



## Mail. Make it part of your media mix.

From transit billboards on buses and previews at movies to television screens and computer monitors, consumers are being exposed to advertising messages everywhere they go. Unfortunately, there are some marketing professionals who don't realize that the environment or channel through which an advertisement is delivered can actually, and sometimes profoundly, impact the way consumers respond.

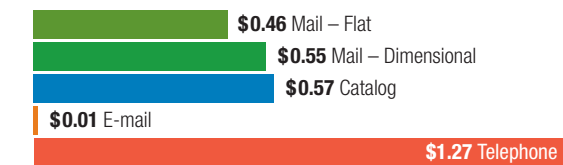
### Creating a marketing plan that generates results.

This guide has been created to help explain the most commonly used media channels. It will also illustrate the benefits of integrating mail into the overall media mix. Contents include:

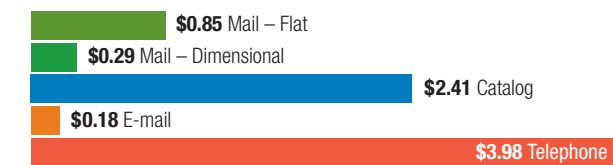
- The pros and cons of using various media.
- Media response rates, by objective.
- Cost-per-contact and revenue-per-contact for each medium.

**Find your target – help improve response.** Cost-per-contact among media can vary. While mail often costs more, its precise targetability and high revenue-per-contact make it one of the most effective tools in marketing.

### COST-PER-CONTACT – DIRECT ORDERS



### REVENUE-PER-CONTACT – DIRECT ORDERS



### Turning potential into reality.

*Media Choices Today* provides an insightful look into the response-generating power of mail and the importance of an integrated campaign. With direct-sales response rates well above other media channels, mail is a smart way to support a radio, TV, Web, or print campaign and help turn potential prospects into real customers.

### All channels are not created equal.

One channel of media is not necessarily better than another. Each has specific strengths and weaknesses. In order to determine the most effective channels for campaigns, it's necessary to know each of their primary goals, strengths, and shortcomings.

Our goal at the United States Postal Service® is to remain the leading mail resource for businesses and consumers. If you found the information in this brochure helpful, please visit [usps.com/dminfo](http://usps.com/dminfo) for additional studies conducted by the Postal Service™ as they become available.



CLICKS THROUGH 170 CHANNELS ON A 42" PLASMA  
 GLANCES AT NINE DIFFERENT PUBLICATIONS  
 BLOCKS SPAM WITH THE LATEST SOFTWARE  
 READS HIS MAIL



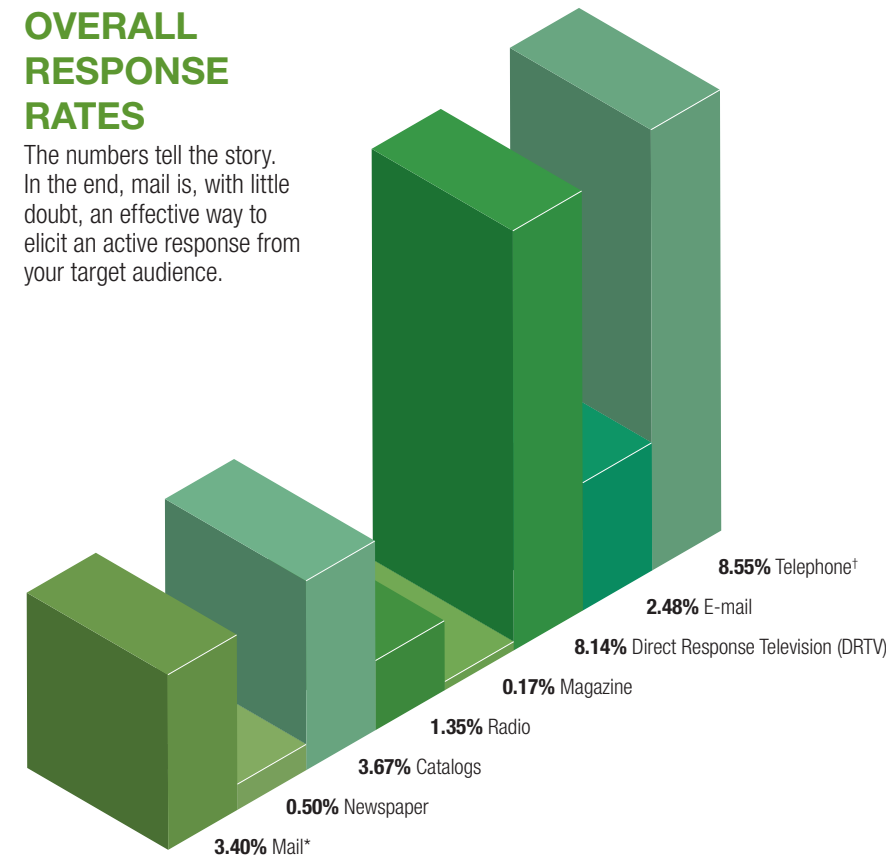




## All channels are not created equal.

### OVERALL RESPONSE RATES

The numbers tell the story. In the end, mail is, with little doubt, an effective way to elicit an active response from your target audience.



