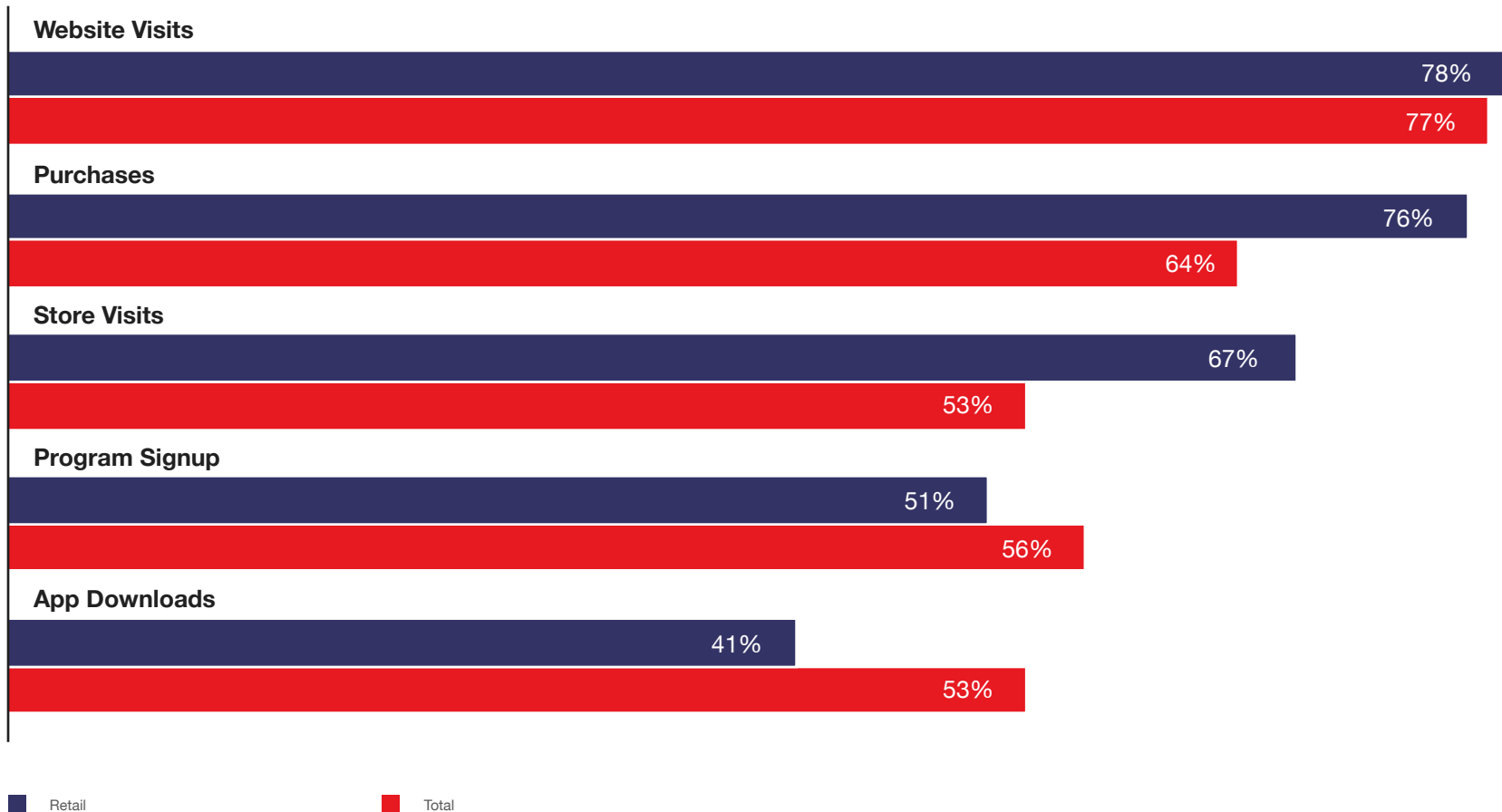
Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, April 2020



## Retail Seeks to Drive Web Visits, Purchases

Q6

Which of the following kinds of customer actions does your organization try to drive with direct mail today? (Select all that apply.)



Base: 324 US decision-makers in marketing, with decision-making authority around direct mail marketing

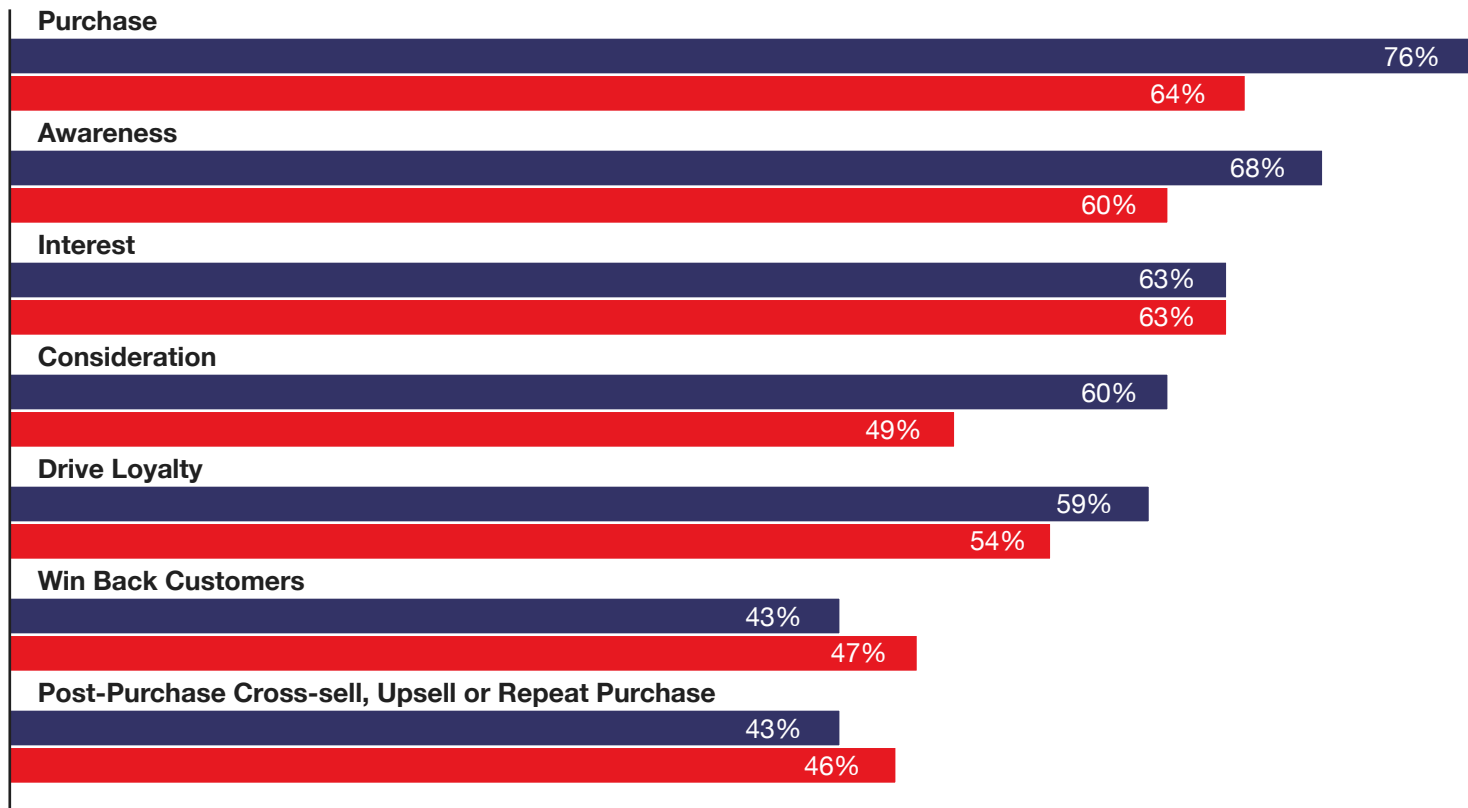
Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, April 2020



# Retail Looking for Purchase and Awareness Customer Lifecycle Stages

Q7

Which of the following objectives does your organization use direct mail for today? (Select all that apply.)



