

**STILL RELEVANT:
A LOOK AT HOW
MILLENNIALS
RESPOND TO
DIRECT MAIL**



Beyond the Myths: Young Adults Do Read Mail

You know the stereotype: Millennials are digital natives, glued to their smartphones, and the only way for marketers to reach them is through social media.

The truth is, Millennials respond to a marketing channel that's been around for centuries and is now more dynamic and actionable than ever: paper in a mailbox.

88% of Millennials
take the time to look
through their mail.¹

59% find the information
they receive by mail
to be more useful than
the information they
receive by email.¹

This guide is designed to help you better understand how and why Millennials respond to mail, how mail compares with other marketing channels and how to create an appealing mailpiece for this generation.

¹ "USPS Mail Moments: 2019 Review," 2019.

How Millennials Think of— and Act on—Direct Mail

Let's look at how Millennials feel about mail. Here are some revealing statistics:



88%

of Millennials take the time to look through their mail to make sure they're not discarding useful information.¹



73%

of Millennials would be upset if they no longer received mail.¹



80%

of Millennials look forward to seeing what they've received in their mailbox.¹



65%

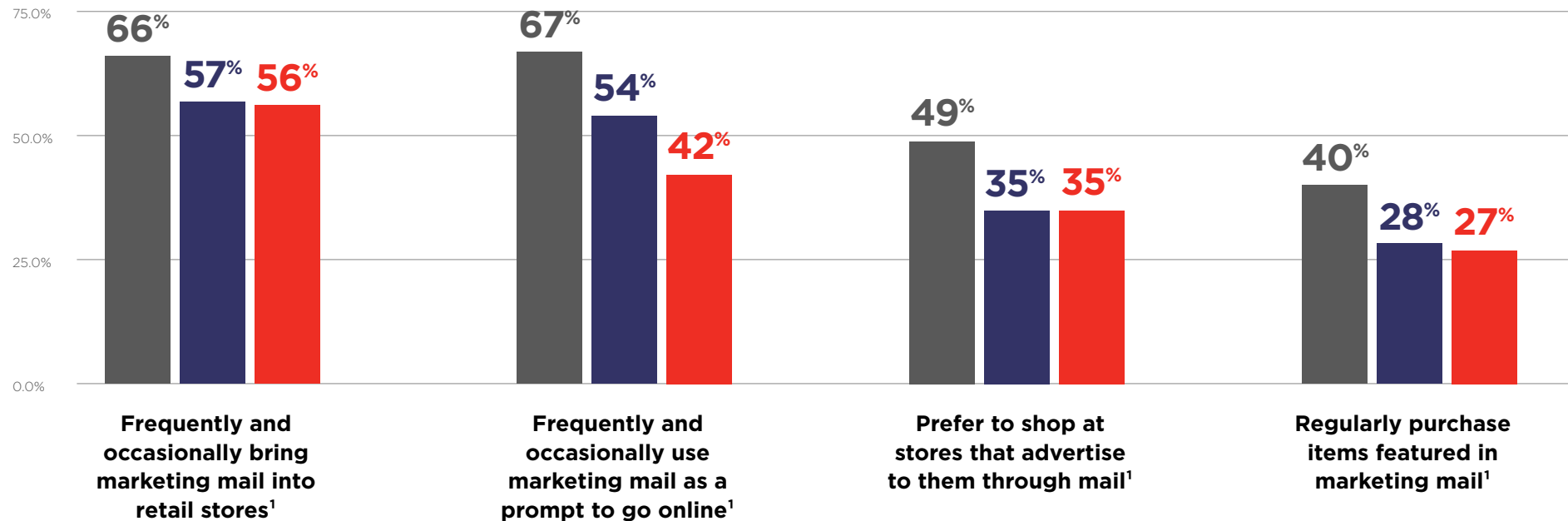
of Millennials pay attention to direct mail advertising.²

¹ "USPS Mail Moments: 2019 Review," 2019.

² "Millennials: An Emerging Consumer Powerhouse," Quad/Graphics Customer Focus® 2018 Research Study, 2018.

How They Differ From Other Adults

Compared with Gen X and baby boomer generations, Millennials are the most likely to take action on marketing mail.