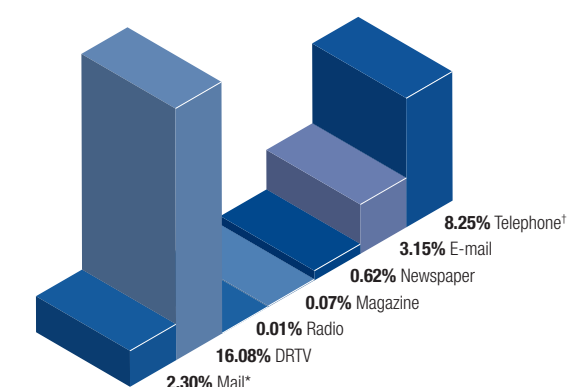
**Know the potential. Control the results.** Response rates reveal how consumers react to different media in relation to various objectives. These charts and figures clearly indicate that prospects are extremely receptive to mail and catalogs... no matter what the goal.

CHANNEL	PRIMARY GOALS	KEY STRENGTHS	KEY WEAKNESSES
<b>Mail</b>	Create awareness Generate leads Drive sales, traffic Support other media	Highly targetable Grabs attention High response rate Personalized Measurable Detailed information Interactive Long shelf life	Cost-per-imp Long lead time Single exposure
<b>Catalog</b>	Build awareness Generate leads Sell merchandise Create Web traffic Drive phone traffic	Long shelf life Loyal, repeat buyers Visually engaging Pass-along value	Expensive to produce Requires time to read
<b>DRTV</b>	Build awareness Enhance brand Create Web traffic Drive phone traffic	Mass coverage Emotional impact Immediate response Repetition Visually engaging Demonstration capability	High production costs Channel surfing Digital video recorders Limited prime-time slot availability Limited information
<b>Radio</b>	Extend TV message Build the brand Drive traffic to event Support other media	Low cost Short start-up time Repetition Immediate, intrusive	High ad switch-off Limited information No response device Audio only

CHANNEL	PRIMARY GOALS	KEY STRENGTHS	KEY WEAKNESSES
<b>Magazine</b>	Build awareness Generate leads Create Web traffic	Long shelf life Adopts reputation of publication Targetability Reproduction quality Low cost-per-thousand	Somewhat expensive to produce Slow response rate Marketplace clutter Infrequency of message Long lead time Less selectivity than mail or phone
<b>Newspaper</b>	Local sales/specials Deliver copy-intensive messaging Create Web traffic	Wide reach High credibility Fast turnaround Fast response	Limited targetability Low production value Short shelf life Variable placement pricing Declining readership
<b>E-mail</b>	Build awareness Sell products online Create Web traffic	Highly targetable Trackable Immediate 24/7 availability Interactive	Intrusive, viewed as spam Competitive clutter Ignored, deleted, blocked Frequent crashes Low retention/comprehension Security/virus concerns
<b>Telephone</b>	Build awareness Generate leads Sell products via phone	High response rate Highly selective Person-to-person Immediate Fast response time Upgrade-sell potential	"Do Not Call" list High cost Hang-ups No visual appeal Limited household reachability Intrusive

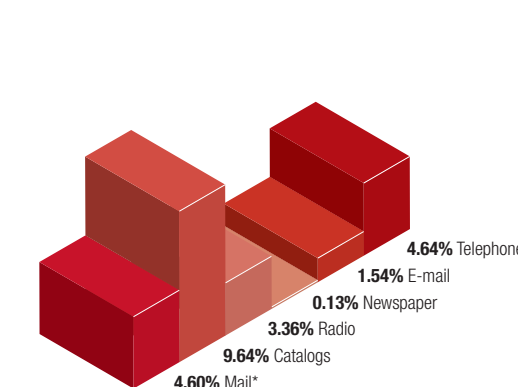
### LEAD GENERATION

The percentage of prospects, by media channel, who request additional information regarding an advertised product or service.



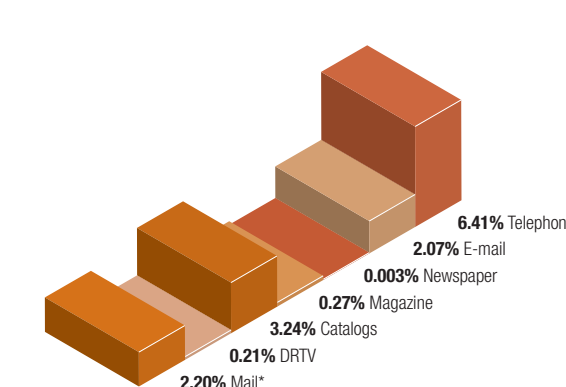
### TRAFFIC BUILDING

The percentage of prospects, by media channel, who visit an advertised store, Web site, restaurant or other business.



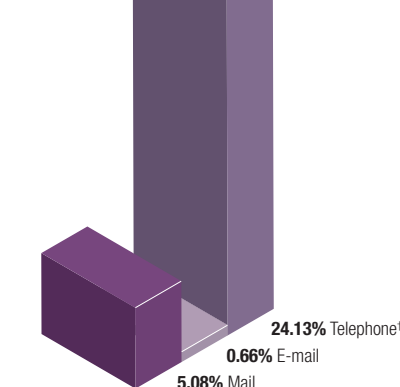
### DIRECT ORDER

The percentage of prospects, by media channel, with whom targeted advertising directly results in the sale of a product or service.



### FUND-RAISING

The percentage of solicited targets, by media channel, who make a monetary donation.



\* Mail is a weighted statistic that includes Direct Mail, Dimensional Mail, and Postcards.  
† In most cases, telephone response rates reflect follow-up to Direct Mail campaigns.  
All statistics courtesy of *The DMA 2005 Response Rate Report*.