■ Retail

■ Total

Base: 324 US decision-makers in marketing, with decision-making authority around direct mail marketing

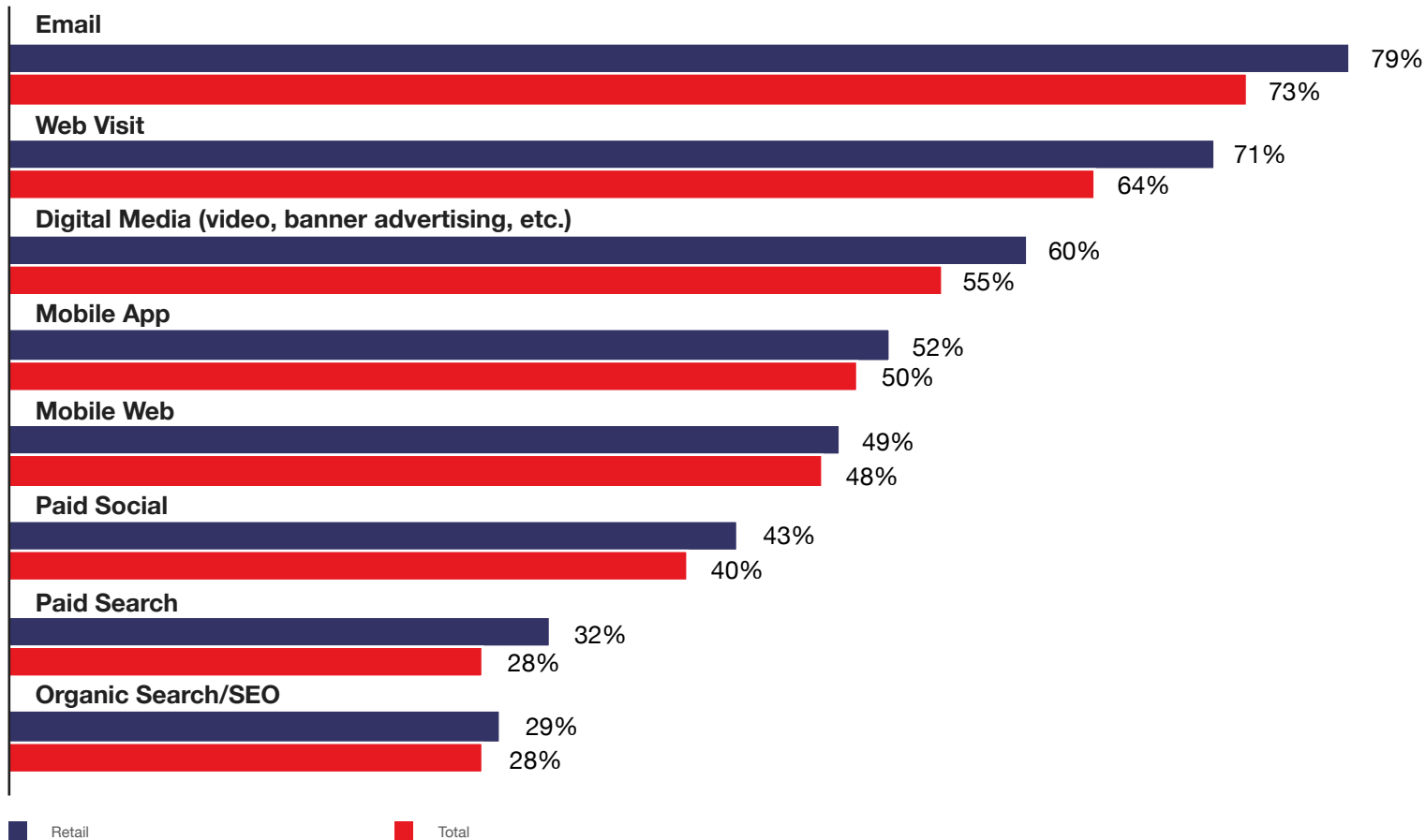
Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, June 2020



## Retail Most Likely to Coordinate DM with Email, Web Visits

### Q9

Which of the following digital channels do you coordinate (i.e., send mail or send digital content depending on engagement with the other) with your direct mail campaigns today? (Select all that apply.)



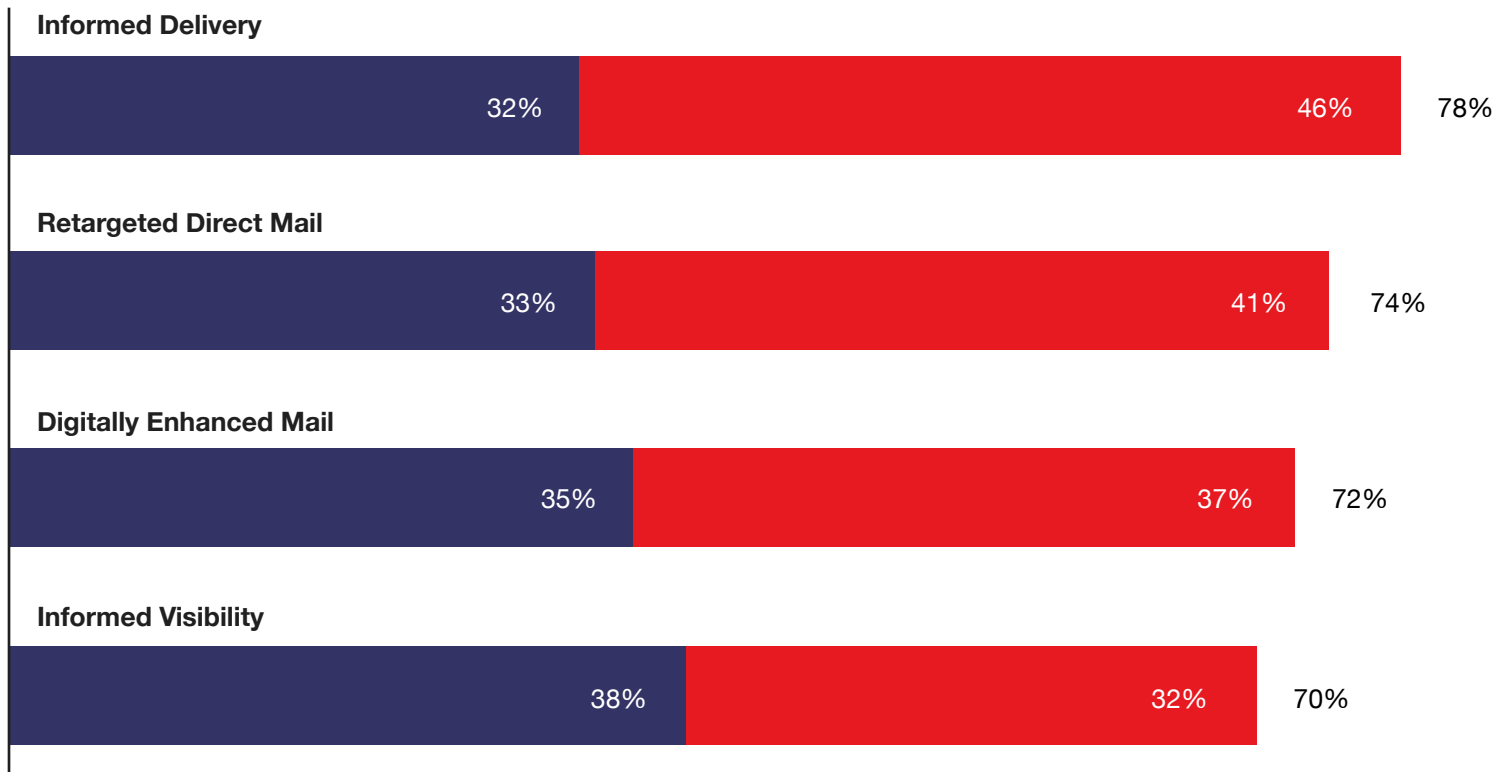
Base: 324 US decision-makers in marketing, with decision-making authority around direct mail marketing  
Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, June 2020



