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State of Direct Mail Marketing 2025

Strategic Insights to Conduct Smarter Campaigns:
A PostGrid Report

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Introduction and Methodology

PostGrid dives deep into the world of direct mail marketing, presenting exclusive insights gathered from 325 businesses across North America. The report explores:

- **Emerging Trends:** How direct mail strategies are evolving in an increasingly digital-first world.
- **Key Challenges:** The roadblocks businesses face in achieving campaign efficiency and scalability.
- **Innovative Solutions:** How organizations are leveraging data, personalization, and automation to drive impact.

Discover actionable takeaways, real-world use cases, and expert analysis to stay ahead in 2025 and beyond. Whether you're optimizing existing campaigns or exploring direct mail for the first time, this report is your essential guide.

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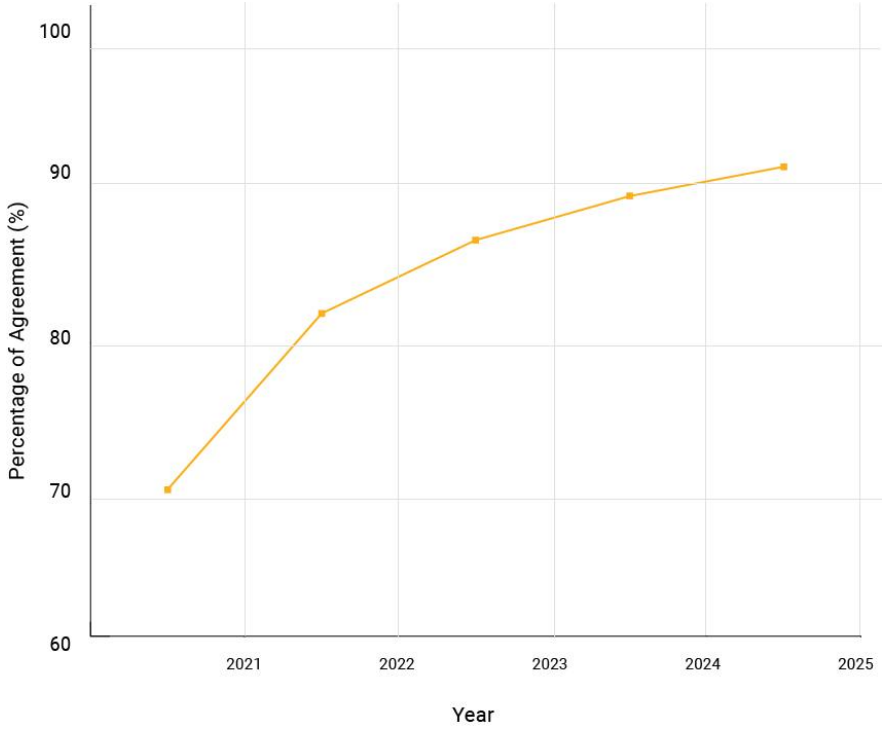
93% of industry leaders agree that direct marketing serves as the basis of all integrated marketing strategies.

More and more organizations have started using direct mail for various purposes, from marketing and sales, to transactional and compliance.



