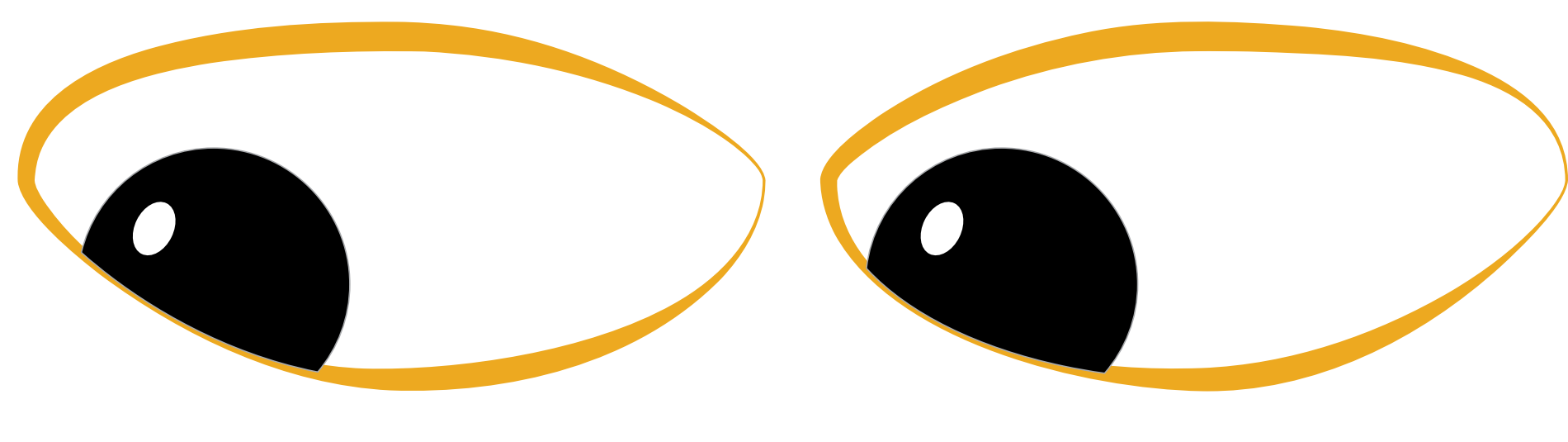


Marketing to Millennials

Connect with Gen Y using the power of direct mail.



The “Eyes” Have It!

64% of Millennials prefer to scan for useful information in physical mail instead of email.



Source: (2019) “A look at how Millennials respond to direct mail”
USPS



“Make it stop!”

76% of Millennials report being fatigued by the volume of digital marketing they are exposed to daily.

Source: (2022) “The Future of Direct Mail 2022”
SG360°

They like mail...

87% of Millennials have positive feelings about the direct mail they receive.



Source: (2023) “The Future of Direct Mail 2023”
SG360°

...and they convert!



89% of Millennials completed a transaction as a result of receiving direct mail.

Source: (2023). 2023 Future of Direct Mail Industry Report
SG360°

A matter of trust.

55% of Millennials have fewer or no privacy concerns with direct mail vs. digital marketing.



Source: (2023). 2023 Future of Direct Mail Industry Report
SG360°

They’re invested!



85% of Millennials take the time to look through their direct mail.

Source: (2021) “How Millennials Respond to Direct Mail Marketing”
USPS

They love to save!

Millennials are the largest users of paper discount coupons.



Source: statista.com

Direct mail is genuine.



69% of Millennials say direct mail feels more personal than digital communications.

Source: (2021) “Mail & E-commerce Through the Ages”
USPS