## Retail Most Likely to See Informed Delivery as Valuable

### Q10

Which answer choice best describes your view on how valuable each capability would be for your organization?



■ Highly Valuable ■ Valuable ■ Highly Valuable/Valuable

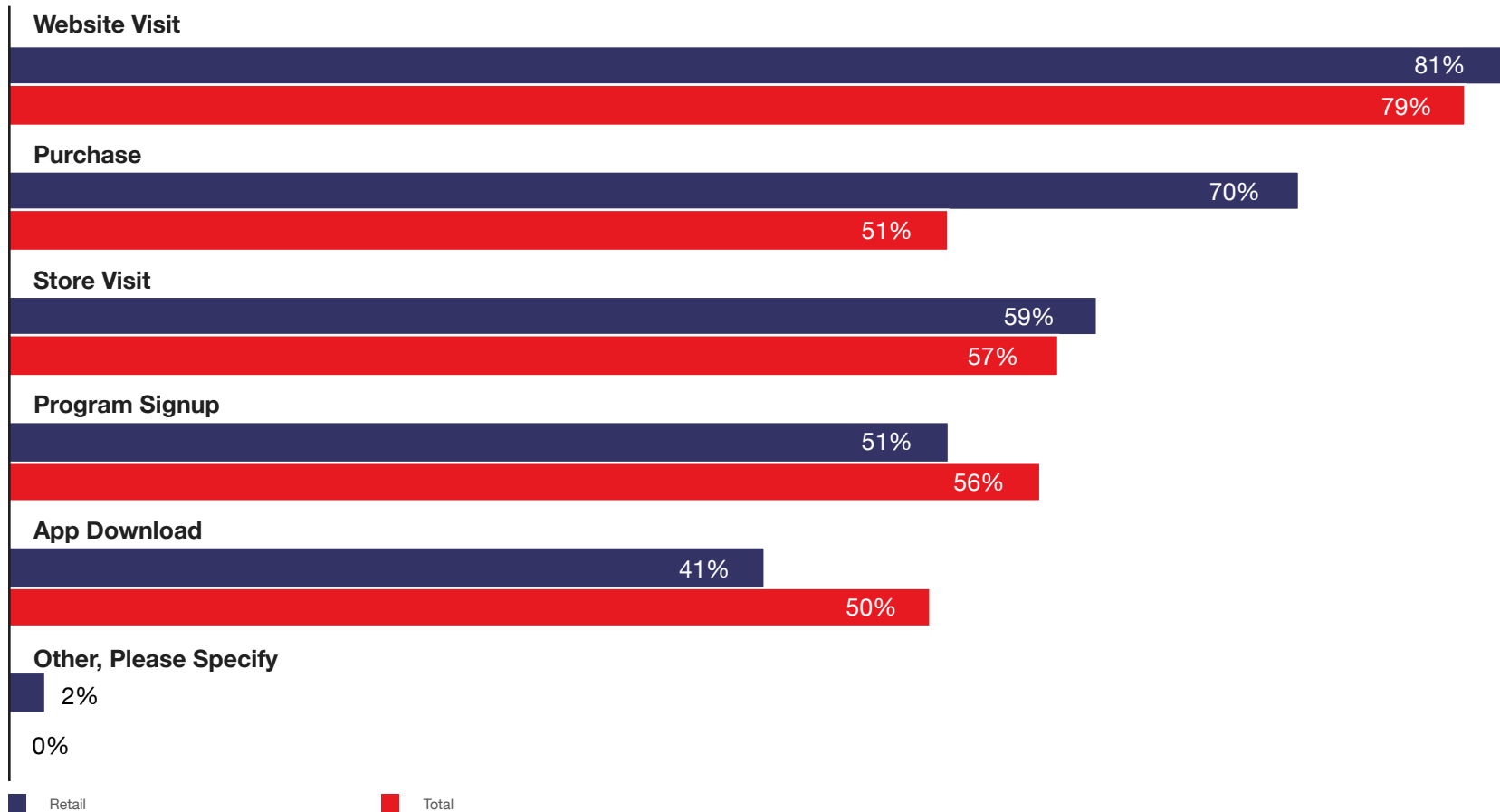
Base: 63 US decision-makers in marketing, with decision-making authority around direct mail marketing  
Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, April 2020



# Web Visits, Purchases Lead Retail's Preferred Actions

Q11

What types of actions are you looking to drive with your direct mail campaigns? (Select all that apply.)



Base: 324 US decision-makers in marketing, with decision-making authority around direct mail marketing  
Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, April 2020



