

# **Consumer Mail Trends Q1 2019**

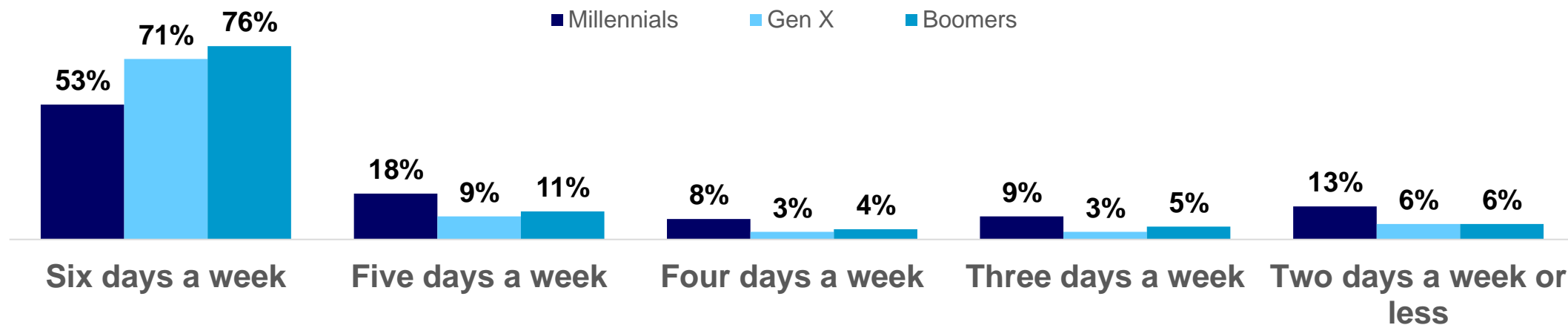
**Markes Lucius  
Manager, Market Research and Insights**

Over two-thirds of customers collect their mail every delivery day.



## Frequency of Collecting Mail from Mailbox

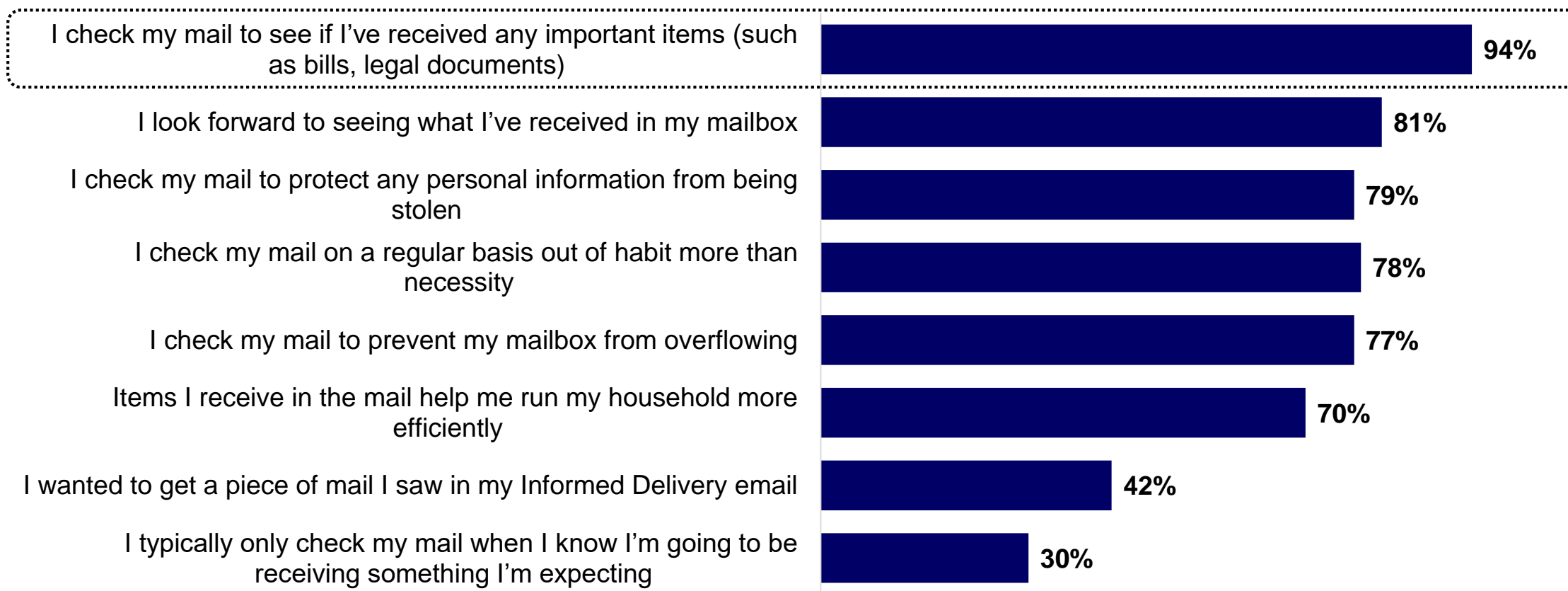
6 Days a Week	5 Days a Week	4 Days a Week	3 Days a Week	2 Days a Week	1 Day a Week	<1 Day a Week
68%	12%	6%	6%	3%	3%	2%





