

2022 HYBRID AUDIENCE ENGAGEMENT SURVEY

Audiences Are Inundated by Digital Communication

With digital communication at an all-time high, many businesses find themselves struggling to gain traction among customers and prospects. To better understand the difficulties that companies are facing in capturing audiences' attention, PFL conducted its "2022 Hybrid Audience Engagement Survey."

The results are clear: Marketers need to lean on personalization, content, and physical marketing tactics to create hybrid experiences that can effectively reach burnt-out audiences.



More than **600 U.S.-based remote and hybrid workers** at enterprise organizations were surveyed.



Enterprise Professionals Receive

65 EMAILS PER WEEK

Remote workers receive **6x more emails** than do hybrid workers.

Fully Remote Workers Receive Over

170 EMAILS PER WEEK

Hybrid Workers Receive Only

31 EMAILS PER WEEK

When it comes to **"digital fatigue,"** those in **manager through C-suite positions** are more likely to receive a higher volume of digital communications.

Entry and Associate Level respondents receive

28 EMAILS PER WEEK

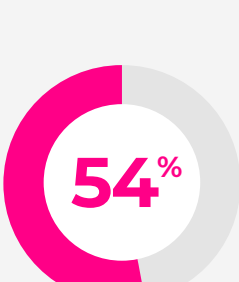


Meanwhile, **Manager through C-level** respondents receive over 2.5x more weekly promotional emails, averaging

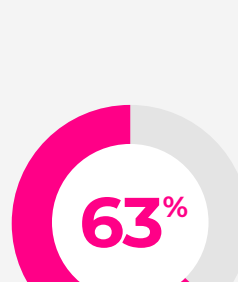
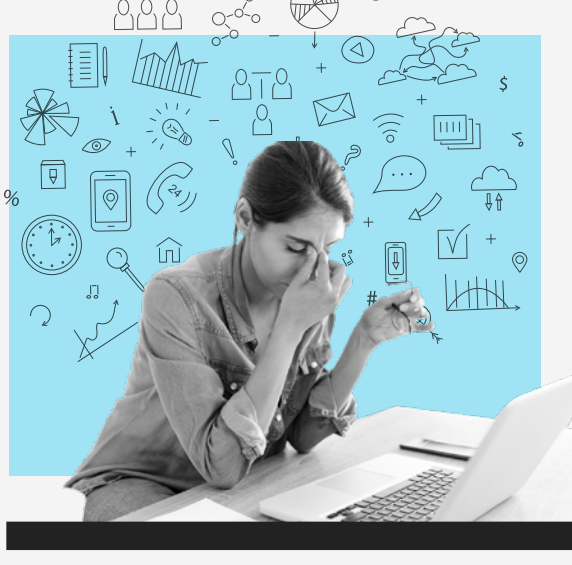
80 EMAILS PER WEEK

Digital Fatigue Is on the Rise

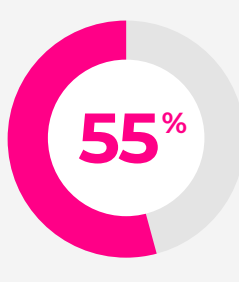
Digital fatigue is defined as a state of mental exhaustion brought on by the excessive and concurrent use of multiple digital tools.



Over **54%** of enterprise employees experience fatigue due to the volume of digital promotions they receive at work.

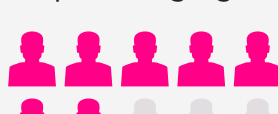


63% of remote workers report digital fatigue, compared with 49% of hybrid workers.

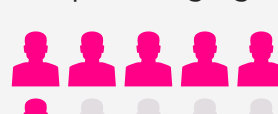


Almost **55%** of employees feel overwhelmed by the volume of digital promotional communications.

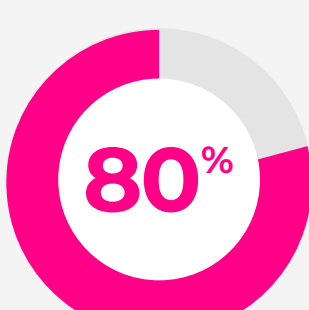
7 out of 10 marketing professionals report experiencing digital fatigue.