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# Travel

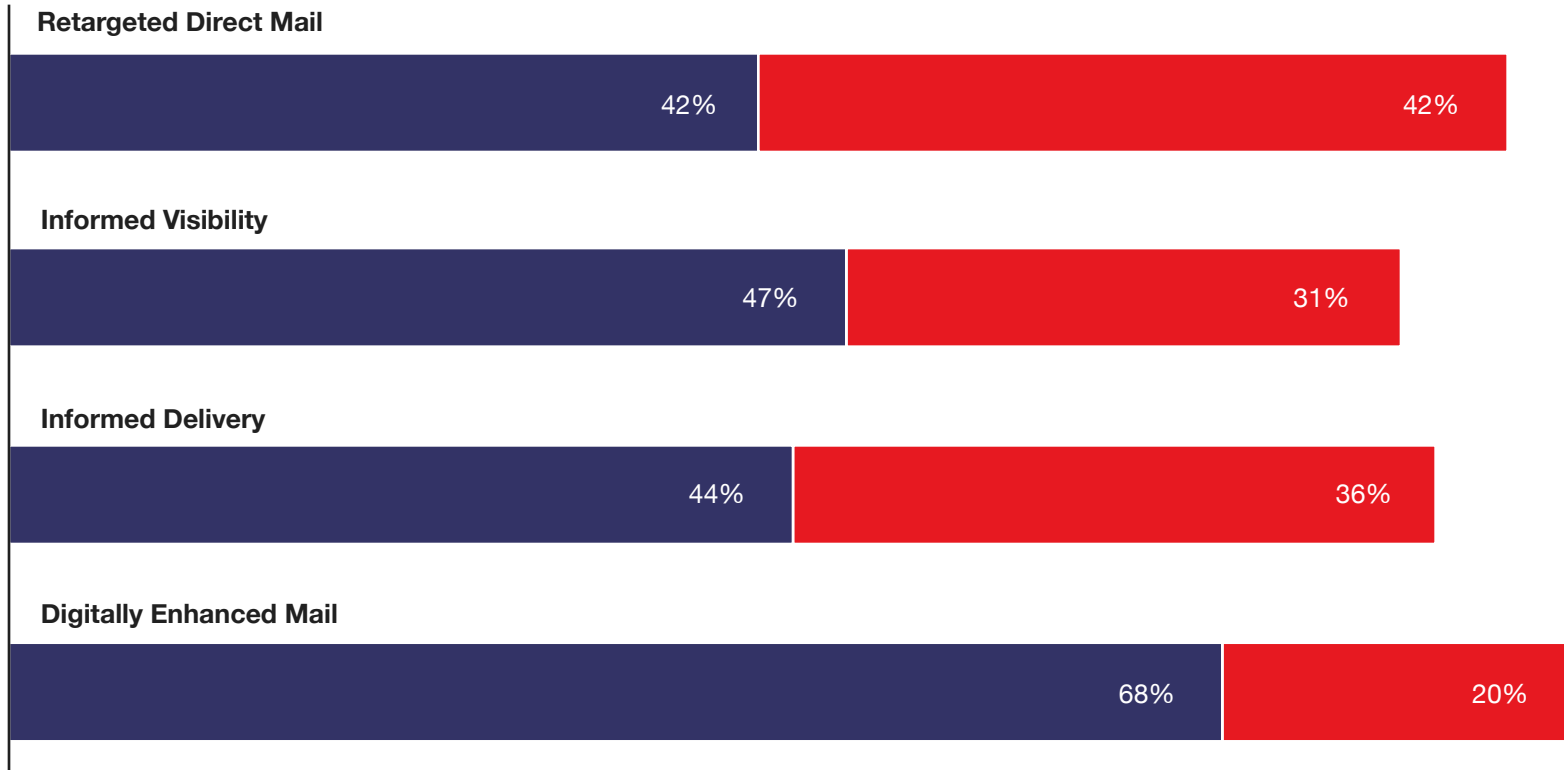
—



# Travel Adoption of Direct Mail Innovations

## Q1

Which statement best describes your organization’s current direct mail program as it applies to each of the following capabilities?



■ We are currently deploying this capability      ■ We are directly planning to or onboarding this capability

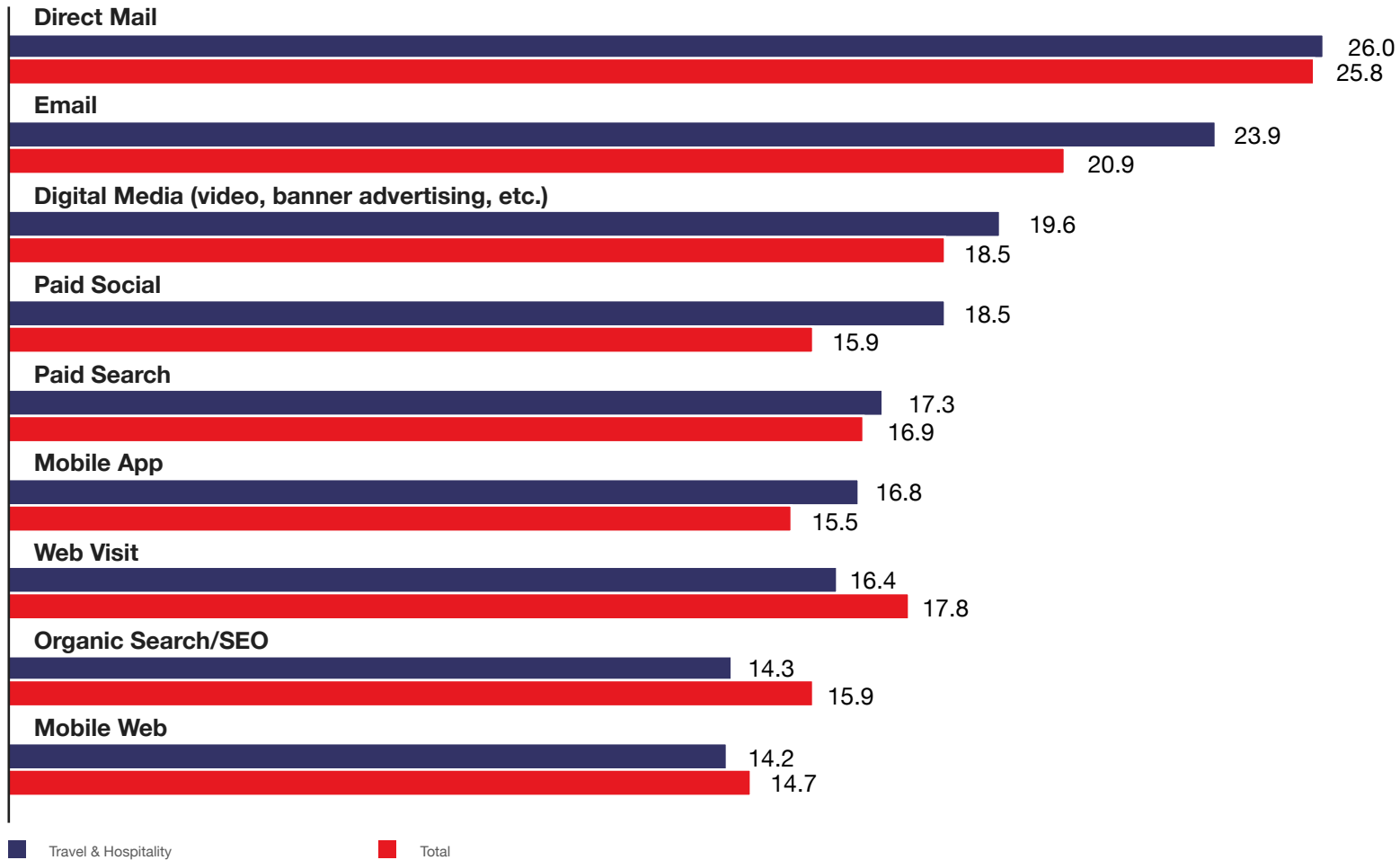
Base: 59 US decision-makers in marketing, with decision-making authority around direct mail marketing  
 Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, April 2020



# Travel Marketing Spend by Channel

Q2

Approximately what percent of your company’s media spend goes to each of the following channels?



