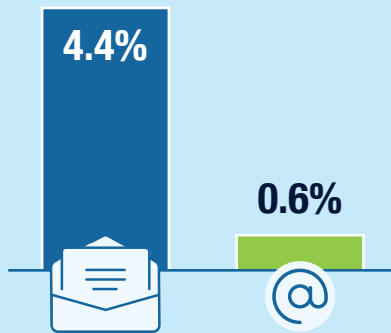


AMPLIFY YOUR ENGAGEMENT WITH DIRECT MAIL

Digital fatigue has increased the need and appeal for adding a layer of direct mail to your current marketing mix.



Average direct mail response rate is between 2.7% and 4.4%, compared to email's 0.6% response rate. *(Newswires)*

INVESTED → RETURN



The average return on investment for this channel is \$4.09 for every \$1.27 spent. *(Global News Wire)*

DIRECT MAIL MARKET

\$72 BILLION

The direct mail advertising market grew from \$71.57 billion in 2021 to \$72.67 billion in 2022. *(Direct Mail Advertising Global Market Report 2022)*



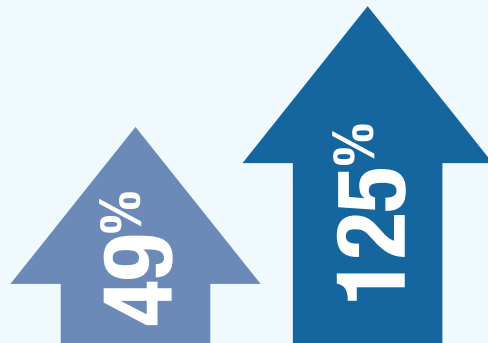
MILLENNIALS LOVE RECEIVING MAIL

This fits with their affinity for physical media. The study also revealed **57% of Millennials acted** on these offers. *(USPS)*

Two-thirds of Gen X consumers say they have a positive impression of companies that send out relevant marketing mail. *(USPS)*



More than 40% of direct mail recipients read or at least scan their mail. *(Small Biz Genius)*



There was a 49% increase in sales and a 125% increase in customer inquiries when receiving both email and catalogs. *(Harvard Business Review)*

84%

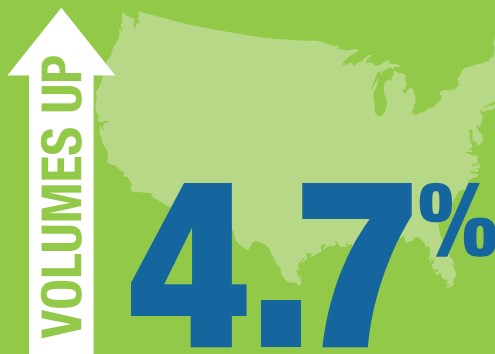
of the Gen Z have received a direct mail piece with a QR Code to interact with a brand online. (By watching a video, going to a landing page with sales copy, or to order by phone/action device). Nearly 40% of these campaigns used direct mail and generated a profitable ROI. *(CDMG Inc.)*



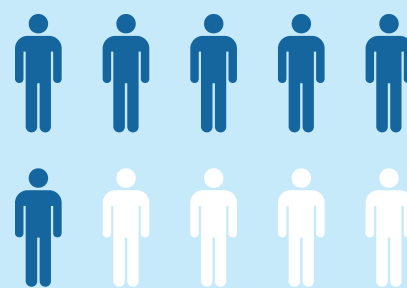
70%



More than 70% of Gen X consumers feel mail is **more personal than online digital communications** and are more likely to read promotional mail than emails. *(USPS)*



Direct mail volume increased in the U.S., up from 67 million in 2020 to 70 million in 2021, an increase of 4.7%. *(Statista)*



A survey of more than 500 marketers found almost **two-thirds see "good" (59%) ROI** from these campaigns. *(Marketing Charts)*

WE'RE READY TO COLLABORATE ON YOUR NEXT PROJECT



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"The Westamerica Way" - Our process sets us apart.

Our "secret sauce" is in how we collaborate with clients. Beginning with the end in mind, we seek to understand client goals and objectives first. Then we marshal our vast experience in data, direct mail, and print to help you create something special.

We exist to help our clients grow!



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