MULTICHANNEL MARKETING

MAXIMIZING PROGRAM ENGAGEMENT AND ROI

Demand Metric

IN PARTNERSHIP WITH:

PFL

Benchmark Report

The most effective marketing channel
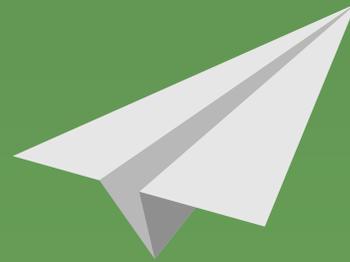may be the one you're not yet using.

MULTICHANNEL MARKETING
MAXIMIZING PROGRAM ENGAGEMENT AND ROI

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DEMAND METRIC

Introduction

Introduction

Here's the deal: at Demand Metric we get to work with a lot of well-known MarTech solution providers.

When one of them – **the leading provider of an innovative B2B digital marketing platform** – revealed to us that they rely heavily on multi-channel campaigns, with direct mail as the tip of the spear for their lead generation, we took notice.

They shared that as many as **40% of their leads are captured or influenced through their tightly integrated direct mail efforts.**

The timing of this revelation was serendipitous, as we had just wrapped up the key findings for this research report, and it added an exclamation point to the results, which this report will share in detail.
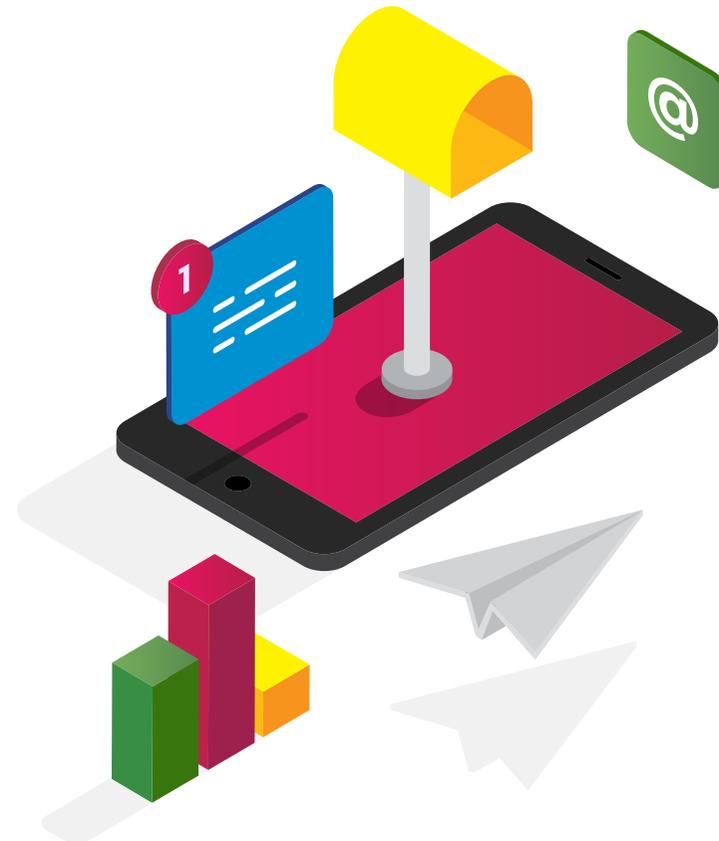
MULTICHANNEL MARKETING

MAXIMIZING PROGRAM ENGAGEMENT AND ROI

Executive Summary

DEMAND METRIC

IN PARTNERSHIP WITH: PFL

Executive Summary

To understand the importance of multichannel marketing and the power of intentional, coordinated marketing efforts, **PFL and Demand Metric partnered to research how marketers are using this strategy, and to analyze the indicators that signal higher overall performance.**

The goal of the study was to collect data to identify best practices and help marketers know how to reach specific audiences, and when to use particular tactics within their multichannel campaigns. This report shares the research results and insights from this study.

Study results show that direct mail is anything but "old school" or "dead." It's highly effective and ideal for reaching specific audiences. And, when it's deployed as an integrated component of multichannel campaigns, the results are impressive.

While direct mail isn't a new strategy, there's a new strategy around its deployment, and this learning is too impactful for marketers to ignore.

This report details the results and insights from over 575 participants and the analysis of the study data. **For more detail on the survey partic-ipants, please refer to the Appendix.**

Some of the key findings from this study include:

When direct mail is personalized and tightly integrated into the channel mix and campaign technology:

- **Average response rates improve significantly** with a **62 percent increase in those reporting good or very good response rates**.

- The **ROI of multichannel campaigns improves signifi-cantly** with an **80 percent increase in those reporting good or very good ROI**.

Just over half of this study's participants include direct mail in their multichannel campaigns, and **80 percent of them report that direct mail improves multichannel campaign performance**.

The executive, or C-Suite, audience is the most sought after by study participants. Events and direct mail are the most effective channels to reach them.

While postcards are the most frequently used direct mail format, the **dimensional format does the best job of repre-senting the brand**.

Respondents **using 7 or more channels in their mix are 26 percent more likely to indicate their multichannel programs produce good or very good response**.

Multichannel Campaign Mix

An excellent place to start sharing the results of this study is with **an inventory of channels** that comprise multichannel campaigns.

Figure 1 shows various channels and their frequency of use.

In this study, Events include webinars, tradeshows, and live events. Outbound Business Development Representative or Sales Development Representative includes the use of telephone, email, or social media as part of these functions.

The "Other channel" responses included the use of text/SMS, web chat, broadcast media, and partnership marketing.

FIGURE 1

Multichannel Campaign Channel Mix

Email is the most frequently used channel.

Channel	Percentage
Email	91%
Social media	81%
Events	73%
Display advertising/remarketing	60%
Direct mail	56%
Search marketing/PPC	51%
Outbound BDR/SDR	47%
Content syndication	35%
Other channel	5%
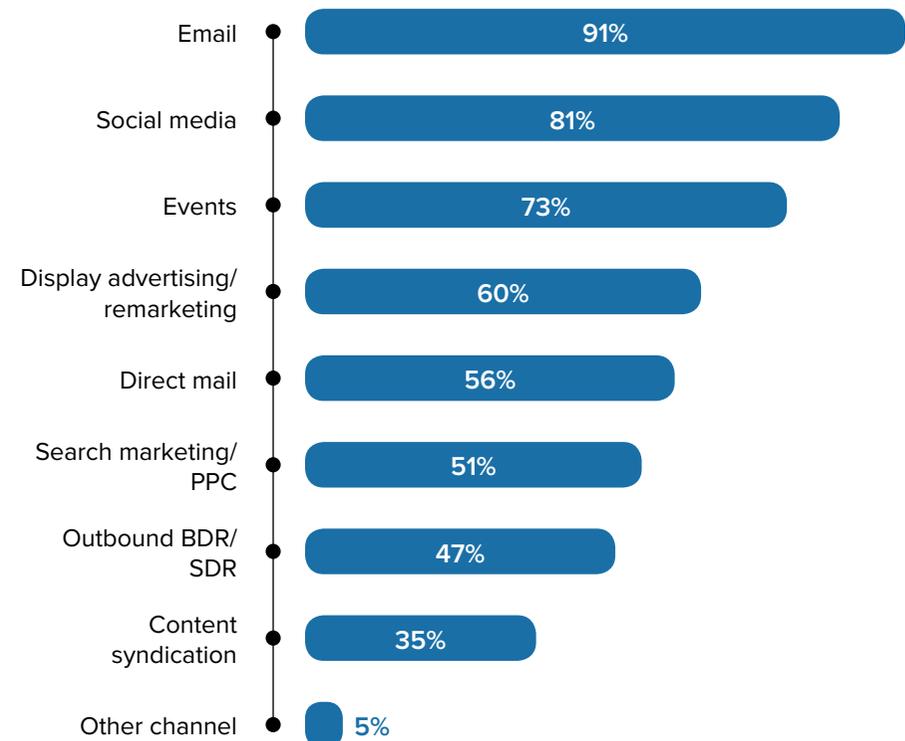
Figure 2 displays how many channels, on average, study participants are using for a typical multichannel marketing campaign.

Two-thirds of study participants use between three and five channels for their campaigns. It's less common for campaigns to include six or more channels — only 15 percent in this study average that many channels in a campaign.

Analysis of this channel data reveals a relationship between the number of channels in use and the response rate (see Figure 12 and accompanying narrative) for multichannel campaigns:

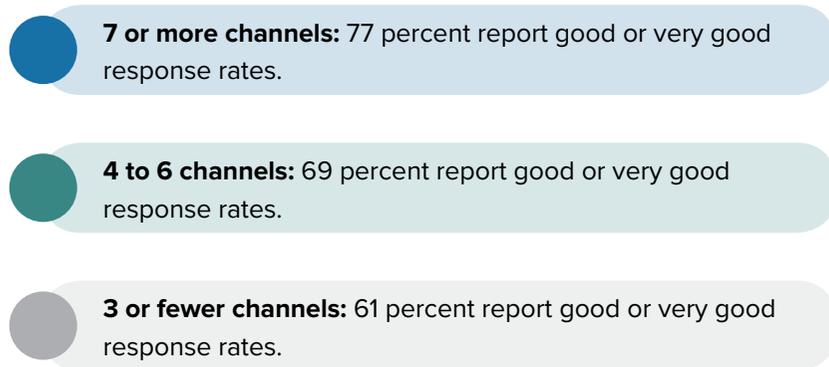**7 or more channels:** 77 percent report good or very good response rates.

4 to 6 channels: 69 percent report good or very good response rates.

3 or fewer channels: 61 percent report good or very good response rates.