Millennials



Gen X



Baby Boomers

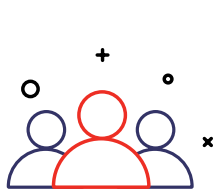
¹ "USPS Mail Moments: 2019 Review," 2019.

How the Brain Responds to Print vs. Digital

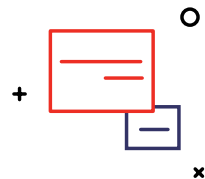
Why do even so-called digital natives still respond to print? Neuromarketing research shows that our brains react differently to printed material than to digital media.

A recent neuromarketing study by the U.S. Postal Service® Office of the Inspector General and Temple University compared the effectiveness of physical and digital advertising on younger and older consumers, ranging from 18 to 68 years old.¹

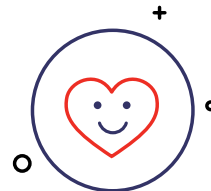
The study found that:



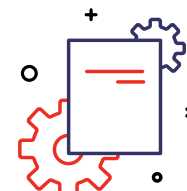
Across all age groups, physical ads were more effective than digital ads in leaving a lasting impression.



Participants of all ages spent more time processing physical ads.



For younger adults, emotional ads were more effective than functional ads.



Functional ads in a physical format were more effective for older adults.

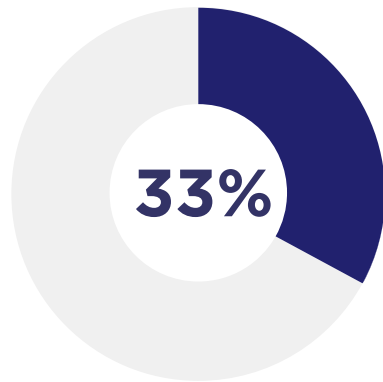


Ads that used metaphors to convey a message were effective across all age groups.

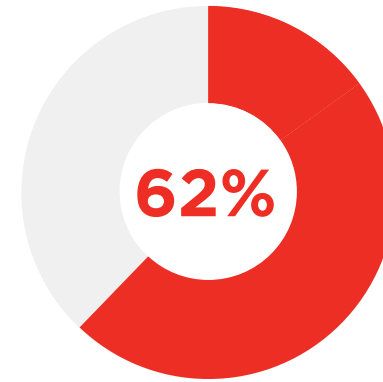
¹ "Advertising Effectiveness and Age," USPS Office of Inspector General, February 2019.

Breaking Through the Clutter

Some marketers believe that the more “plugged-in” consumers are suffering from digital fatigue.¹



33% of Millennials use ad blockers.²



62%, however, tend to read through the advertising mail they receive, rather than discarding it without reading.³

Apparently direct mail—which comes only once a day—has become a novelty to this audience. Privacy concerns may also play a role here, with 58% of Millennials worrying less about direct mail privacy than digital communications privacy.³

This means you have a great opportunity to excite and engage Millennials through innovative campaigns incorporating direct mail.

¹ Kurt Allen, “Live from Loyalty360 Expo: Best Western Rewards Bets on Millennials and Direct Mail,” Colloquy, April 29, 2015.