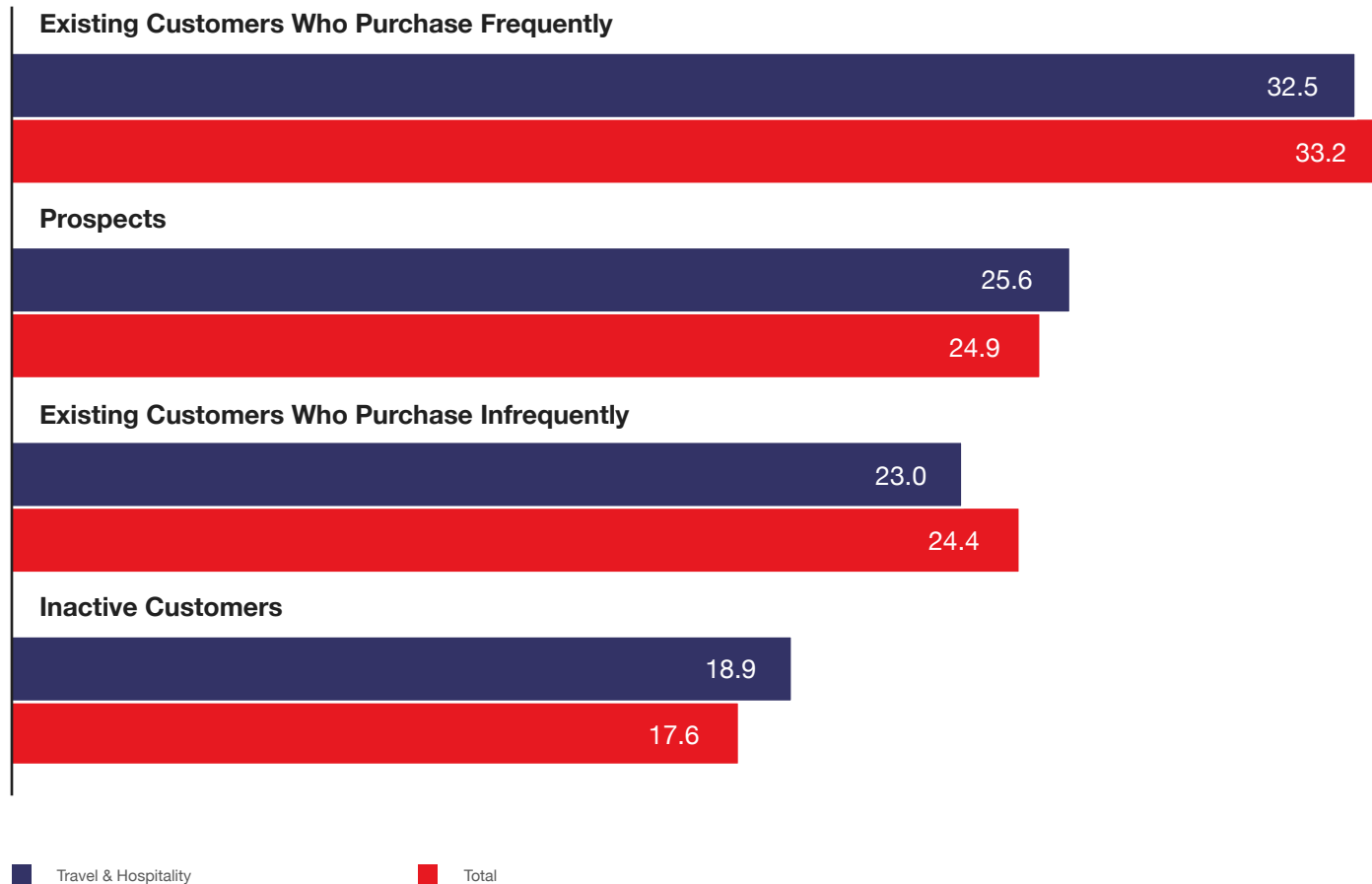
Base: Variable US decision-makers in marketing, with decision-making authority around direct mail marketing  
 Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, June 2020



# Travel DM Spend by Audience

Q3

Approximately what percent of your direct mail budget do you spend against each of the following audiences?



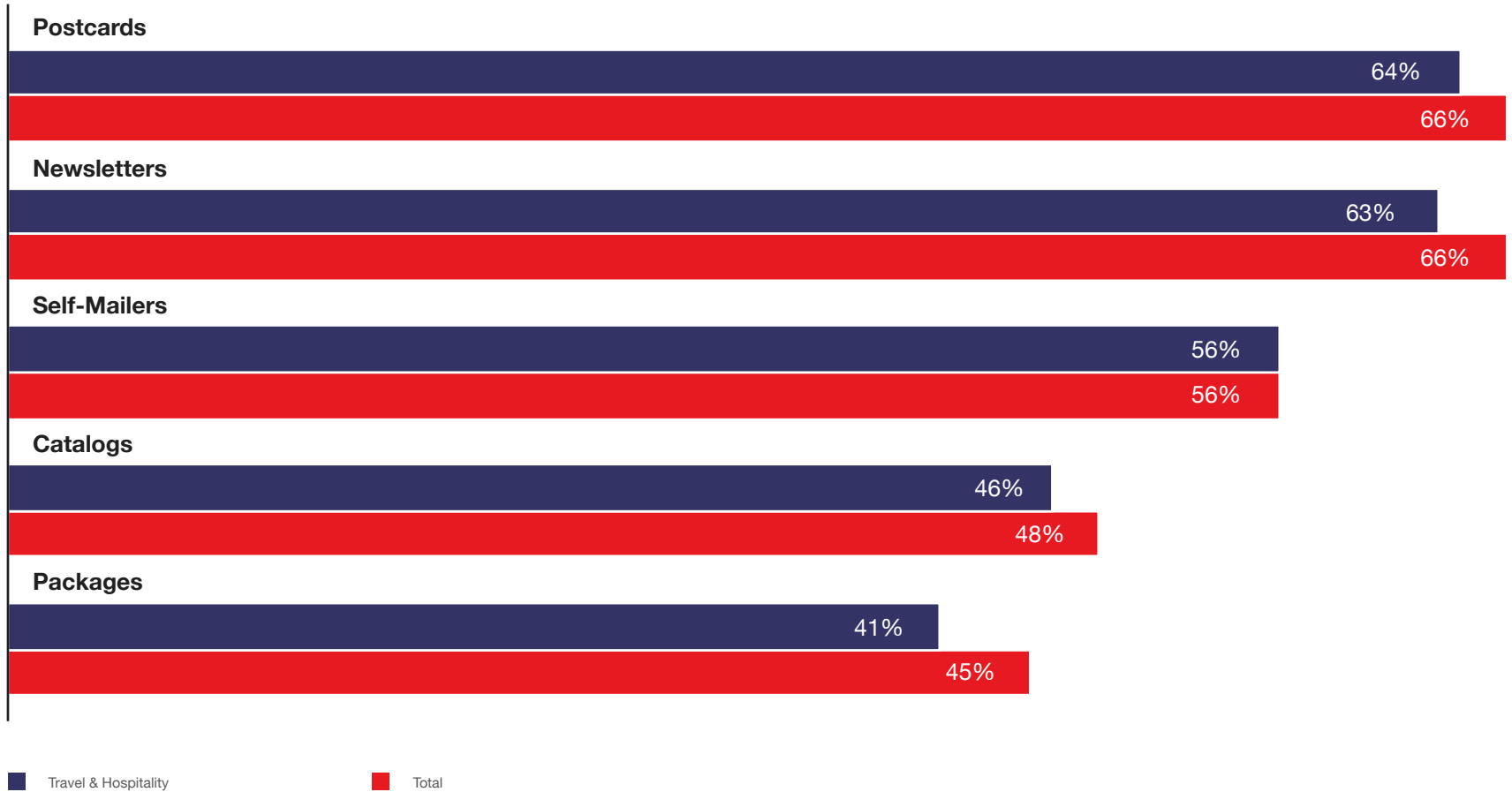
Base: 324 US decision-makers in marketing, with decision-making authority around direct mail marketing  
Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, April 2020



# Travel Most Likely to Send Postcards, Newsletters

Q5

Which of the following types of direct mail are you sending to customers today? (Select all that apply.)