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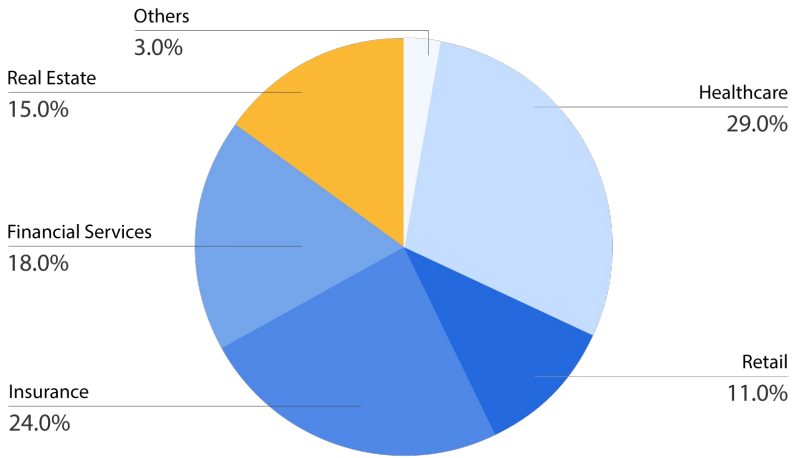
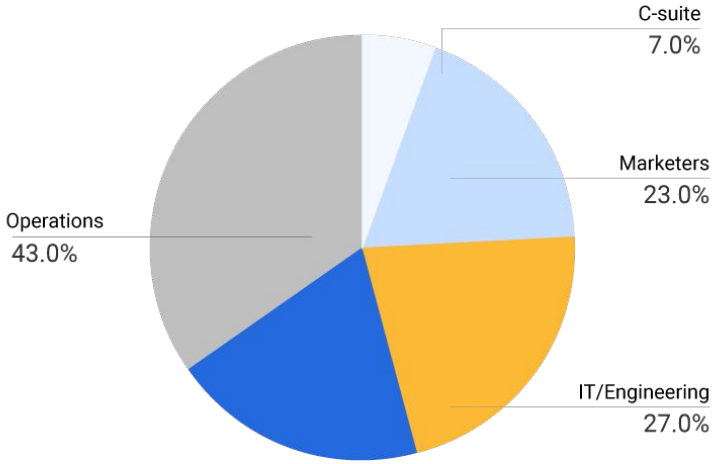
Report Methodology

This report is a result of a survey we conducted, wherein we questioned 750+ clients from different industries across North America. Each of these businesses has 150–1,500 employees.

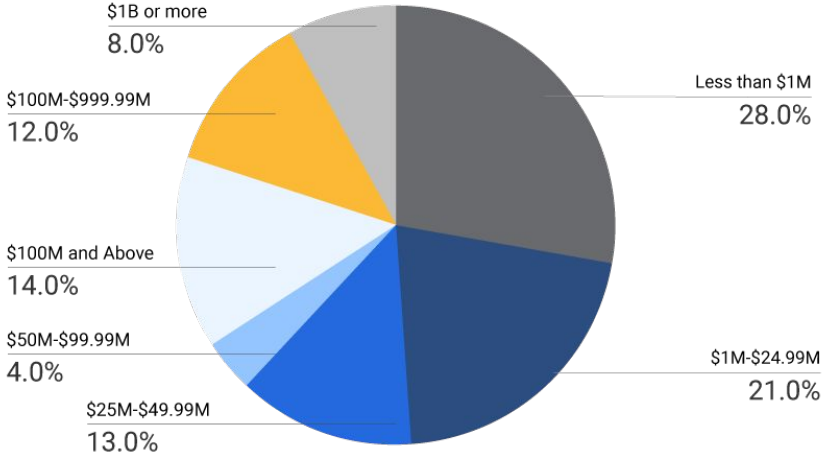


Our respondents, regularly working with direct mail and always seeking out better campaign strategies, carry these titles:

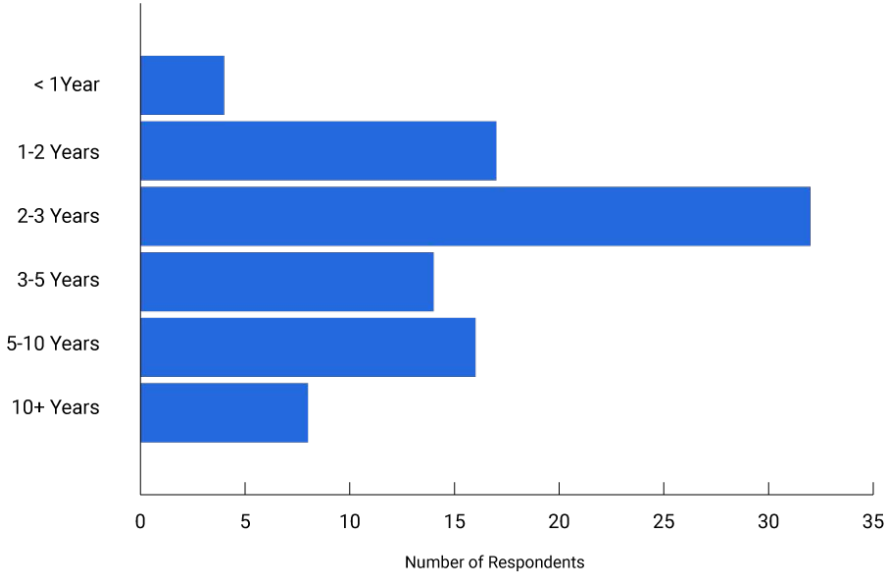


Report Methodology

We have surveyed organizations in wide annual revenue ranges, from less than $1M to above $1B.