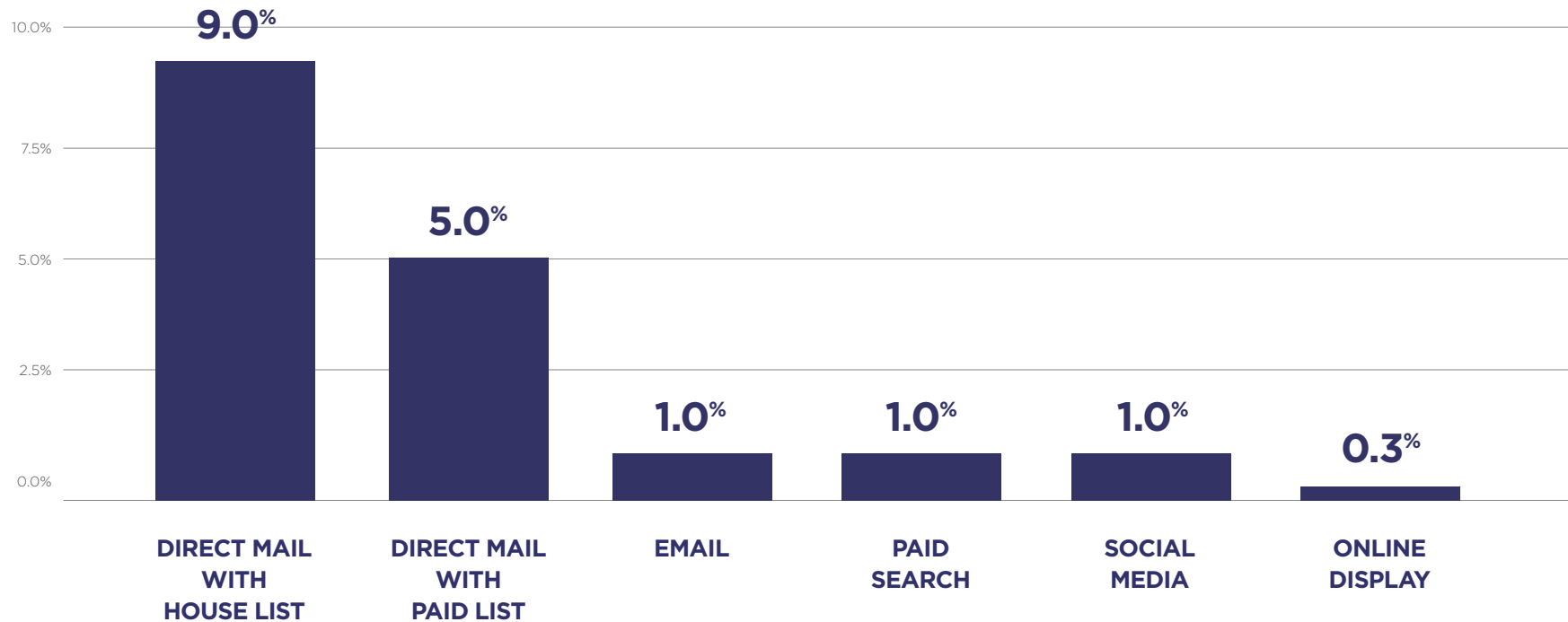
² “US Millennials 2019: Gauging Their Digital Usage as They Settle into Real Adulthood,” eMarketer, February 2019.

³ “USPS Mail Moments: 2019 Review,” 2019.

How the Results Compare: Direct Mail vs. Digital

Despite an affinity for physical mail, Millennials still spend more time online than other adults, and no one is recommending that marketers abandon their complementary digital efforts.

Here's a look at consumer response rates for different marketing channels:¹



From 2017 to 2018, both house lists and prospect lists saw an increase in direct mail response rates. As today's consumers are inundated with digital ads, mail has become a welcome reprieve.

¹ "Response Rate Report: Performance and Cost Metrics Across Direct Media," ANA | DMA, November 2018.

Appealing to Millennial Values

Direct mail can help you engage Millennials, whether your goal is to acquire customers, generate interest in a specific promotion or build customer loyalty.

Try these tips to help create engaging mailpieces for this generation:



Incorporate multimedia and digital. Embed QR Codes®, near field communication (NFC) or augmented reality (AR) to link your mailer to videos and interactive materials on your website or social media.



Keep your messaging succinct and easy to read. Provide bite-sized pieces of information.



Be authentic. Millennials distrust traditional advertising, so avoid hard-sell language. Use a straightforward, transparent approach.



Use retargeted direct mail to match customers' IP addresses to their physical addresses. This allows you to follow up with personalized direct mail based on users' actions on your website, mobile app, email or social media.



Help them feel good about their purchase. Millennials are compassionate and want to improve the world. Campaigns that donate a percentage of profits to a worthy cause or in some other way demonstrate corporate responsibility can resonate well—if they're seen as authentic.



Use slang with caution, even if you are a Millennial. You risk turning off your audience.



Millennial Mail Ideas: Bike Shop Postcard

Here are some examples of direct mailpieces that could work well with the Millennial generation.

This fictional mailpiece uses simple, straightforward language to encourage prospects to improve their lives by buying a new commuter bicycle.