## The key driver for collecting mail is to check for important items

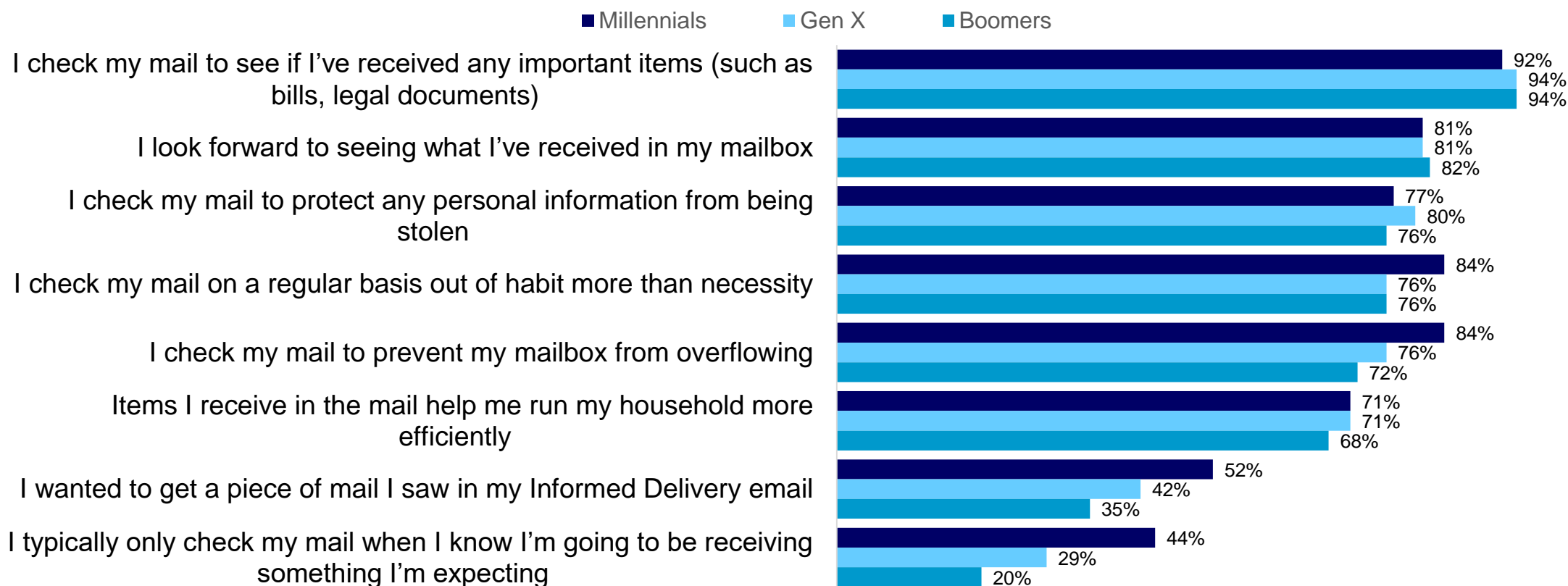
### Why Check Mail (Top 2 Box: Agree Completely/very much)





