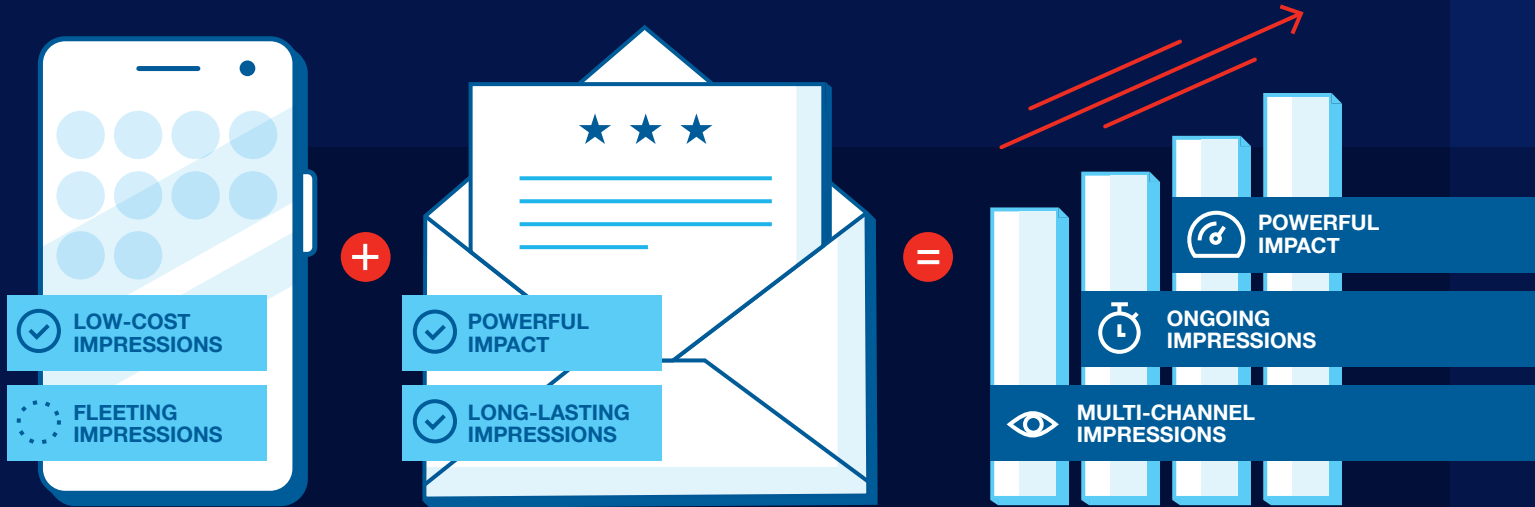


Level up your marketing



Add Direct Mail to increase your omni-channel success

Direct Mail elevates omni-channel marketing campaign success



Digital channels alone are not enough

Although digital advertising channels offer low-cost impressions, entirely digital campaigns usually provide weaker, fleeting impressions.



Direct Mail's strengths match Digital's shortcomings

Direct mail's powerful impressions are more likely to generate action and can be viewed multiple times at the customer's convenience.

Together, campaigns are more effective



Digital and Direct Mail lead to omni-channel success

Nine out of ten marketers agree integrating direct mail with digital channels has a positive effect on campaign performance.¹

Digital channels can provide impressions, and direct mail can close the deal.



Ready for what's next?

Discover more ways direct mail achieves omni-channel success at uspsdelivers.com/marketing.

1. "2024 Direct Mail Marketing Benchmark Report," SeQuel Response, 2024.