This data suggests that to get better response rates, marketers should consider adding more channels to the mix for their campaigns.

FIGURE 2

Average Number of Channels in a Typical Campaign

Half the study participants are using between three and four channels.

Channels	Percent
10 or more	4%
9 channels	0%
8 channels	2%
7 channels	4%
6 channels	5%
5 channels	17%
4 channels	21%
3 channels	29%
2 channels	11%
1 channel	3%
I don't know	4%
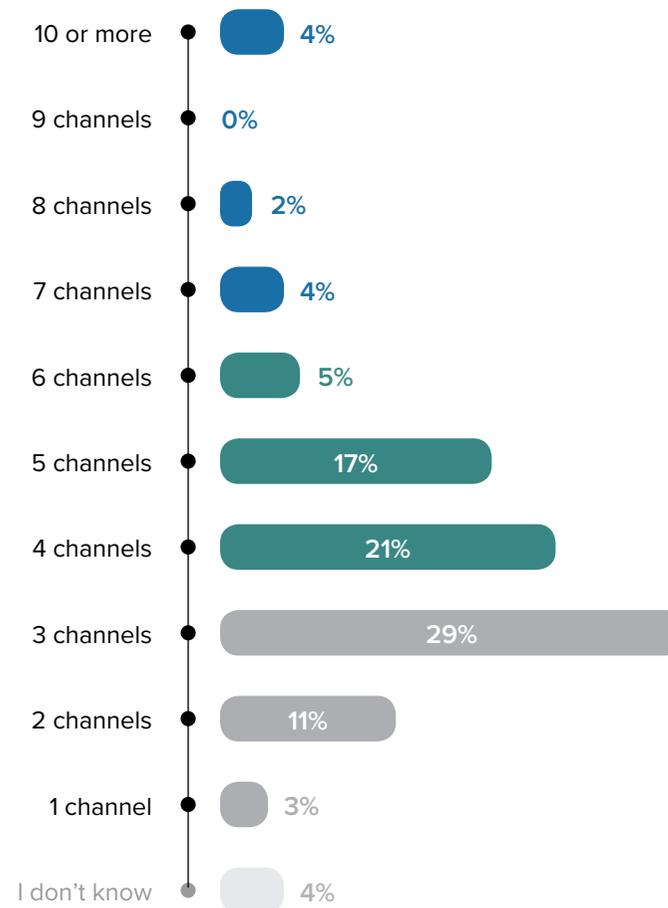
Each channel has its strengths and weaknesses, which is a reason why it's necessary to use multiple channels in a campaign. Study participants rated the channels from Figure 1 for their effectiveness in reaching the target audience. **Figure 3** shares the results of this ranking.

Common sense suggests that when comparing the effectiveness data from **Figure 3** to the usage data in Figure 1, the most effective channels are also the most used. Our research found that this isn't the case. Only events occupy a top three ranking on both lists. **Marketers are not consistently using the most effective channels.**

While the study didn't investigate this further, it seems apparent that marketers are guilty of using the channels that are easiest or most familiar, and not necessarily those that work the best. A later section of this report explores which channels work best for specific target audiences.
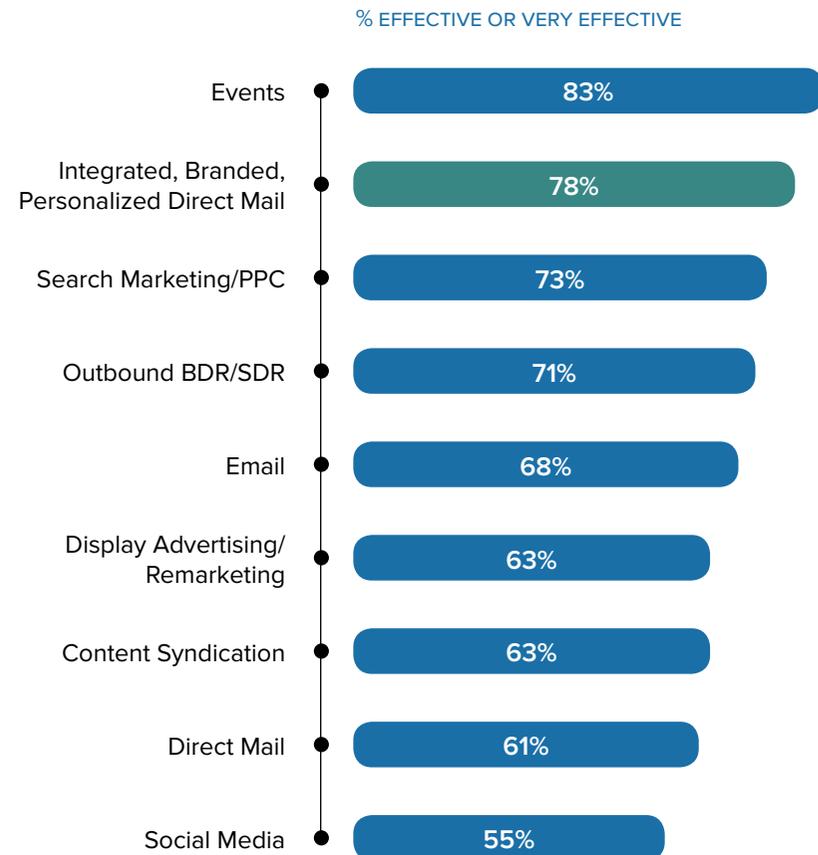
While direct mail is not a new strategy, the strategy of how to best deploy it has changed significantly. **Figure 3** depicts that condition.

> Generic direct mail performs among the least effective at reaching target audiences, but **when direct mail is branded well, personalized and integrated with multichannel campaign technology, it moves to the second most effective channel.**

This report will explore in greater detail the impact of direct mail integration, branding, and personalization.

FIGURE 3

Overall Effectiveness of Channels for Reaching Target Audience

Events top the list of overall effectiveness for channels.

% EFFECTIVE OR VERY EFFECTIVE

Channel	%
Events	83%
Integrated, Branded, Personalized Direct Mail	78%
Search Marketing/PPC	73%
Outbound BDR/SDR	71%
Email	68%
Display Advertising/Remarketing	63%
Content Syndication	63%
Direct Mail	61%
Social Media	55%

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The Direct Mail Channel

The Direct Mail Channel

As a channel, direct mail is no outlier, with over half (56 percent) of study participants reporting usage. There are multiple types of direct mail, and **Figure 4** shows the usage frequency for the most common types.

Marketers are most familiar with postcard and letter formats, and report that they use those formats most. Postcards are the least expensive direct mail format. Many marketers favor postcards because there is nothing to open: the message is easily visible.

Dimensional mail formats are a close third in usage. This format includes pieces that are not flat, like the other types, but have an element of depth to them. A dimensional mail piece is often sent in boxes or tubes, and its very form invites opening it. These pieces evoke natural curiosity and tend to drive higher response rates.

FIGURE 4

Usage Frequency for Direct Mail Types

Postcard and letter formats see the heaviest use.

53%	29%	52%	9%	42%
Postcard	Oversized postcard	Letter	Oversized letter	Dimensional
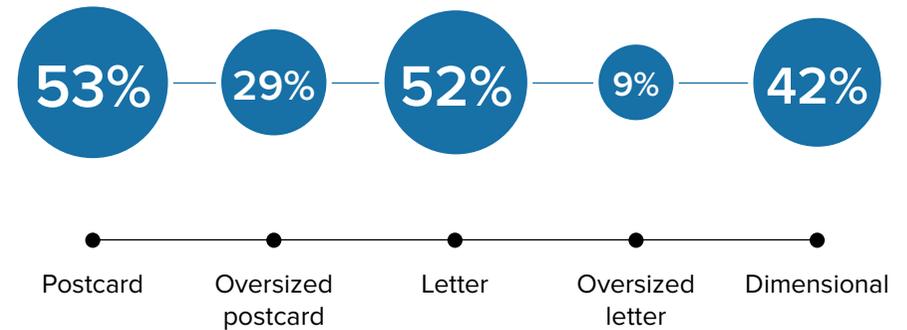
All formats can represent a brand well, but some seem to do a better job than others. As a multichannel marketing campaign component, direct mail can represent a brand in a unique way, and **Figure 5** provides insight into how well direct mail formats do this.

For all formats, more than half of the study participants say that direct mail represents their brand well or very well. The postcard, the most used format (Figure 4), ranks lowest for how well it represents the brand, while dimensional ranks well above all other formats in this regard.

The dimensional format is very strong at representing the brand because it can visually and interactively communicate brand values. When considering just those who use dimensional, its overall channel effectiveness ranking, shown in Figure 3, improves.

Filtering this channel effectiveness data by those who use dimensional improves generic direct mail effectiveness from 61 percent to 70 percent (shown in Figure 3).

61% > 70%

Generic direct mail effectiveness Improvement generated by dimensional mail users.

FIGURE 5

Brand Representation Effectiveness Through Direct Mail

Dimensional mail does the best job of representing the sending brand.

| 60% | 67% | 63% | 75% | 89% |
| Postcard | Oversized postcard | Letter | Oversized letter | Dimensional |
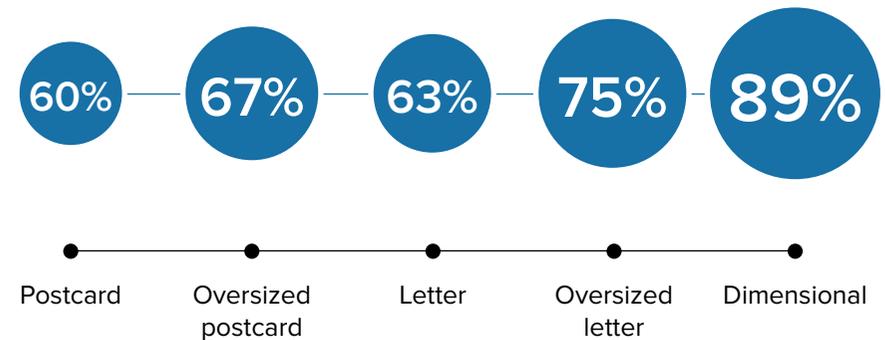
As Figure 2 shows, marketers rarely rely on a single channel for their campaigns. The channel mix that marketers use in their campaigns should ideally have a symbiotic relationship, with one channel enhancing the performance of the other channels.