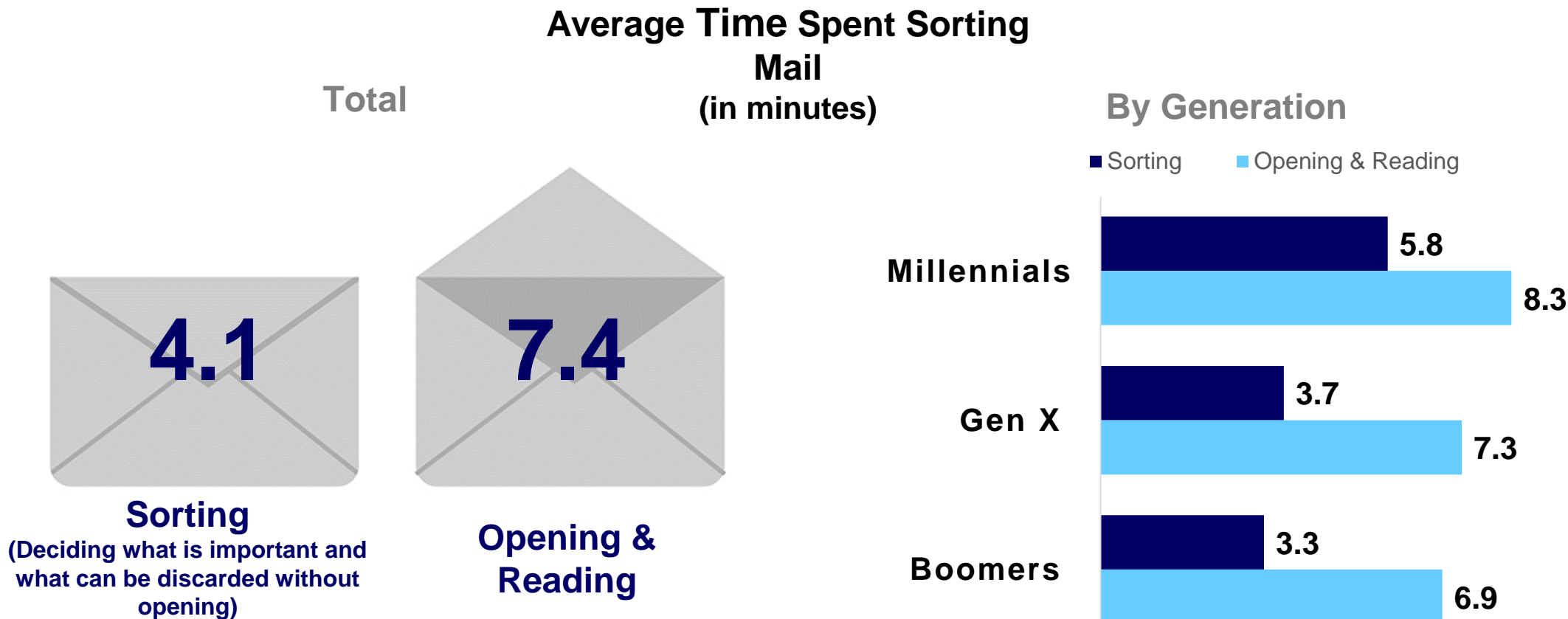
**Millennials are slightly more likely than GenX or Boomers to check their mail out of habit and to prevent their box from overflowing. They are significantly more likely to check their mail when they are expecting something or after seeing something in their ID email.**