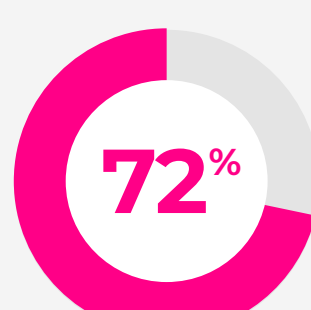
6 out of 10 IT professionals also report experiencing digital fatigue.



80% of C-level respondents and **72% of director-level respondents** report feeling overwhelmed by digital promotions.

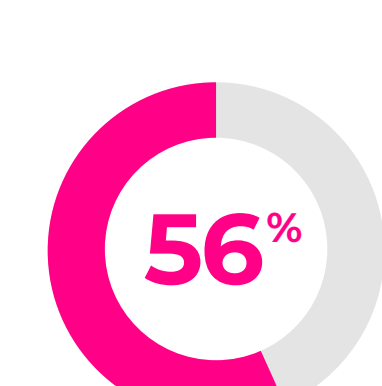


C-Level Respondents

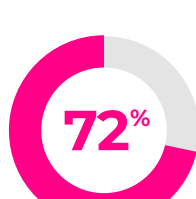


Director-Level Respondents

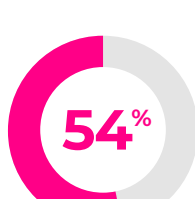
Personalization and Physical Touchpoints Help Brands Stand Out and Drive Conversions



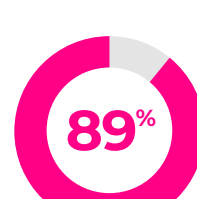
Over **56%** of respondents are more likely to open something sent in the mail than an email.



72% of C-level executives indicate they would be more likely to open something sent in the physical mail.



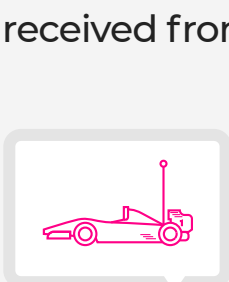
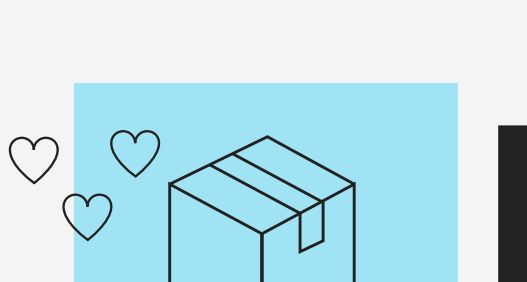
Over half (**54%**) of all enterprise workers are significantly more likely to respond and engage with a brand after receiving personalized physical mail.



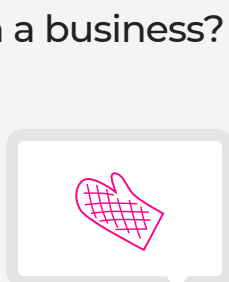
89% of respondents indicate they are more likely to open something received in the mail from a company with whom they have an existing relationship.

Direct Mail Experiences Can Make a Lasting Impression

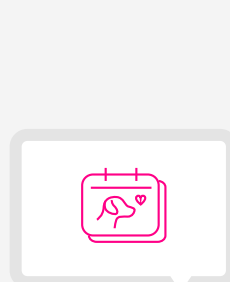
What's the most **memorable** piece of direct mail you've received from a business?



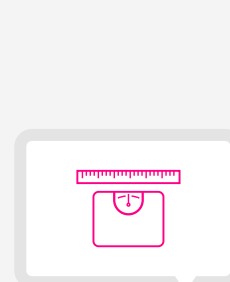
"A remote control Formula 1 car"



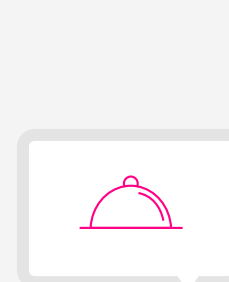
"An oven mitt from a snack company"



"A calendar of puppy pictures"



"A food scale, waist measure, and step counter from a health company"



"A free promotional gourmet meal"