This study examines how additive direct mail is as a channel when it is part of multichannel campaigns. **Figure 6** shares how complementary direct mail is.

According to study participants, direct mail clearly enhances multi-channel campaign performance.

80% of study
participants report that
direct mail improves
multichannel campaign
performance.

FIGURE 6

How Well Direct Mail Improves Multichannel Campaign Performance

52 percent report a moderate to major improvement in campaign performance when direct mail is one of the channels.

20%
No discernible improvement/
I don't know

14%
Major improvement

38%
Moderate
improvement

28%
Slight improvement
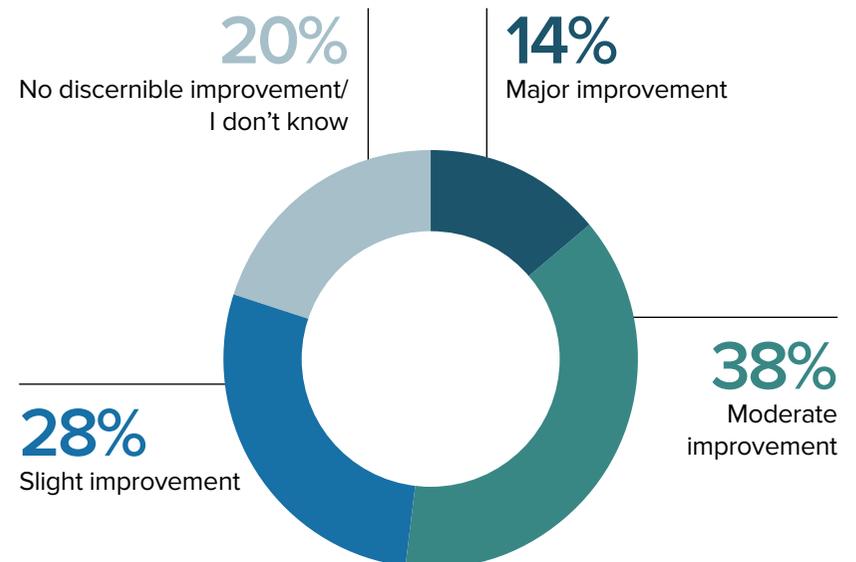
Today's marketers rely heavily on marketing automation solutions to manage and track the performance of their multichannel campaigns. Since direct mail isn't a digital channel, however, many marketers may assume that the direct mail channel must exist in a silo outside of the marketing automation system.

This assumption isn't true, and this study measured the degree of integration that study participants reported between their direct mail efforts and their marketing automation platforms. Figure 7 shows the status of this integration.

Study participants used the scale below to rate the integration of direct mail shown in **Figure 7**:

None: "Direct mail is sent manually or through a separate process."

Low: "We manually transfer selected contacts from one system to another."

Moderate: "We can push lists from one system to another."

High: "Direct mail is sent by a core marketing technology but measurement is separate or not available."

Complete: "Direct mail sends and measurement are an inherent part of our marketing technology."

It's an exception for marketers who include direct mail in their channel mix to not have some degree of integration between direct mail and their marketing technology stack. Two-thirds of participants in this study report moderate to complete integration.

FIGURE 7

Integration of Direct Mail with Marketing Technology Used for Multichannel Campaigns

Most study participants report some level of integration.

16% Complete

17% High

34% Moderate

19% Low

14% None
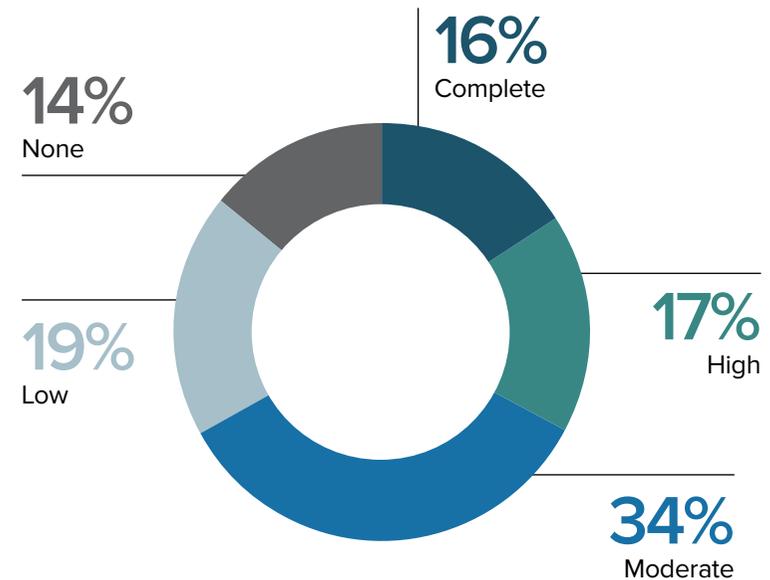
Marketers are familiar with the strategy of personalizing content, and many studies exist that prove that personalized content is more effective. This study sought to understand the level of direct mail personalization.

Using the following scale, study participants rated their direct mail personalization:

- **None:** "We use the same content."

- **A little:** "We can change content like name and company."

- **A lot:** "We can select content pieces and change content like name and company."

- **Completely:** "We can select content pieces and change many elements of content on any of them."

Marketing technology enables personalization. Analysis of this study's data showed that the level of integration shown in Figure 7 has a big effect on the ability to personalize direct mail. **Figure 8** summarizes direct mail personalization by comparing two segments: those that have no, low, or moderate integration to those with high or complete integration.

Respondents with high or complete integration of direct mail to their core multichannel technology are 126.9 percent more likely to indicate personalization levels as a lot or complete. When integration is moderate or worse, over two-thirds are doing little to no personalization of direct mail. The lack of integration is a serious disadvantage when it comes to personalizing direct mail.

The role of marketing technology in enabling personalization, even for direct mail, is quite clear. **Well over half of those who have achieved high levels of integration are also more advanced at personalizing direct mail.**

FIGURE 8

Level of Personalization for Direct Mail

Integration of direct mail efforts with marketing technology is a clear driver of the ability to personalize direct mail pieces.
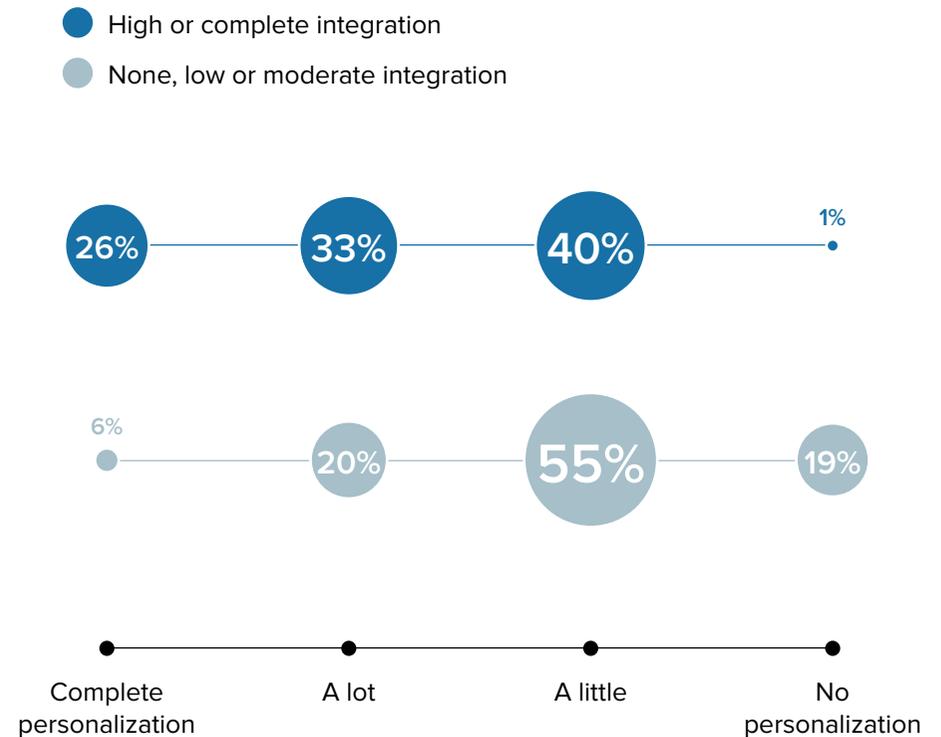
- High or complete integration
- None, low or moderate integration

26%	33%	40%	1%
6%	20%	55%	19%
Complete personalization	A lot	A little	No personalization

Target Audiences and Channels

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Target Audiences and Channels

This study looks at the audiences marketers are trying to reach, and which channels do the best job of reaching them. **Figure 9** displays the target audiences that study participants are trying to reach.

60% of study participants are targeting the **C-Suite** with their multichannel marketing.

FIGURE 9

Target Audiences for Multichannel Campaigns

Executives are the most frequently targeted audience in multichannel campaigns.