## Why Check Mail (Top 2 Box: Agree Completely/very much)



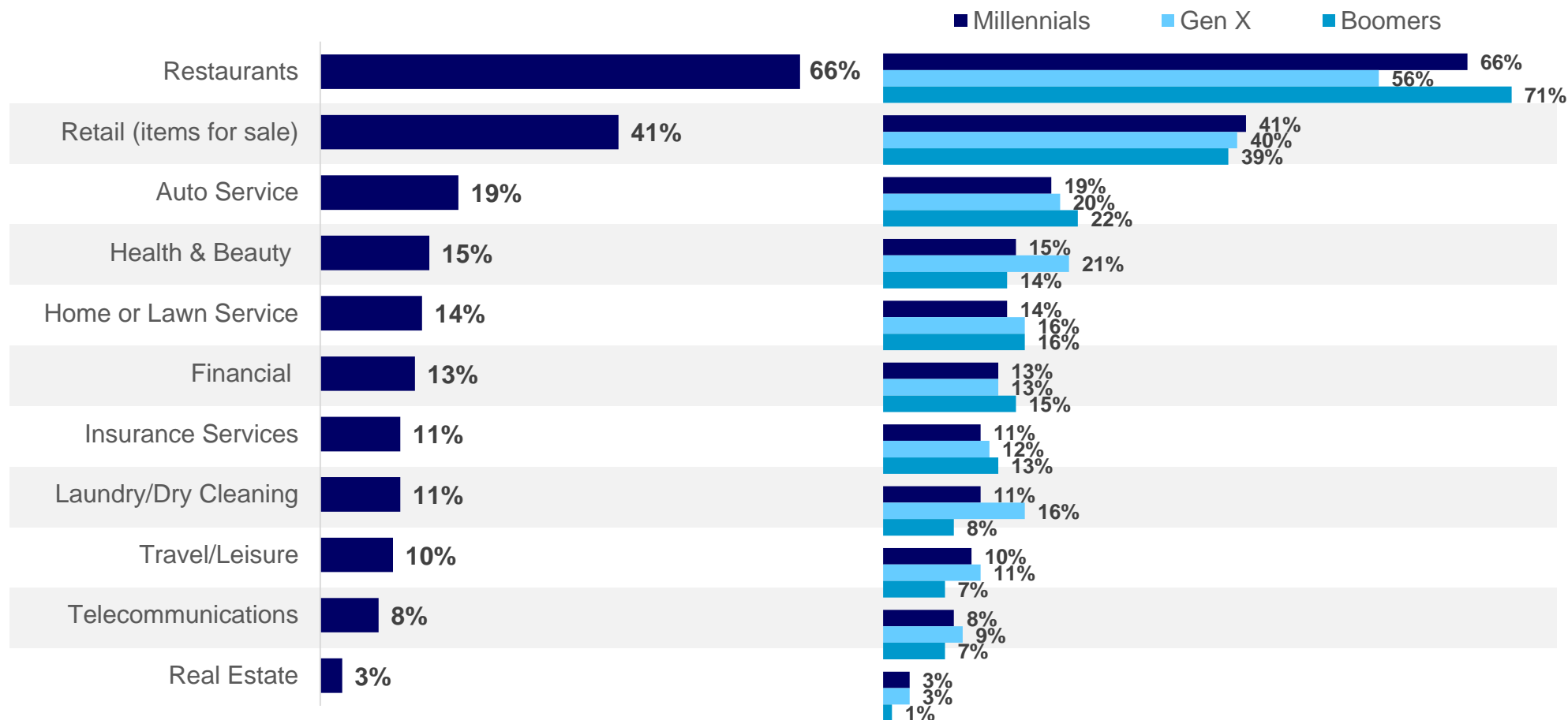


## Millennials spend the most time both sorting and opening/reading their mail





## New Product/Service/Establishment Tried in Past Year After Receiving