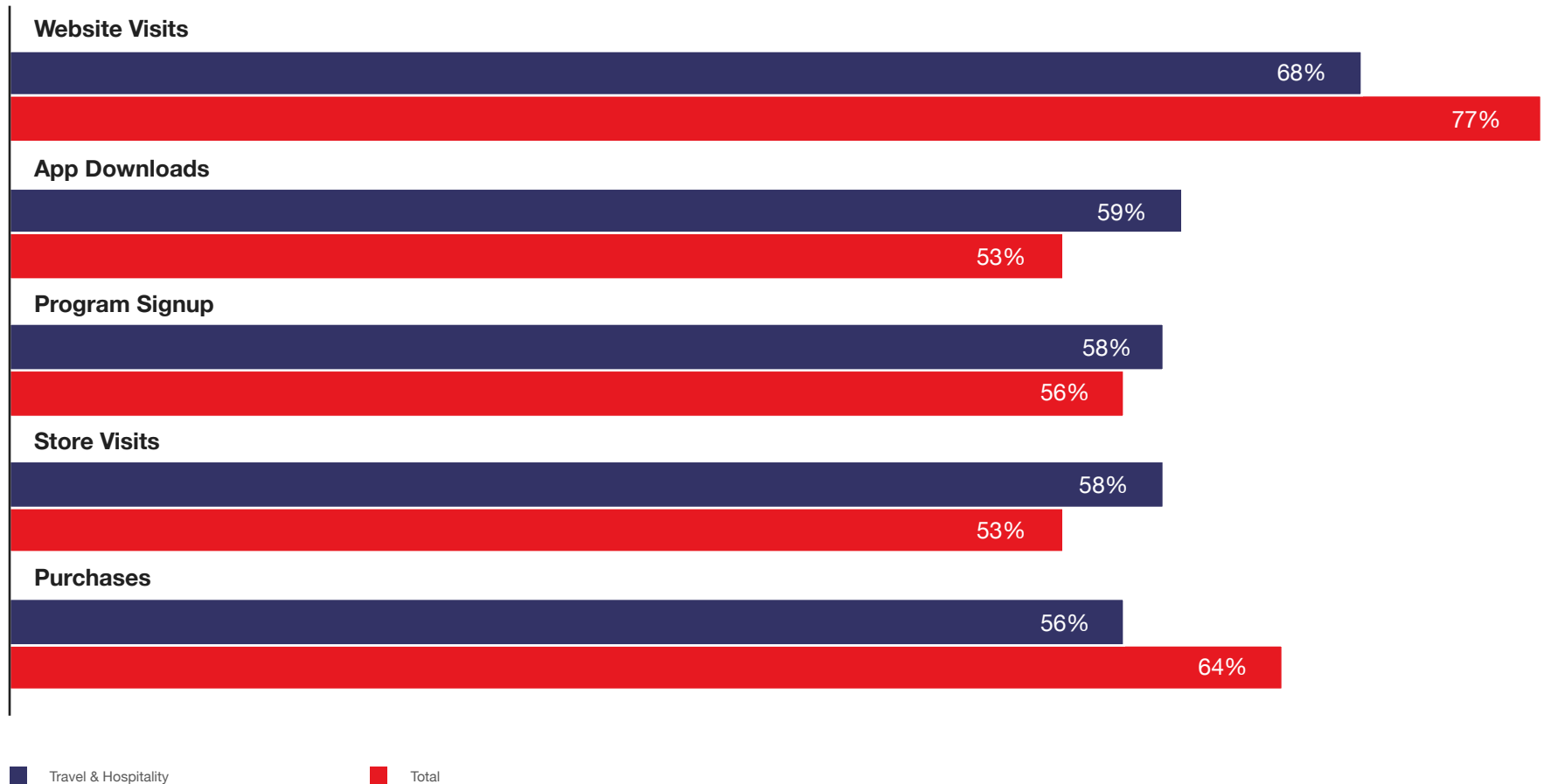
Base: 324 US decision-makers in marketing, with decision-making authority around direct mail marketing  
 Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, April 2020



# Travel Looks to Drive Web Visits, App Downloads

## Q6

Which of the following kinds of customer actions does your organization try to drive with direct mail today? (Select all that apply.)



Base: 324 US decision-makers in marketing, with decision-making authority around direct mail marketing

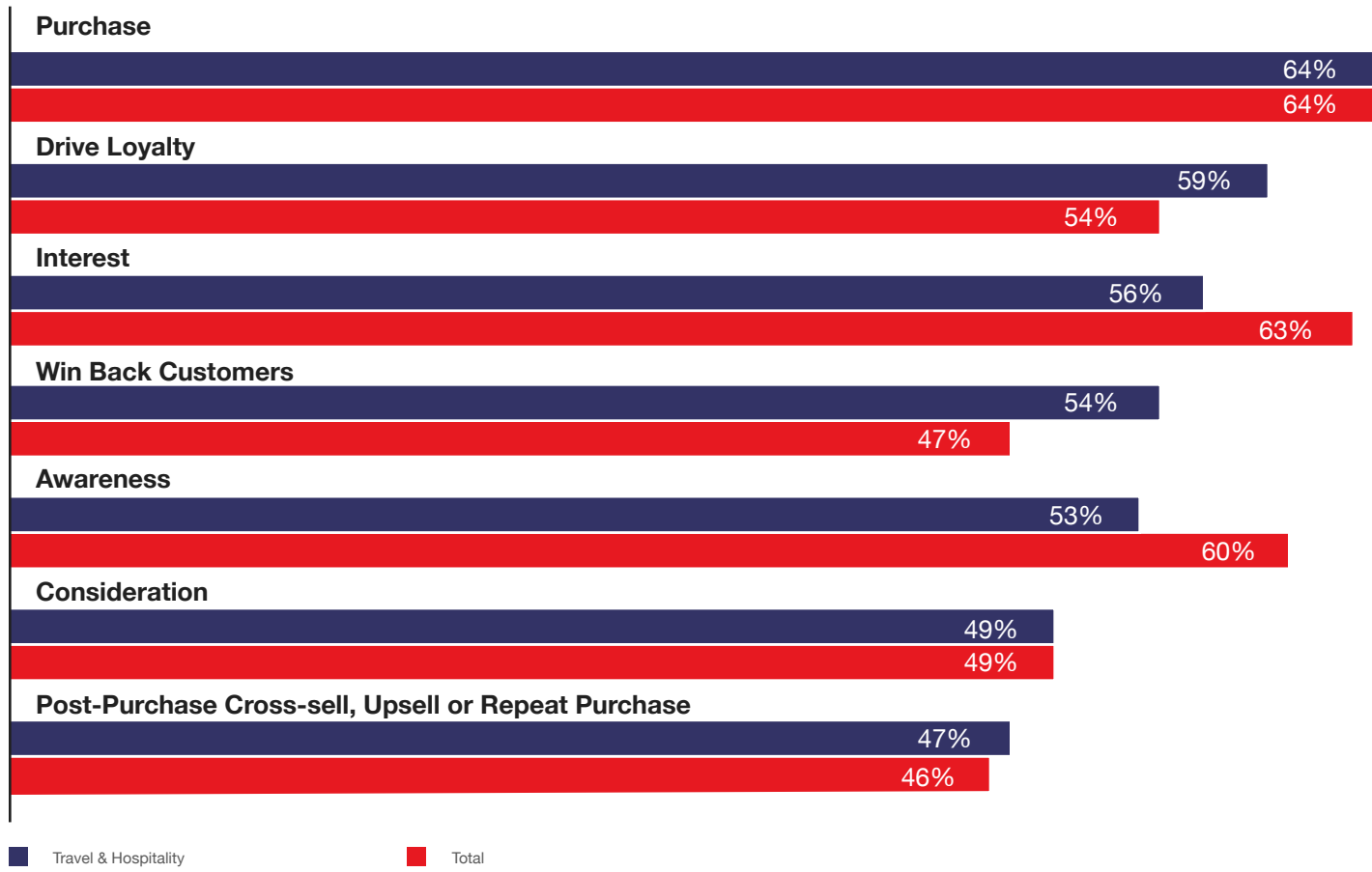
Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, April 2020