Audience	%
C-Suite/Executive	60%
End User	43%
Technical	33%
Sales/Marketing	32%
Financial/Purchasing	27%
Other audience	10%
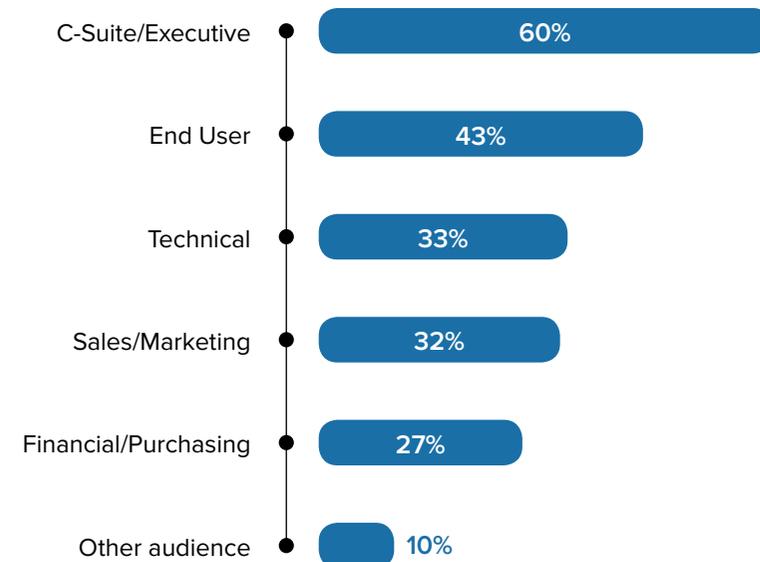
The audience that marketers in the study most often target with their multichannel campaigns is the C-suite or executive audience.

FIGURE 10

Channel Effectiveness by Target Audience

The effectiveness of channels varies depending on the target audience.

Data from this study confirms what most marketers feel is true: the executive audience is the hardest audience to reach. For any target audience, particularly the executive one, knowing which channels are most effective at reaching them is imperative.
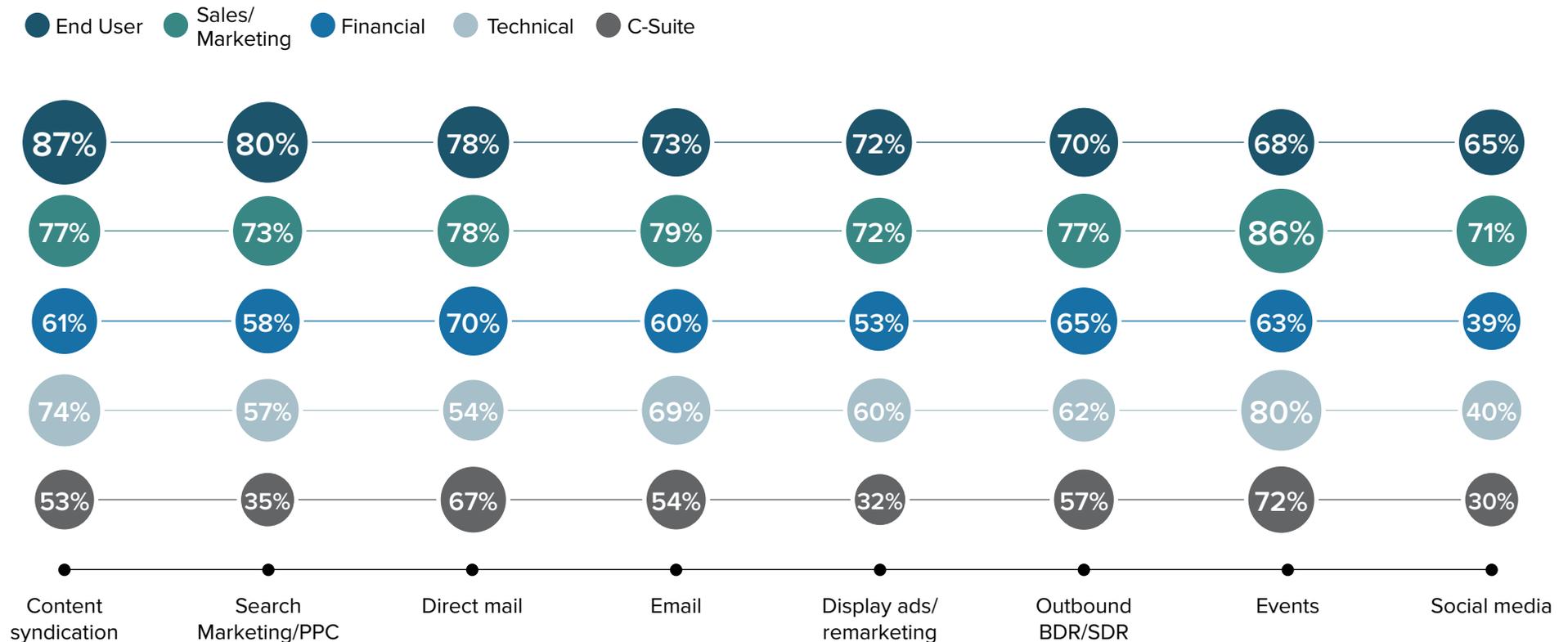
Figure 10 summarizes what study participants shared about the effectiveness of various channels for reaching these target audiences.

Figure 10 shows that each target audience is best reached by a different mix of channels. **Only two channels, however, are in the top three for effectiveness for four of the five target audiences: events and direct mail.** No other channel shows that level of effectiveness consistency.

● End User　　● Sales/Marketing　　● Financial　　● Technical　　● C-Suite

	Content syndication	Search Marketing/PPC	Direct mail	Email	Display ads/ remarketing	Outbound BDR/SDR	Events	Social media
End User	87%	80%	78%	73%	72%	70%	68%	65%
Sales/Marketing	77%	73%	78%	79%	72%	77%	86%	71%
Financial	61%	58%	70%	60%	53%	65%	63%	39%
Technical	74%	57%	54%	69%	60%	62%	80%	40%
C-Suite	53%	35%	67%	54%	32%	57%	72%	30%

Marketers should first understand their target audience's preferences, and match the channel mix to those preferences. **Table 1** summarizes the top channels for each of the audiences in Figure 10.

Each of the audiences shown in Figure 9 is best reached using a specific set of channels. **Marketers that use the same channel for all audiences are compromising their effectiveness.**

The data from Figure 10 also confirms that the C-Suite is the hardest audience to reach. To make this determination, we calculated the average effectiveness of all channels by audience.

Table 1 shows this summary, with the C-Suite having the lowest average, implying the greatest difficulty in reaching them. The sales and marketing audience, by contrast, has the highest channel effectiveness average, implying this audience is most easily reached.

TABLE 1

Summary of top channels for reaching audiences shown in Figure 9.

Target Audience	Top 3 Channels	Average Effectiveness for All Channels
C-suite/ Executive	**1.** Events **2.** Direct mail **3.** Outbound BDR/SDR	**50%**
Technical	**1.** Events **2.** Content syndication **3.** Email	**62%**
Financial/ Purchasing	**1.** Direct mail **2.** Outbound BDR/SDR **3.** Events	**59%**
Sales/ Marketing	**1.** Events **2.** Email **3.** Direct mail	**77%**
End user	**1.** Content syndication **2.** Search marketing **3.** Direct mail	**74%**

The adage, "timing is everything" certainly applies to marketing campaigns. Marketers are wise to question the timing and cadence of their communications to the audiences they are trying to reach.

The participants in this study give us insight into the critical question of which communication formats work best for each of the audiences shown in Figure 10. **Figure 11** shows what study participants shared as the best communication cadence for each audience.

The C-Suite stands out as a special case. According to study partic- ipants, all audiences except this one are best reached through the approach that sends more frequent messages on a regular basis, such as daily, weekly, or monthly.
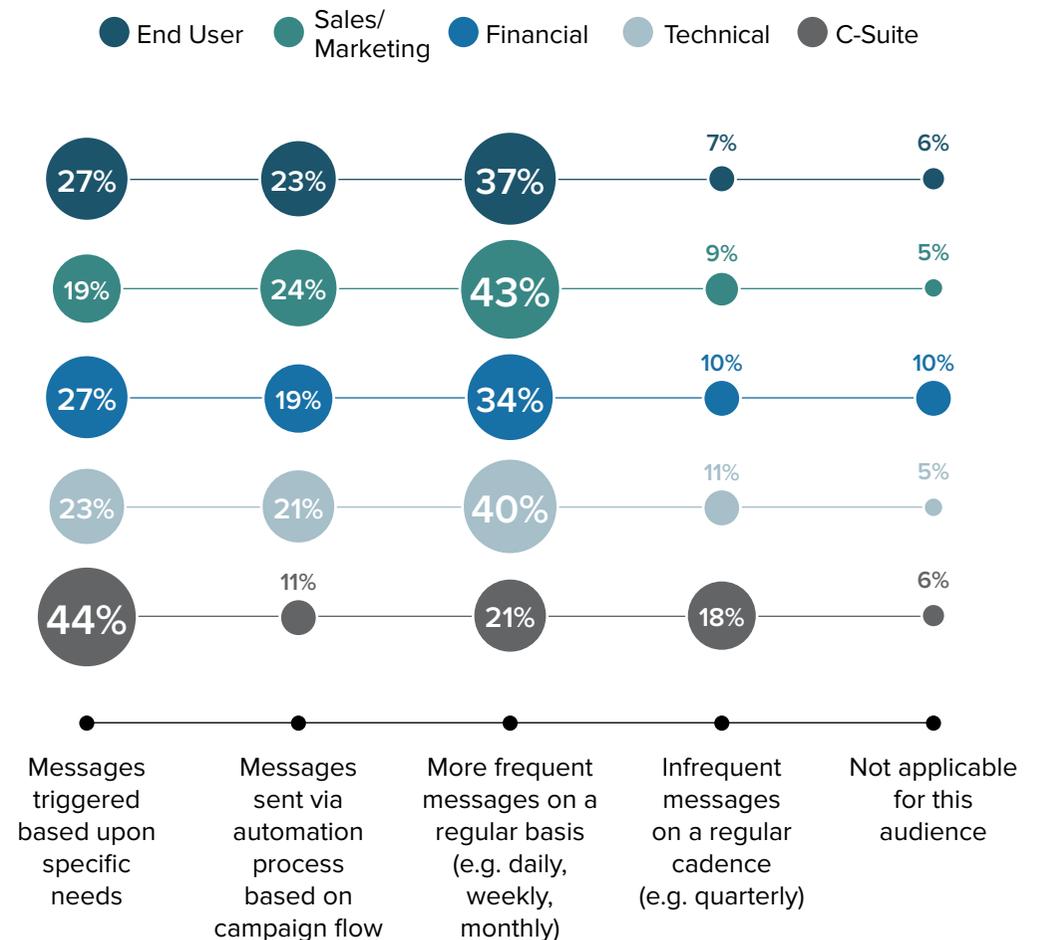
For members of the C-Suite, targeting them with messages triggered based on specific needs is the best approach. The underlying assump- tions for this approach are:

1 **The right marketing technology is in place to sense these needs.**

2 **Technology integrations exist for all the campaign channels that target this audience.**

FIGURE 11

Communication Cadence that Works Best for Each Audience

Most audiences are best reached through more frequent messages, except for the C-Suite.

Legend: ● End User   ● Sales/Marketing   ● Financial   ● Technical   ● C-Suite

	Messages triggered based upon specific needs	Messages sent via automation process based on campaign flow	More frequent messages on a regular basis (e.g. daily, weekly, monthly)	Infrequent messages on a regular cadence (e.g. quarterly)	Not applicable for this audience
End User	27%	23%	37%	7%	6%
Sales/Marketing	19%	24%	43%	9%	5%
Financial	27%	19%	34%	10%	10%
Technical	23%	21%	40%	11%	5%
C-Suite	44%	11%	21%	18%	6%

MULTICHANNEL MARKETING

MAXIMIZING PROGRAM ENGAGEMENT AND ROI

Campaign Response Rate and ROI

Campaign Response Rate and ROI

Two key multichannel campaign metrics that marketers track (or should track) are response rate and return on investment (ROI). This study measured both of these metrics and found several correlations that impact them.

**Figure 12** shows how participants rated the response to their multi-channel marketing campaigns.

FIGURE 12

Response to Multichannel Campaigns

Two-thirds of study participants report good or very good response to their campaigns.

66% of study
participants report **good or very good response** to their multichannel campaigns.

0%
Very poor

4%
Poor

6%
Very good

60%
Good

30%
Neutral
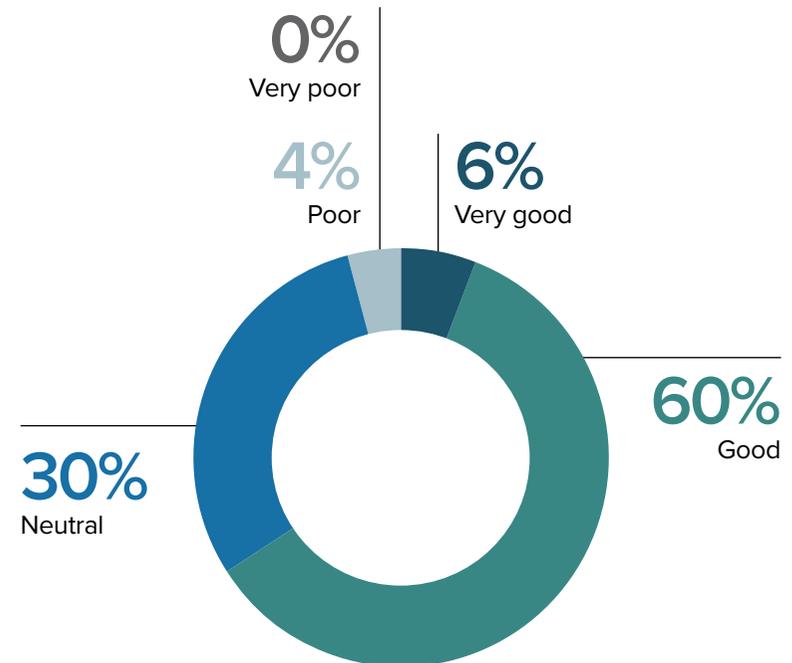
The study's definition of campaign responses includes clicks, opens, or registrations. Several correlations exist in the study data regarding multichannel campaign response rates. The first is simply whether or not direct mail was in the channel mix for a campaign.
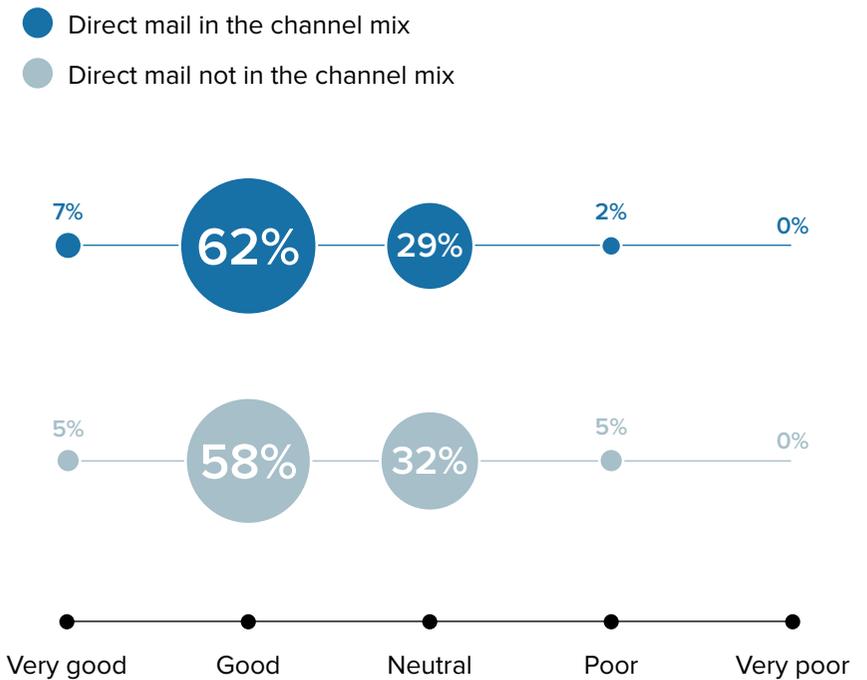
Figure 13 shows a 9.5 percent lift in respondents indicating response as good or very good from their multichannel campaigns.

FIGURE 13

Response to Multichannel Campaigns: With and Without Direct Mail

When direct mail is part of the channel mix, campaigns have slightly better response rates.

● Direct mail in the channel mix

● Direct mail not in the channel mix

9.5% of study
participants were more likely to report good or very good response rates **when direct mail was part of the channel mix.**

7%	62%	29%	2%	0%
5%	58%	32%	5%	0%

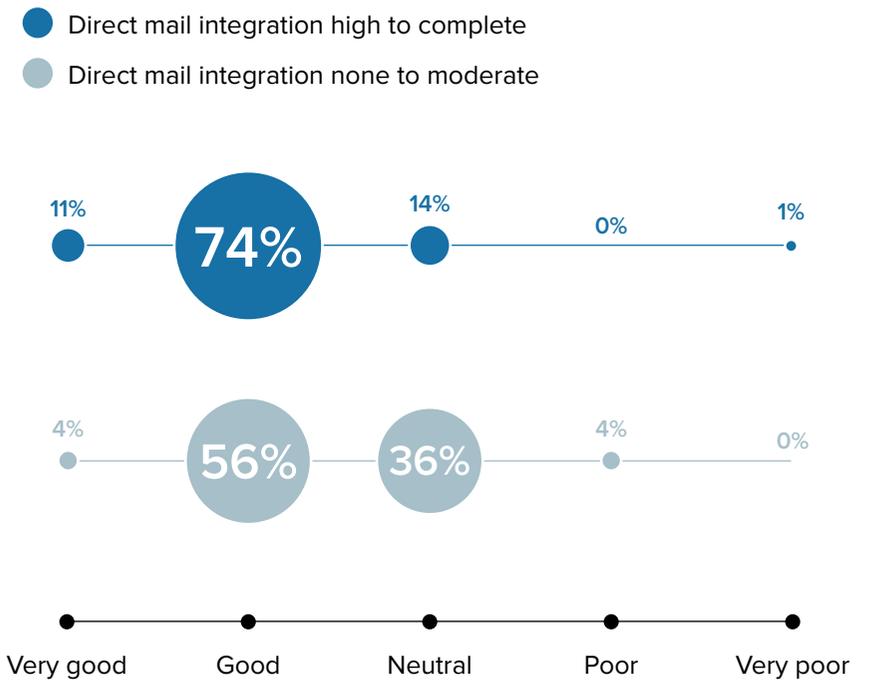Very good   Good   Neutral   Poor   Very poor

The inclusion of generic direct mail elements in a multichannel campaign doesn't have a dramatic impact on response, but **direct mail that's tightly integrated to the multichannel technology changes everything.**

We see a 41.7 percent increase in respondents reporting good or very good response rates (85% vs only 60%) when their direct mail integration is high to complete. **Figure 14** shows this result.

