

## **Direct Marketing: Mail Drives Retail Traffic**

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A new study supports what many multichannel marketers have long known: Direct mail drives retail traffic.

According to the Customer Focus 2005: Retail Direct marketing study from Baltimore-based marketing services provider Vertis, 24% of adults who received direct mail from a retailer that they don't typically shop from subsequently visited one of the retailer's stores.

As to the types of direct mail that recipients are most likely to open, 51% said that a special offer or a discount will persuade them to open a mail piece. Sixty-three percent said that an "interesting-looking" package makes a difference as to whether they will open a piece.

Among the respondents that have opened direct mail, 72% said they've responded to coupon offers, and 70% have responded to "buy one, get one free" offers. Discounts on a single item have generated response from 62% of those who opened direct mail, while 54% responded to percentage-off offers.