# Purchase, Loyalty Lead DM Customer Lifestage Targets

Q7

Which of the following objectives does your organization use direct mail for today? (Select all that apply.)



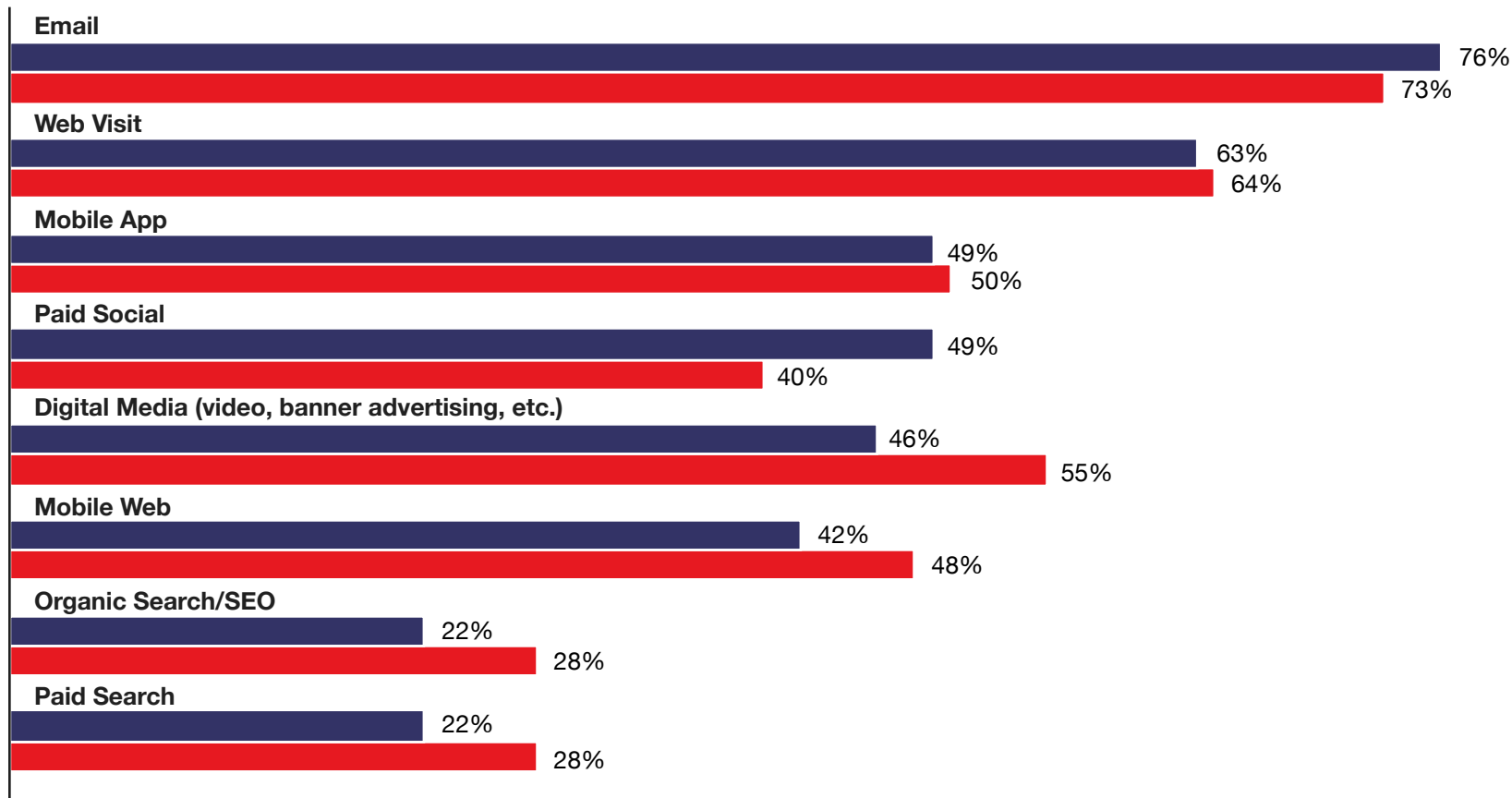
Base: 324 US decision-makers in marketing, with decision-making authority around direct mail marketing  
 Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, April 2020



# Travel Most Likely to Coordinate DM with Email, Web Visit

Q9

Which of the following digital channels do you coordinate (i.e., send mail or send digital content depending on engagement with the other) with your direct mail campaigns today? (Select all that apply.)