41.7% of study
participants were more likely to report good or very good response rates **when their direct mail integration to their marketing technology was high or complete.**

FIGURE 14

Response to Multichannel Campaigns Based on Integration of Direct Mail with MarTech

Integrating direct mail with the multichannel campaign technology has a big effect on response rates.

● Direct mail integration high to complete

● Direct mail integration none to moderate

11%   74%   14%   0%   1%

4%   56%   36%   4%   0%

Very good   Good   Neutral   Poor   Very poor

Most marketers would assume that personalization lifts response rates for campaigns, and that assumption holds true for this study. In multi-channel campaigns, personalizing direct mail a lot or completely makes it 38 percent more likely for marketers to realize good or very good response rates, as **Figure 15** shows.
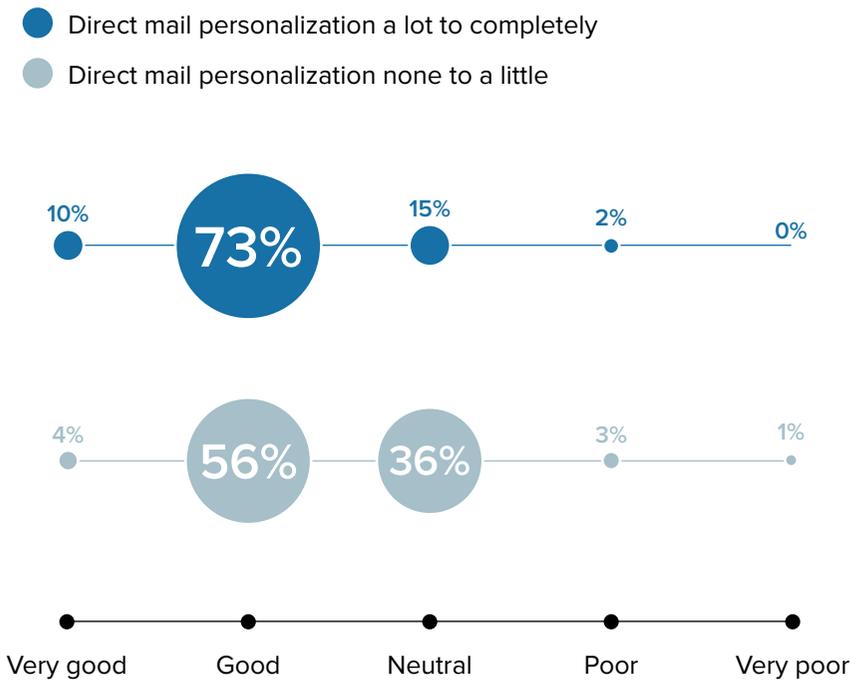
As Figure 13 shows, including direct mail in the mix for multichannel campaigns improves response rates.

Integrating and personalizing direct mail amplifies response rates, with 90 percent of study participants who do both reporting good or very good response rates.

38% of study
participants were more likely to report good or very good response rates **when they personalized direct mail a lot or completely**.

FIGURE 15

Response to Multichannel Campaigns Based on Direct Mail Personalization

Personalized direct mail generates significantly better response rates to multichannel campaigns.

● Direct mail personalization a lot to completely

● Direct mail personalization none to a little

10%   73%   15%   2%   0%

4%   56%   36%   3%   1%

Very good   Good   Neutral   Poor   Very poor

Response rates are important, but ROI is usually the critical metric for multichannel campaigns. **Figure 16** shows the average ROI participants report for multichannel campaigns.

59% of study
participants report **good or very good multichannel campaign ROI.**

FIGURE 16

Average ROI from Multichannel Campaigns

Well over half of the study's participants get good or very good ROI.

6%
Not measured/
I don't know

6%
Very good

6%
Poor

0%
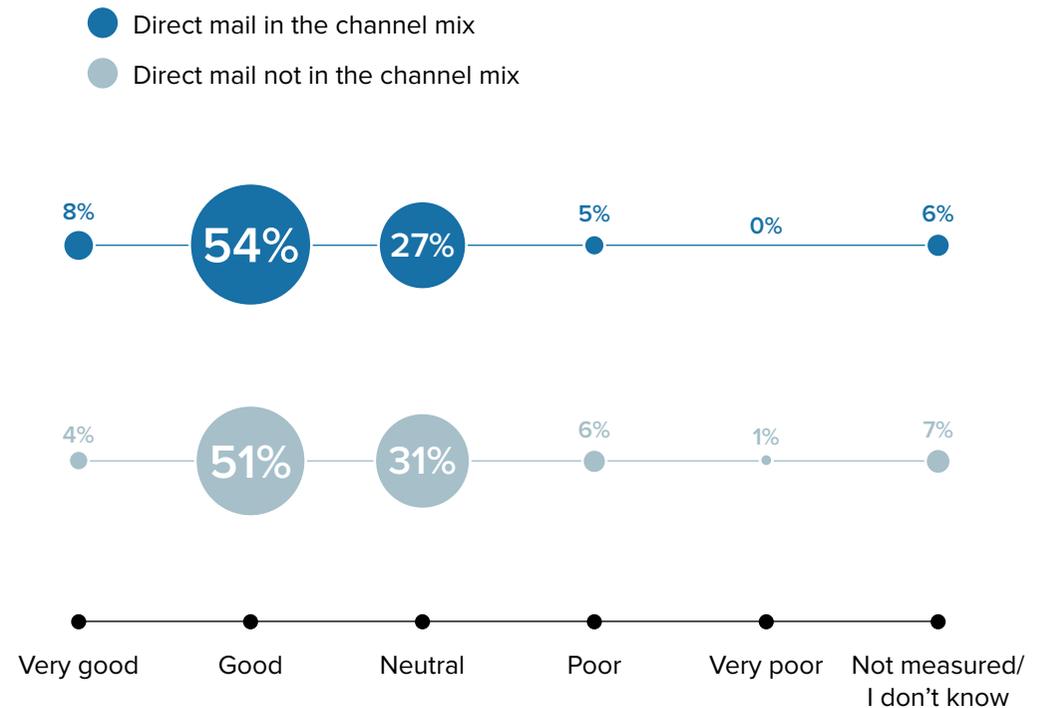Very poor

53%
Good

29%
Neutral
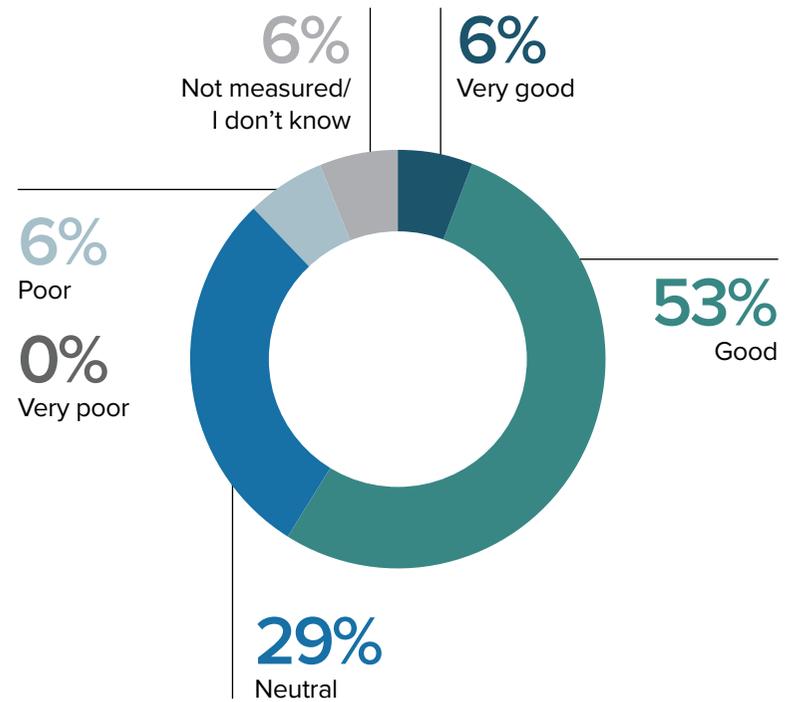
As was true for response rates, we found several correlations to producing higher levels of ROI for multichannel campaigns. The simple inclusion of direct mail in the channel mix was one of them, and **Figure 17** shows a 12.8 percent lift in respondents indicating good or very good ROI.

12.8% of study
participants were more likely to report good or very good ROI **when direct mail was part of the multi-channel mix.**

ROI for Multichannel Campaigns: With and Without Direct Mail

When direct mail is part of the channel mix, campaigns have better ROI.