Most respondents had hands-on experience with conducting direct mail campaigns for at least 2-3 years.



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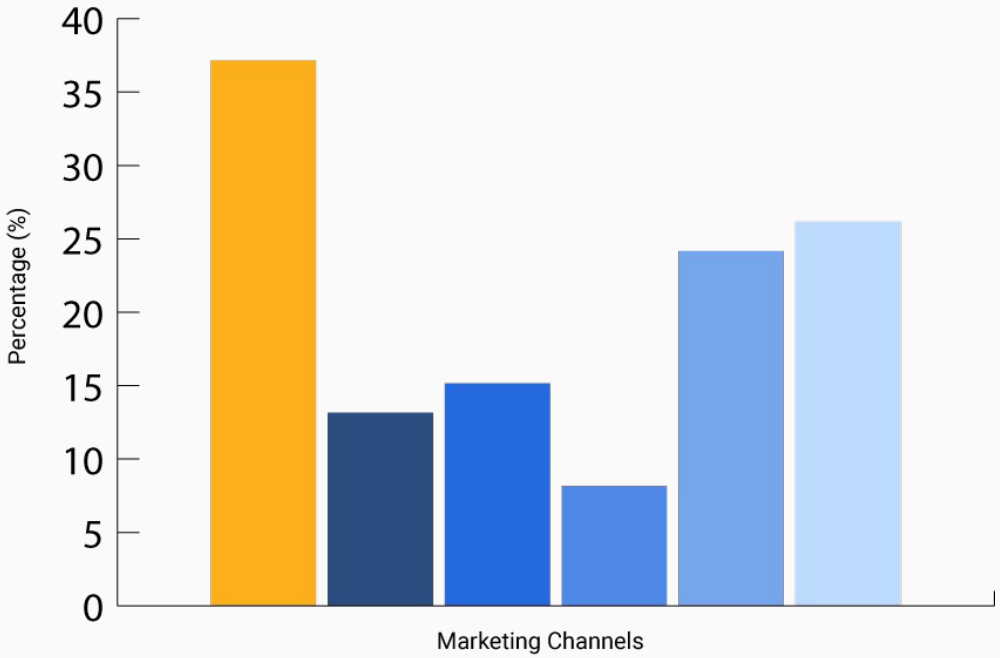
Direct Mail ROI

What Is the 2025 Direct Mail ROI Compared to Other Channels?



- **Direct Mail:** 36%
- **Email:** 12%
- **Social Media:** 15%
- **Content Marketing:** 9%
- **PPC Ads:** 22%
- **SEO Campaigns:** 26%

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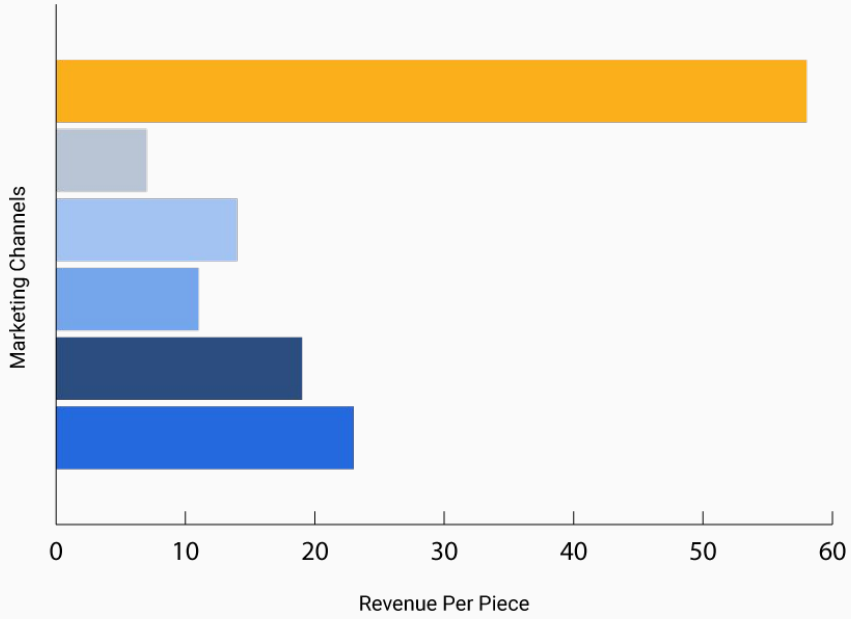
Direct Mail ROI (Revenue Per Piece)

How Much Do Marketing Channels Earn for Every Dollar Spent?



