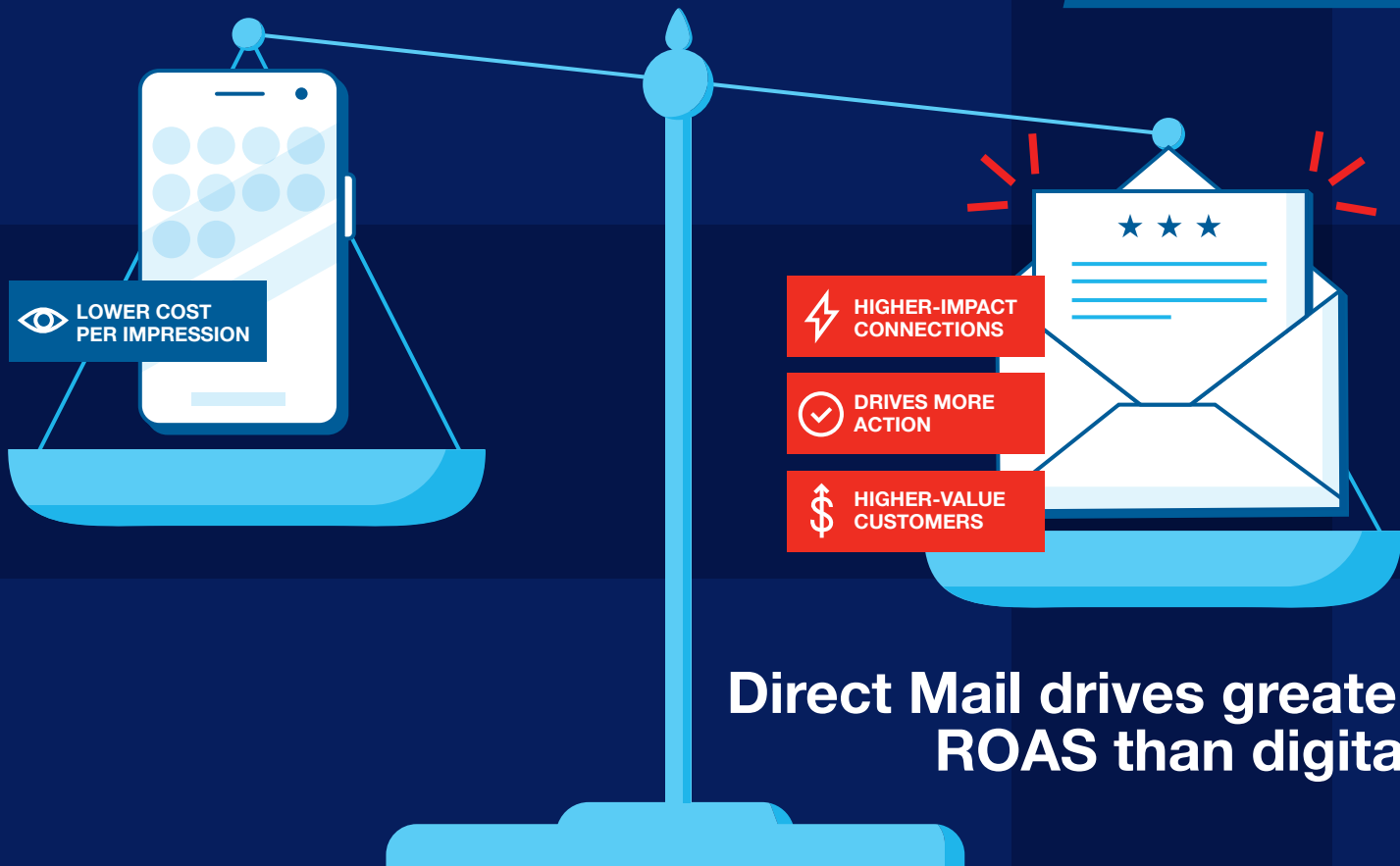


When you weigh your options...



**Direct Mail drives greater
ROAS than digital**

Direct Mail delivers responses and action



Despite its high cost per impression, direct mail delivers a greater Return on Ad Spend (ROAS). In fact, in a recent study, 79% of surveyed marketing executives ranked direct mail as their best-performing channel.¹

Here are some of the reasons mail is so effective for marketers:



Direct Mail creates higher-impact connections

The tactile nature of mail generates higher response rates than digital channels and longer-lasting impressions.

As one consumer said, **“When I get a direct mail, it feels more personal. I’m more likely to sit down with it, go through it slowly, and even keep it around for a while.”**²



Direct Mail drives action

Digital channels deliver impressions and clicks, but studies show that mail drives actions that support revenue and growth.

In fact, **70% of people rate direct mail as “very” or “extremely” useful for purchase decisions**, compared with 50% for digital ads.²



Direct Mail attracts higher-value customers

Mail acquisitions are often better customers.

Studies suggest that **customers acquired by direct mail will on average purchase more frequently** and will explore a broader range of products.²



Ready to optimize ROAS with Direct Mail?

Visit uspsdelivers.com/marketing to learn how.

1. “2025 State of Direct Mail Report,” Lob, 2025.

2. Jonathan Z. Zhang, “The tactile advantage: How direct mail is outpacing digital in enhancing consumer experiences and advertising performance,” unpublished whitepaper, 2025. Independent research made possible by USPS.