● Direct mail in the channel mix
● Direct mail not in the channel mix

8%   54%   27%   5%   0%   6%

4%   51%   31%   6%   1%   7%

Very good   Good   Neutral   Poor   Very poor   Not measured/ I don't know

When direct mail is in the channel mix, there is an improvement in ROI, but **greater impact comes in the way that marketers include direct mail in the mix.**

Figure 18 shows a 62.7 percent lift in participants reporting good or very good ROI when their direct mail integration to their marketing technology is high to complete.
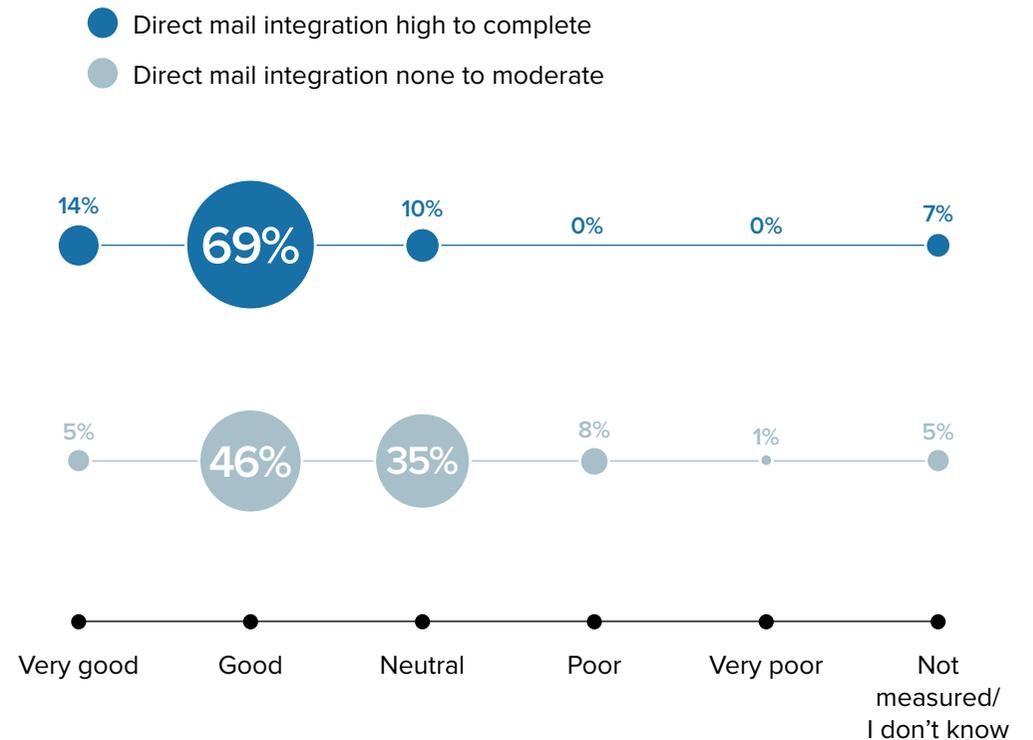
As Figure 18 shows, **when allowing direct mail to participate as a full-fledged member of a multichannel campaign via integration, it can drive a much higher ROI.**

62.7% of study
participants were more likely to report good or very good ROI when **their direct mail integration to their marketing technology was high to complete.**

ROI of Multichannel Campaigns Based on Integration of Direct Mail with MarTech

Integrating direct mail with the multichannel campaign technology has a big impact on ROI.

● Direct mail integration high to complete
● Direct mail integration none to moderate

	Very good	Good	Neutral	Poor	Very poor	Not measured/ I don't know
Direct mail integration high to complete	14%	69%	10%	0%	0%	7%
Direct mail integration none to moderate	5%	46%	35%	8%	1%	5%

Study participants realize a similar ROI impact through direct mail personalization.
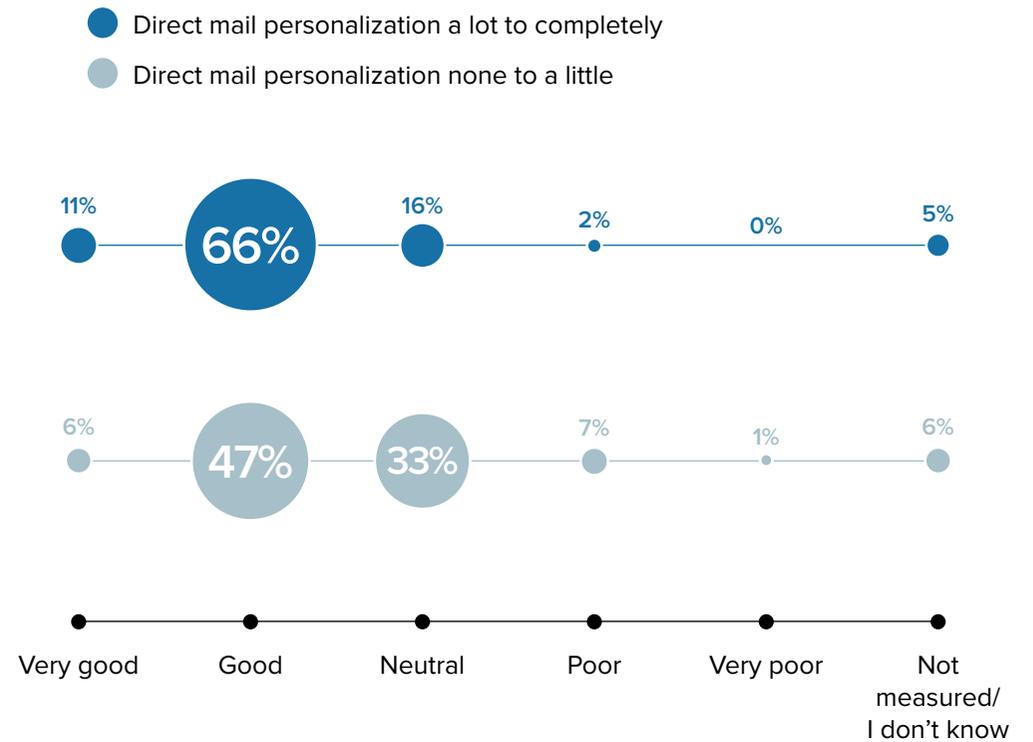
As **Figure 19** shows, when personalizing direct mail a lot or completely, we see a 45.3 percent lift in participants reporting multichannel campaign ROI performance of good or very good.

45.3% of study
participants were more likely to report good or very good ROI **when they personalized mail a lot or completely.**

ROI of Multichannel Campaigns Based on Direct Mail Personalization

ROI goes up through direct mail personalization.

● Direct mail personalization a lot to completely

● Direct mail personalization none to a little

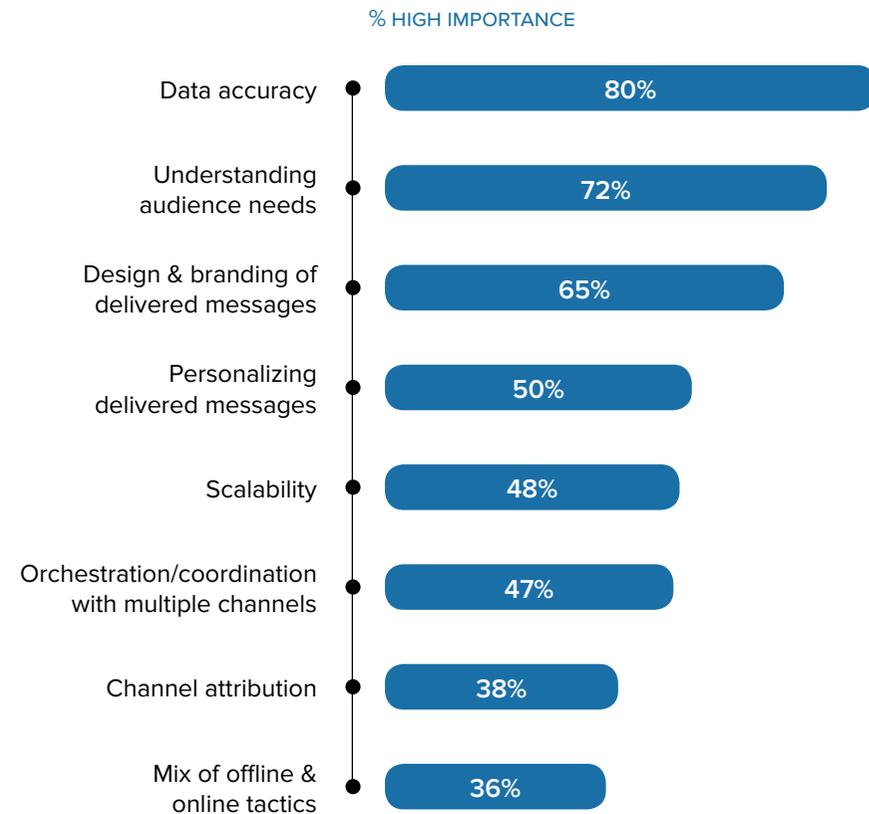|	Very good	Good	Neutral	Poor	Very poor	Not measured/ I don't know
Direct mail personalization a lot to completely	11%	66%	16%	2%	0%	5%
Direct mail personalization none to a little	6%	47%	33%	7%	1%	6%

There's no doubt that **thoughtfully adding direct mail to the mix for multichannel campaigns pushes the response rates and ROI in the direction that marketers want.** Other success factors also contribute to campaign success, as **Figure 20** summarizes.

Many things contribute to the success of multichannel marketing campaigns, but in this study, the basics top the list: having accurate data, understanding what the target audience needs, and staying on brand with messaging.

Focusing elsewhere before ensuring audience needs are well understood and data is accurate compromises the effectiveness of even the most creative campaign.

FIGURE 20

Multichannel Campaign ROI Success Factors

Study participants identified data accuracy as the top success factor to produce ROI.

% HIGH IMPORTANCE

Success Factor	%
Data accuracy	80%
Understanding audience needs	72%
Design & branding of delivered messages	65%
Personalizing delivered messages	50%
Scalability	48%
Orchestration/coordination with multiple channels	47%
Channel attribution	38%
Mix of offline & online tactics	36%

Research Insights from PFL Customers

PFL partnered with Demand Metric to conduct this study. PFL is a leading provider of Tactile Marketing Automation solutions as well as printing, mailing, and fulfillment services.

Its customers represent a segment of marketers that produce the highest results and are role models for the multichannel and direct mail best practices this report has identified.

As such, **segmenting PFL customer responses provides a rare and unique opportunity to see how well the PFL vision for tactile marketing delivers value.**

To understand the value that PFL customers are getting, we'll present some comparisons of the PFL customer segment to the rest of the study sample.