- **Direct Mail:** $58
- **Email:** $7
- **Social Media:** $14
- **Content Marketing:** $11
- **PPC Ads:** $19
- **SEO Campaigns:** $23

Direct Mail ROI

Is Determining ROI Crucial for Businesses and Can They Calculate it Accurately?

of businesses believe that finding out their direct mail campaign ROI is significant for them.

of businesses are able to calculate their direct mail campaign ROI accurately.

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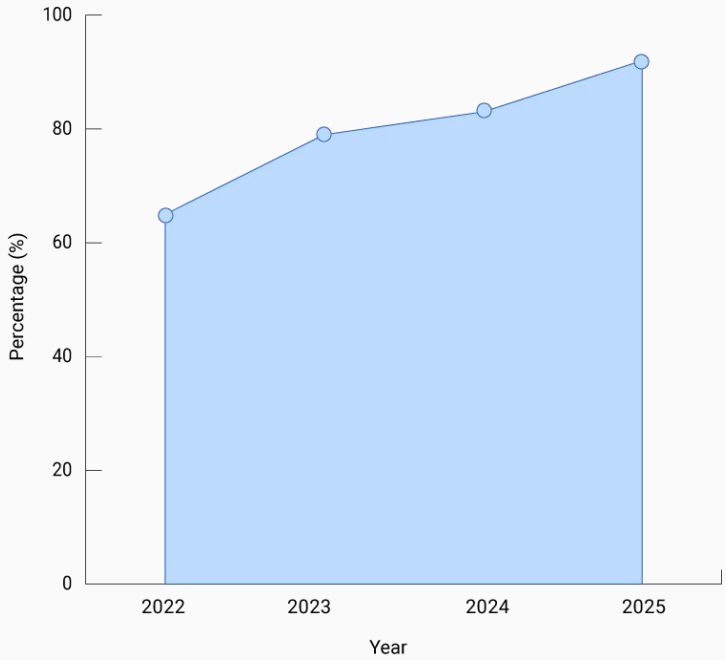
Direct Mail Success

What Percentage of Business Leaders Agree Direct Mail Delivers the Highest Profitability?



92%

of leaders believe that direct mail is the best marketing channel in terms of profitability.

2025: 92%

2024: 83%

2023: 79%

2022: 65%

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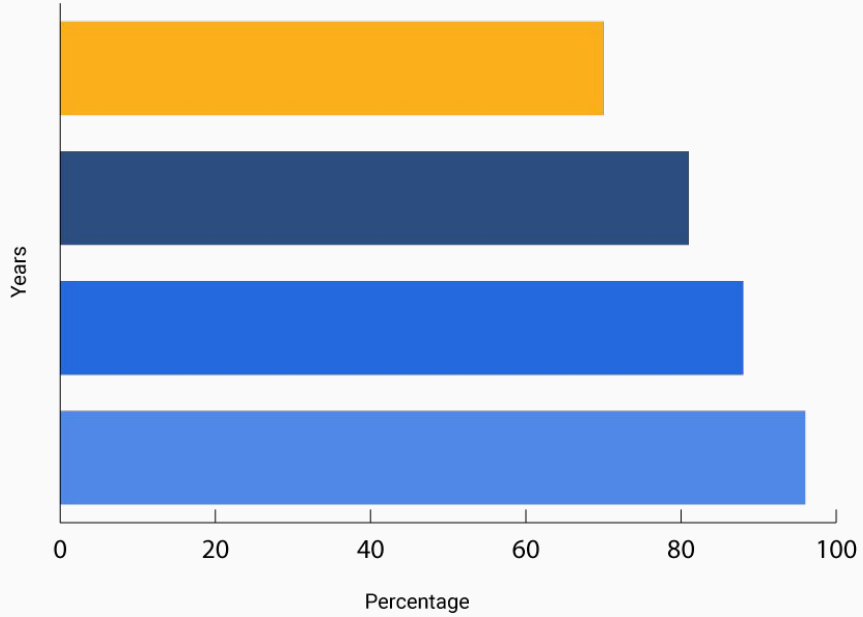
Direct Mail Success

What Percentage of Respondents Agree That Direct Mail Has the Best Response and Conversion Rate?