Marketing Mail



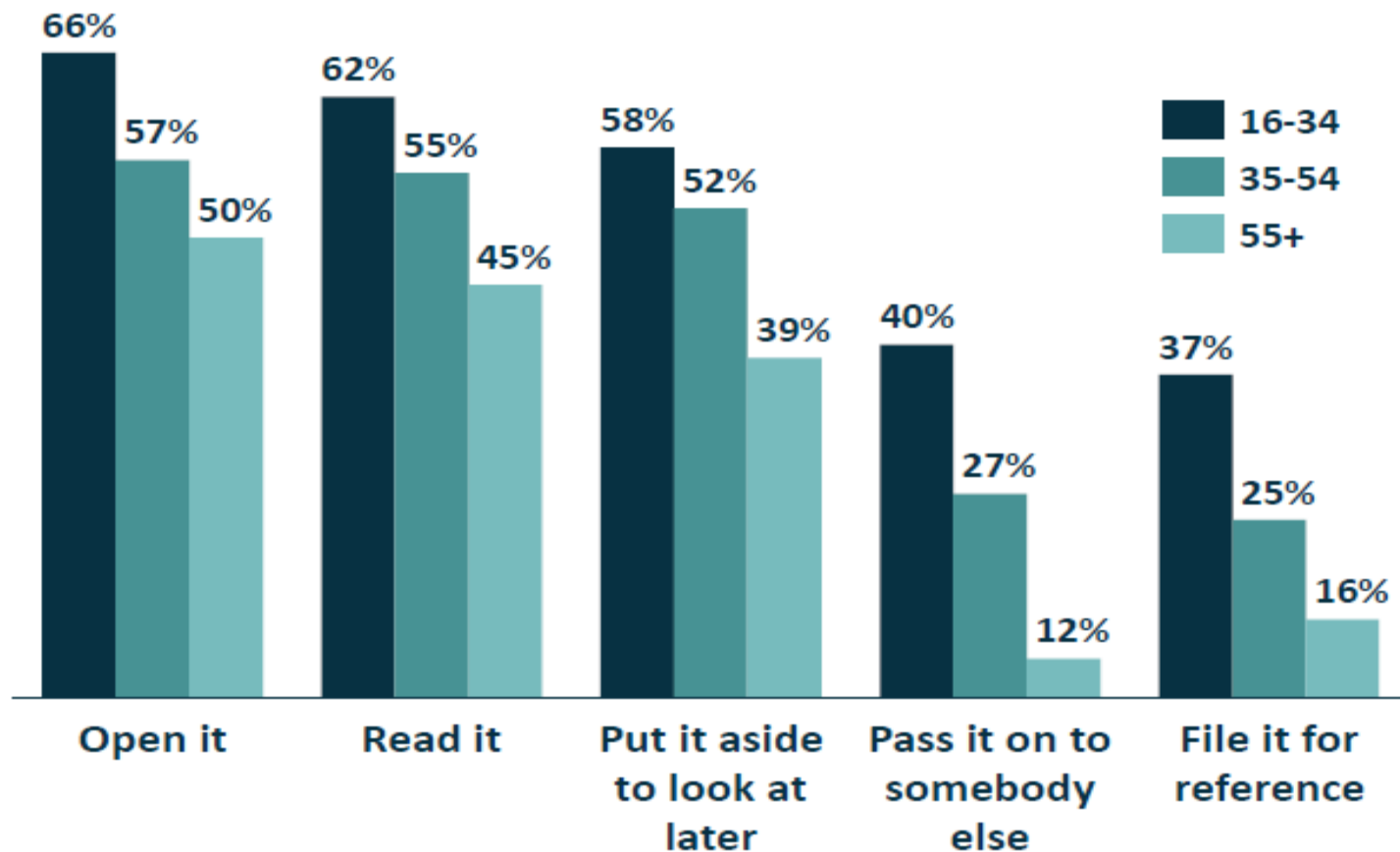
# **Global Envelope Alliance**

## **Direct Mail Report**

### **October 2018**



**Millennials were more likely to perform an action inspired by print advertising they received.**

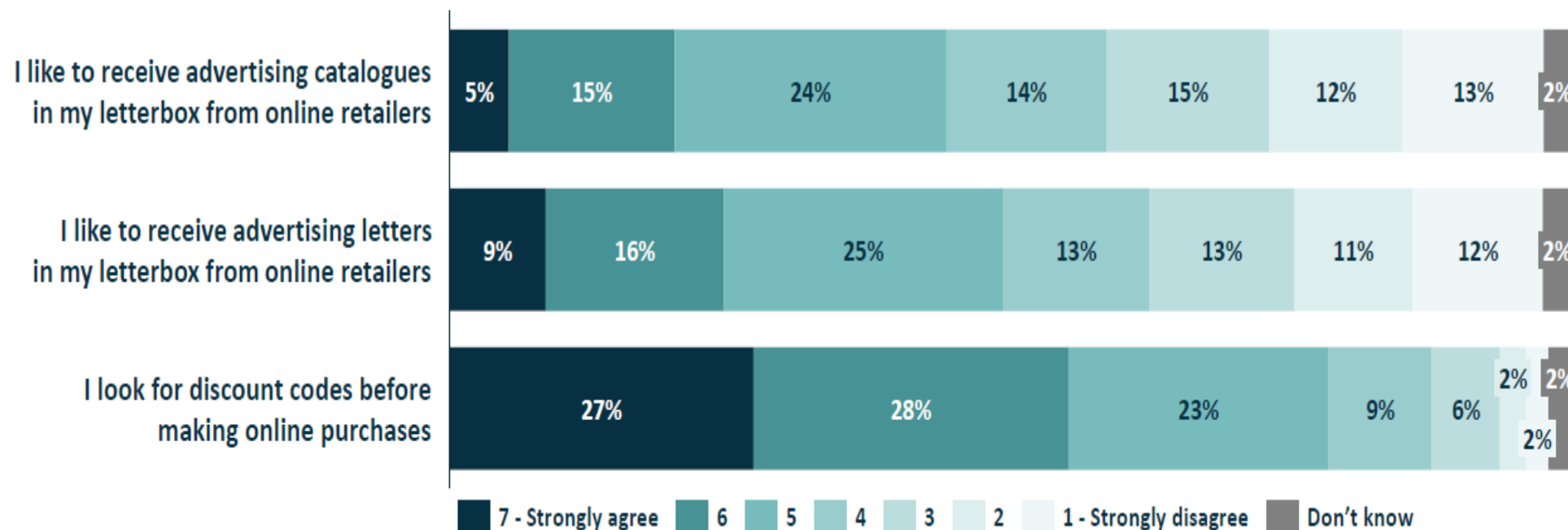


Question: How likely are you to do each of the following in response to the printed advertising mail you receive?





**78% of consumers look for discount codes before purchasing. Four in ten say that they like to receive catalogs in the mail.**