■ Travel & Hospitality      ■ Total

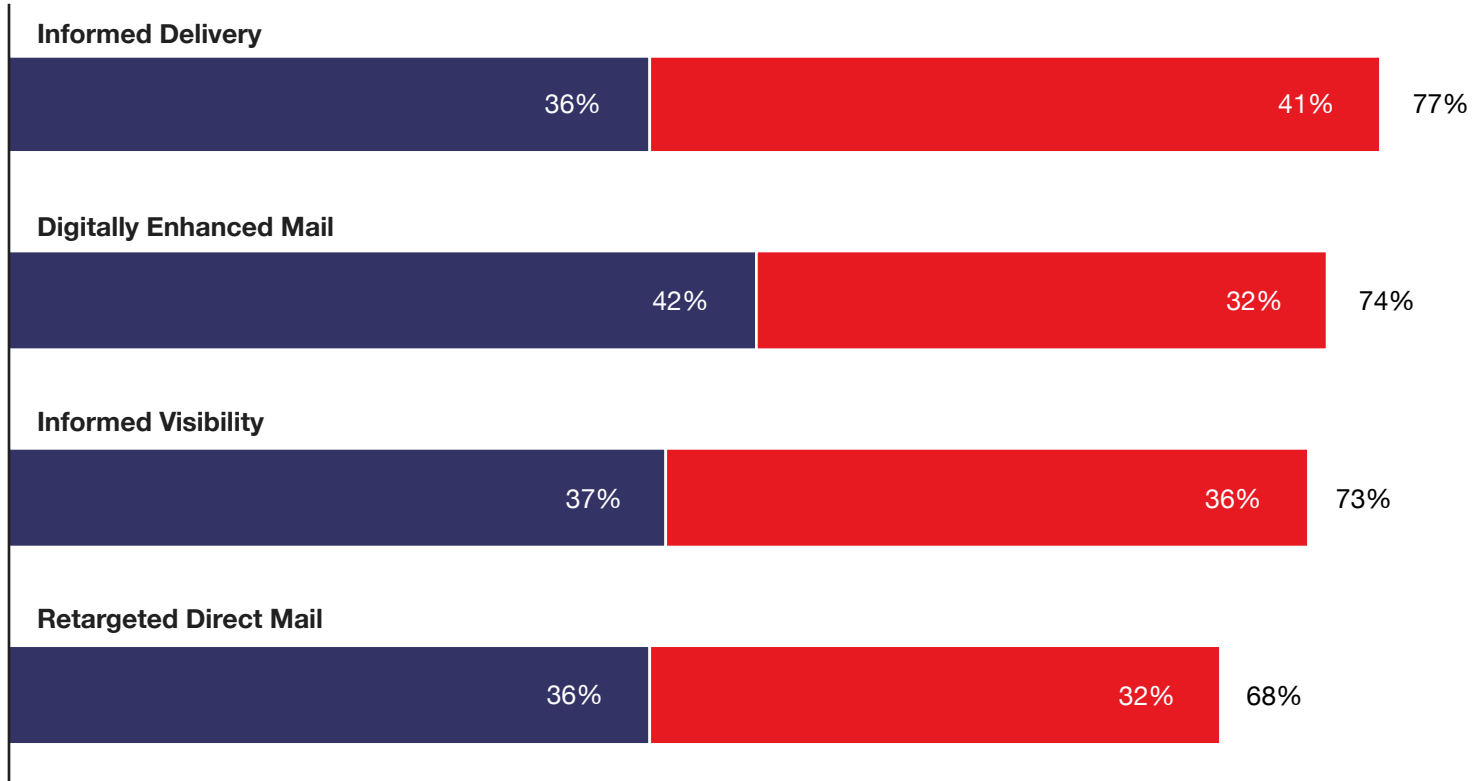
Base: 324 US decision-makers in marketing, with decision-making authority around direct mail marketing  
 Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, April 2020



# Informed Delivery Top Valuable Channel for Travel

Q10

Which answer choice best describes your view on how valuable each capability would be for your organization?



■ Highly Valuable
 ■ Valuable
 ■ Highly Valuable/Valuable

Base: 59 US decision-makers in marketing, with decision-making authority around direct mail marketing  
 Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, April 2020

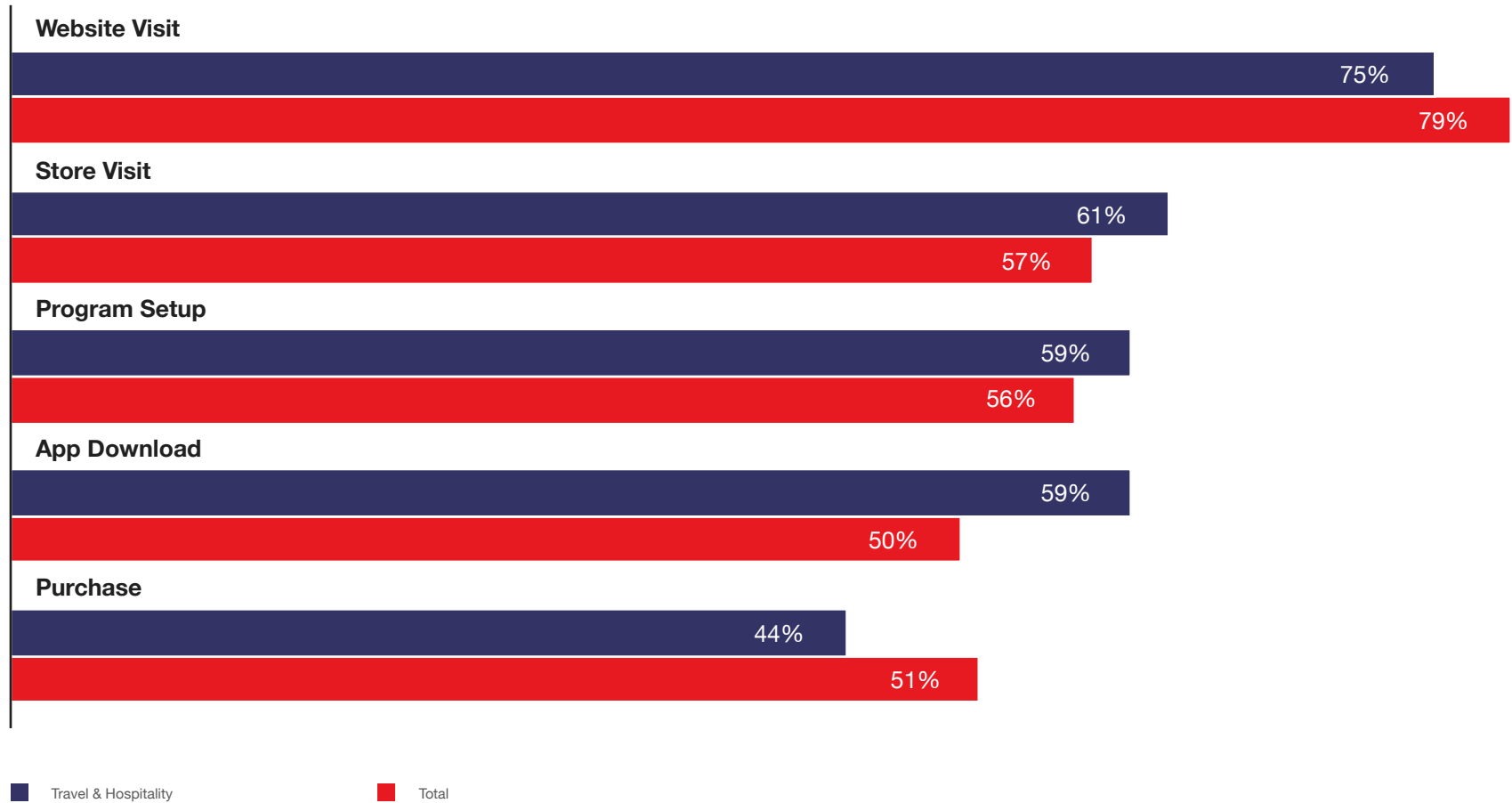




# Web, Store Visits Most Desired Actions for Travel DM

Q11

What types of actions are you looking to drive with your direct mail campaigns? (Select all that apply.)



Base: 324 US decision-makers in marketing, with decision-making authority around direct mail marketing  
Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, April 2020