The mailpiece incorporates a digital component that entices prospects to visit a personalized URL, where they will receive a 10% discount and can take an interactive quiz. Information gathered through the quiz will not only help the potential buyer decide on the right type of bike, but will also help the company provide better service. The mailer ends with an appeal to Millennials' desire to improve the world—in this case by reducing their carbon footprint.



Outside Copy

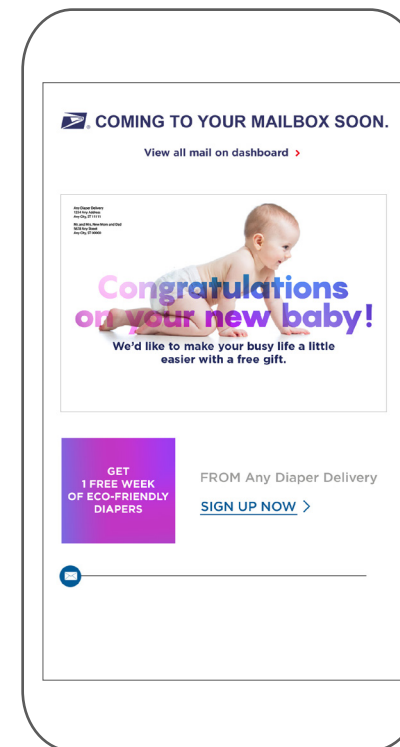
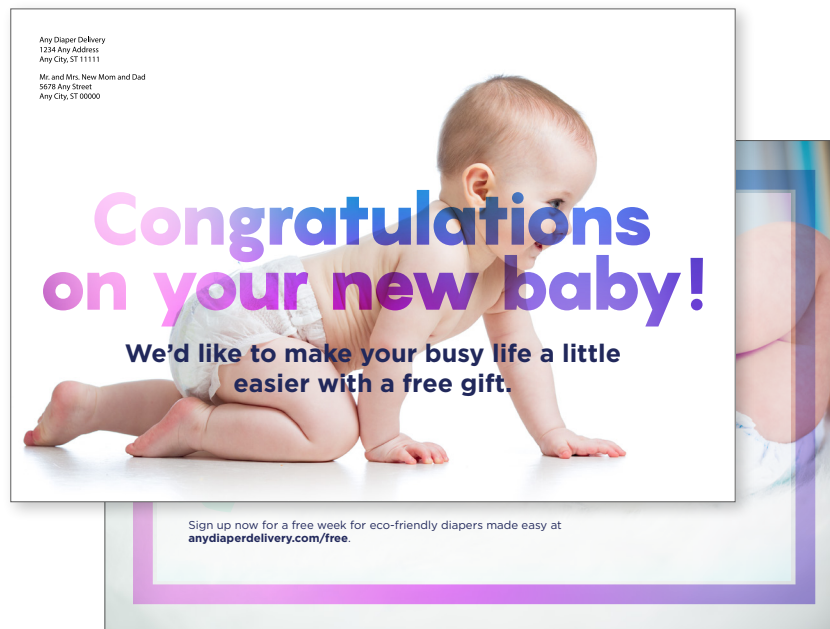


Inside Copy

Millennial Mail Ideas: Diaper Delivery Service Letter

This fictional mailpiece for a diaper delivery company uses down-to-earth language to appeal to new parents who may be reluctant to use cloth diapers because of the work involved. The letter touches on a desire of parents everywhere—to leave the world a better place for their children.

The business leverages the USPS® Informed Delivery® feature to send digital ride-along content before the mailpiece arrives. This allows the company to drive customers to the company website to sign up for a free week of service.



A Classic Approach for the Millennial Age

Marketers have more avenues than ever to engage with customers, but that also means customers are continually bombarded with messages—a high percentage of which they tune out. Working in concert with digital efforts, direct mail can help your message capture and convert your audience—even Millennials.

**We now know
that mail still
resonates with
this generation.**

75%

**say that receiving
personal mail
makes them
feel special.¹**

They continue to enjoy and respond to the tactile experience of opening the mailbox and finding a printed message inside.

¹ "Millennials and the Mail," USPS Office of Inspector General, February 2019.



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