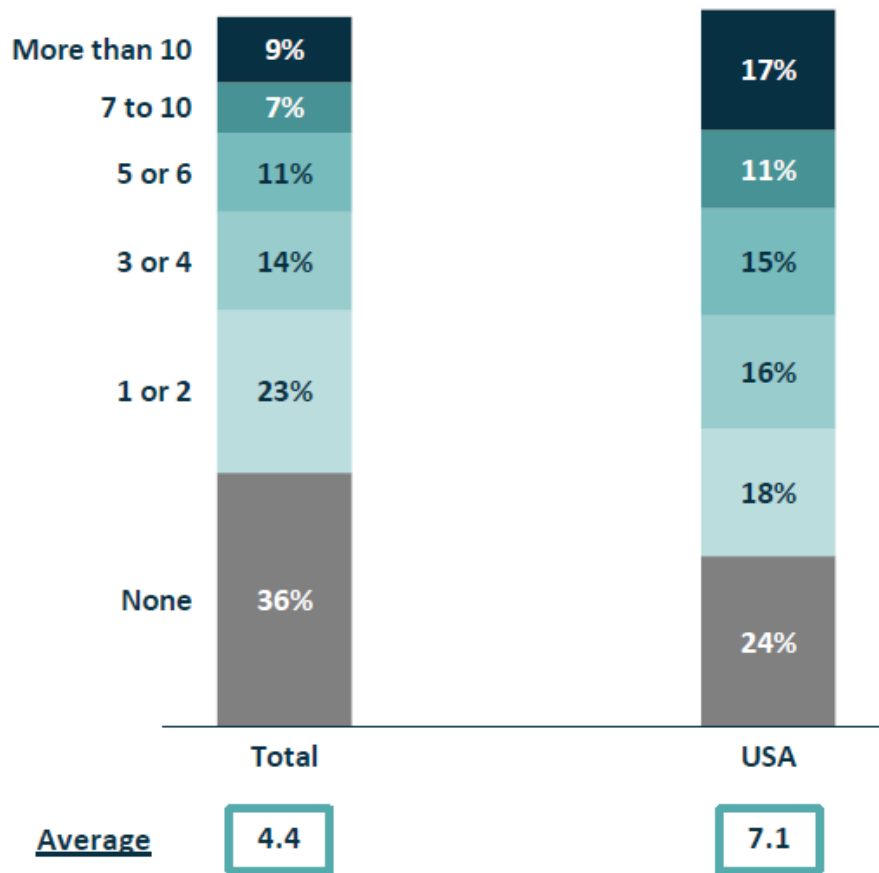


Question: Considering communications and advertising from online retailers, to what extent do you agree with each of the following statements...;

Sample: 1000



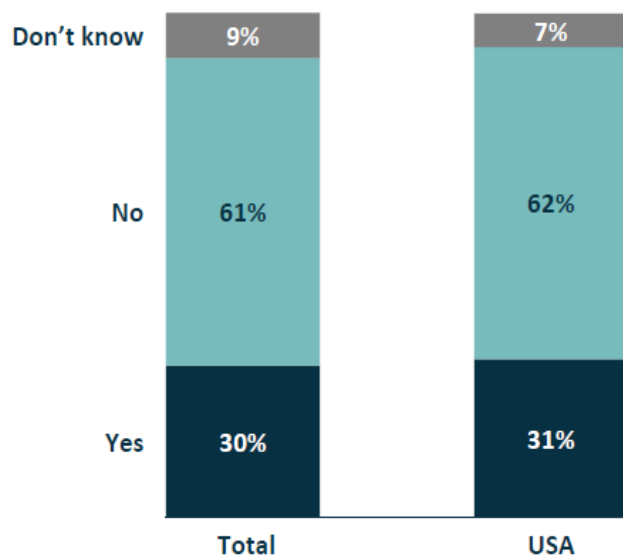
## US consumers purchase at higher rate after receiving Marketing Mail from an eRetailer



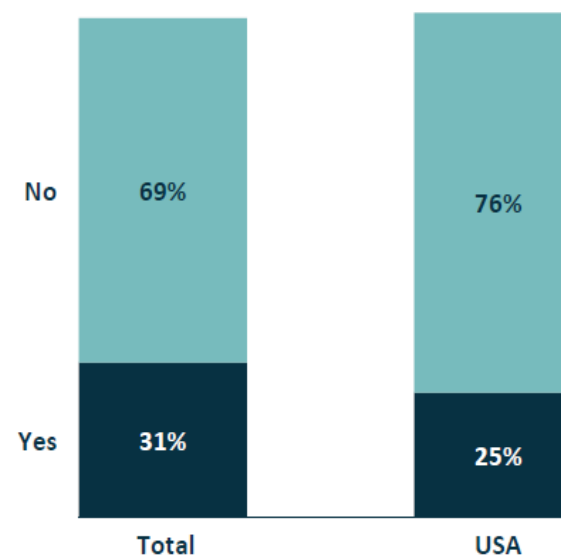


**31% of respondents said they use some form of digital ad blocking, and another 25% responded that they use unaddressed mail ad blocking. Digital ad spending expected to grow 19% to \$129B, representing 54% of total US ad spend.**

### Digital Ad Blocking



### Unaddressed Mail Ad Blocking



Question: Do you currently use a digital ad blocker (such as Adblock) to prevent seeing adverts from e-retailers and other advertisers when you are online?; Do you block all advertising mail without a recipient's name on it?

Sample: 1000

- **80% of consumers check their mail at least 5 days per week**
- **The key driver for consumers to check their mail... 'Looking for something important'**
  - Millennials are picking up their mail faster after checking their ID email, compared to GenX and Boomers
- **Millennials spend the most time both sorting & opening/reading their mail**
- **Marketing mail engagement is highest with Millennials—they are more likely to shop at stores after receiving ads**
- **Consumers purchase more when they receive marketing mail from an eRetailer**
- **Digital ad blocking expected to hit 50% with Millennials in 2019**
- **Perception and Engagement with Mail increases as Informed Delivery expands**

**Thank You!**