- The PFL segment is **88 percent more likely to use the highest performing direct mail format**: **dimensional format** (66 percent compared to 35 percent).

- The PFL segment is **82 percent more likely to indicate that their dimensional mail format represents their brand very well** (51 percent compared to 28 percent). This is important because not all dimensional executions have the same impact. Part of the PFL value proposition is the design of high-impact, compelling dimensional mail pieces.

- The PFL segment is **32 percent more likely to report that direct mail produces moderate to major improvement in overall multichannel campaign performance** (65 percent compared to 49 percent). This outcome provides evidence that the PFL approach to the inclusion of direct mail in the channel mix is more effective.

Figure 21 summarizes these comparison metrics.

FIGURE 21

PFL Customers vs Full Survey Sample: Key Metric Comparison

PFL customers outperform the full survey sample by a significant margin.

- PFL customers   - Full survey sample

65%   51%   66%

49%   28%   35%

Direct mail produces moderate to major improvement in overall multichannel campaign performance

Dimensional represents brand very well

Dimensional mail use
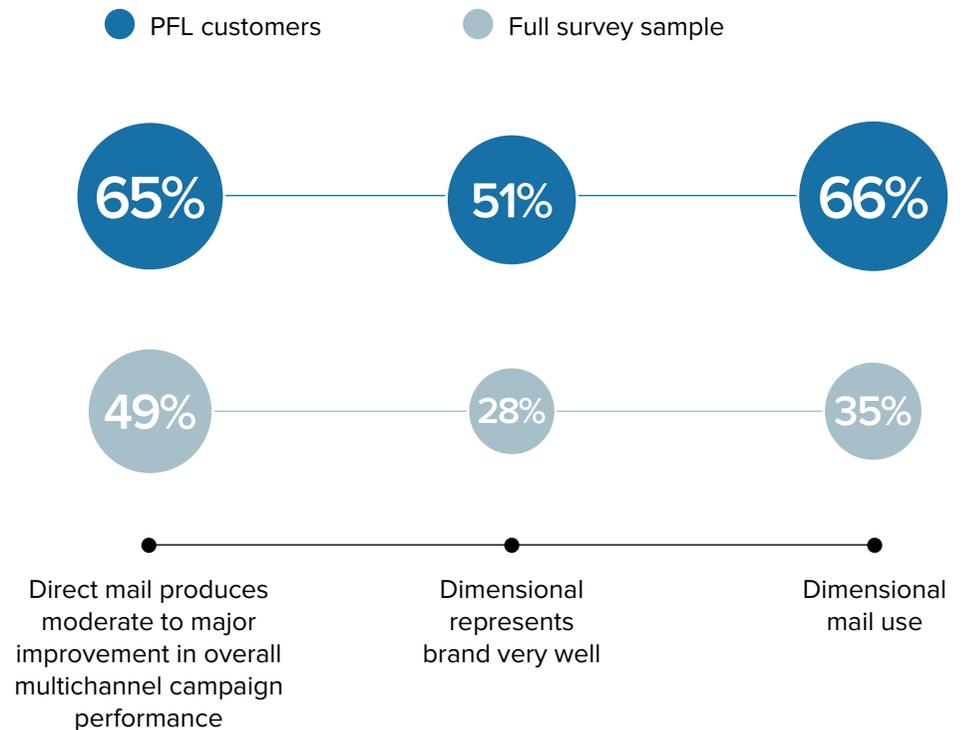
The Bottom Line
and Recommendations

Demand Metric

IN PARTNERSHIP WITH:

PFL

The Bottom Line

Direct mail has the reputation of a low-tech channel that was once highly relevant but has been eclipsed by more modern digital channels. It's an understandable assumption to make but it's incorrect.

In our world, where much of what we receive is in a digital format, the tactile nature of direct mail can register in a way digital media cannot, and including tactile marketing approaches in multichannel campaigns makes them perform even better.

There are two extreme stances marketers often take concerning direct mail:

- Direct mail is dead and deserves no place in the modern marketer's channel mix.

- Direct mail belongs in the channel mix for every audience and campaign.

The research this report provides clearly refutes the first stance. Whatever the emotions, experience, or opinions surrounding direct mail, the data here shows that including it in the mix for multichannel campaigns is a catalyst for better response rates and higher ROI.

The research also shares insights about the second stance. The data reveals that direct mail is not always ideal for the technical audience, but is optimal for the financial audience.

It's also one of the best channels for the most sought-after audience in this study: The C-Suite.

Recommendations

① Add direct mail to the mix.

Direct mail acts as a force multiplier to multichannel marketing programs, and it's uniquely powerful to reach specific audiences, including the C-Suite, Finance, Sales & Marketing, and End Users.

② Choose formats wisely.

The most popular and easiest to use direct mail format – the postcard – does the poorest job representing a brand. The adage, "any job doing is worth doing well" applies here: dimensional mail formats do the best job, by a significant margin, of representing the brand well and driving response and ROI performance.

③ Don't let direct mail exist in a silo.

The study shows that a significant value and impact of direct mail comes from integrating it with the technology marketers use for multichannel campaigns. Integrating direct mail allows data-driven, triggered sends at optimal times for recipients, which improves response rates.

④ Get personal.

The assumption that direct mail is difficult or impossible to personalize is incorrect. The value of personalization applies as strongly to direct mail as it does to any digital format. Leverage the solutions or vendors that enable direct mail personalization.

Marketers are always looking for differentiation. Perhaps one of the best reasons to add direct mail to the channel mix is because other marketers have written it off and stopped using it. Those that do include it in the channel mix, and follow the best practices for format choice, integration, and personalization, will stand out from their competition.

Acknowledgements

Demand Metric is a global research and advisory firm that supports marketing professionals with primary research and benchmark reports, technology research and advice, consulting services, training, and software.

Demand Metric's core focus is to help B2B marketing organizations grow revenue by operationalizing the best practices discovered in our research.

To learn more about Demand Metric, sign up for a free membership at **www.demandmetric.com**

PFL is a leading provider of Tactile Marketing Automation solutions that help brands rise above the digital noise and be heard. With over 12,000 active customers, PFL provides sales enablement and marketing auto-mation solutions, as well as printing, mailing and fulfillment services, that accelerate productivity and drive business forward.

The company is co-headquartered in Livingston, Montana and Indianap-olis, Indiana. For more information, please visit **www.pfl.com**.
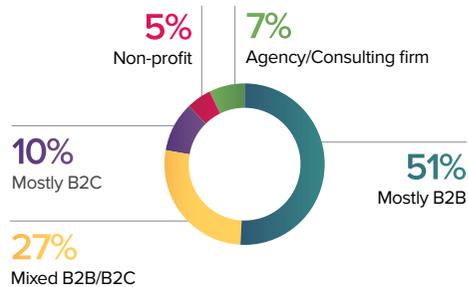
Appendix: Survey Background

This 2019 MultiChannel Campaign Benchmark Study survey was administered online during the period of June 18 through July 25, 2019. During this period, 603 responses were collected, 579 of which were qualified and complete enough for inclusion in the analysis. Only valid or correlated findings are shared in this report.
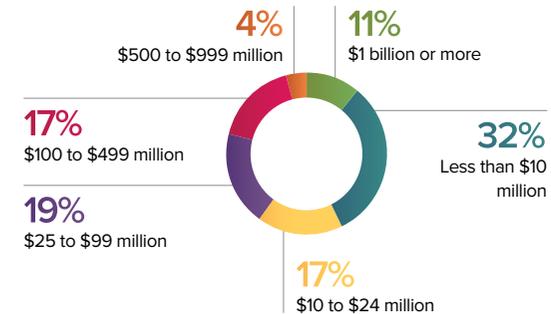
The representativeness of this study's results depends on the similarity of the sample to environments in which this survey data is used for comparison or guidance.

Summarized below is the basic categorization data collected about respondents to enable filtering and analysis of the data:
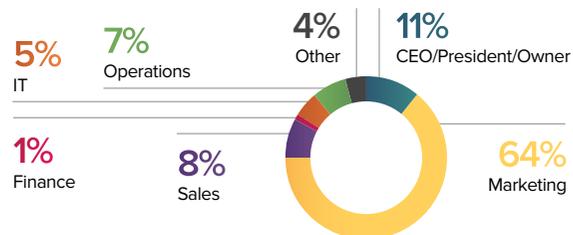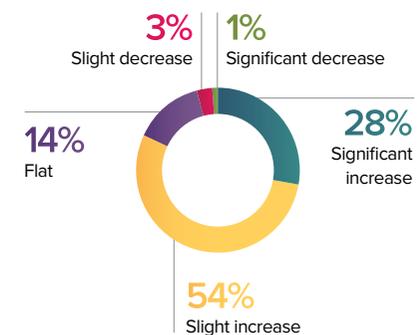
TYPE OF BUSINESS/MARKET FOCUS:

5% Non-profit
7% Agency/Consulting firm
10% Mostly B2C
51% Mostly B2B
27% Mixed B2B/B2C

APPROXIMATE ANNUAL REVENUES:

4% $500 to $999 million
11% $1 billion or more
17% $100 to $499 million
32% Less than $10 million
19% $25 to $99 million
17% $10 to $24 million

PRIMARY ROLE OF RESPONDENT:

5% IT
7% Operations
4% Other
11% CEO/President/Owner
1% Finance
8% Sales
64% Marketing

REVENUE GROWTH ENVIRONMENT IN MOST RECENT FISCAL YEAR:

3% Slight decrease
1% Significant decrease
14% Flat
28% Significant increase
54% Slight increase

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