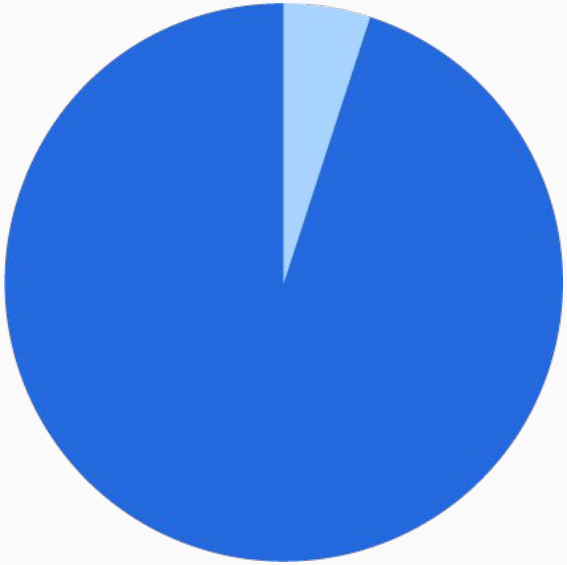


96% of respondents have stated that they think direct mail offers the highest response and conversion rates in 2025.

- **2025:** 96%
- **2024:** 88%
- **2023:** 81%
- **2022:** 70%

Direct Mail Success

What Percentage of Businesses Agree Adapting Direct Mail Strategies Achieves Long-Term Success?



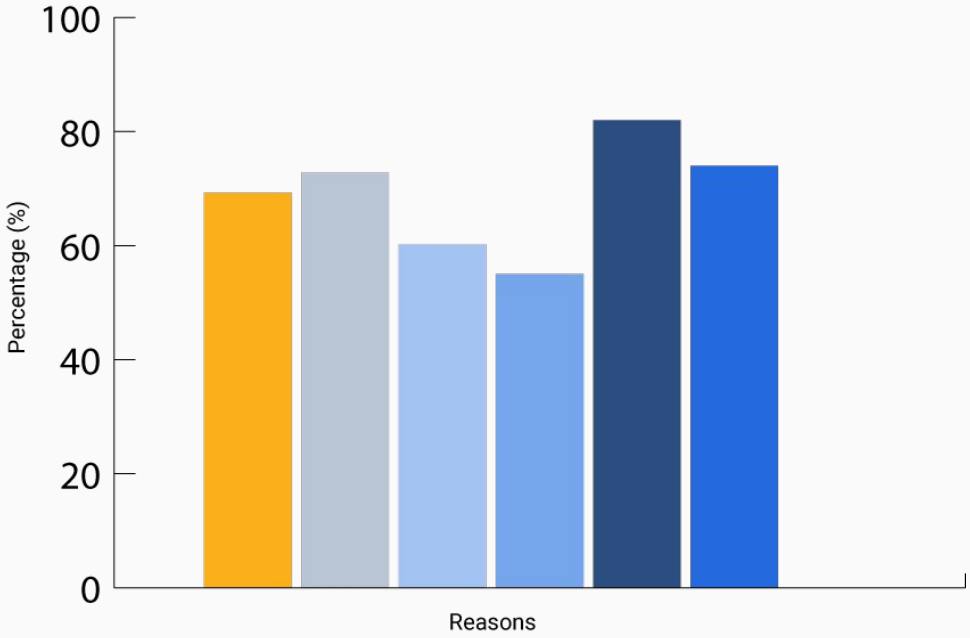
95% of businesses agree that continually adapting and evolving direct marketing strategies helps achieve long-term success in business.

Agree: 95%

Do Not Agree: 5%

Customer Trust and Engagement

Why Do Businesses Think Their Customers Find Direct Mail Trustworthy?



- **Lasting Mental Impression:** 69%
- **Prefer Mail for Offers:** 73%
- **Want Mail From Brands:** 60%
- **Tiredness From Screen Time:** 55%
- **Prefer Mail for Flexibility:** 82%
- **Find it Personal:** 74%

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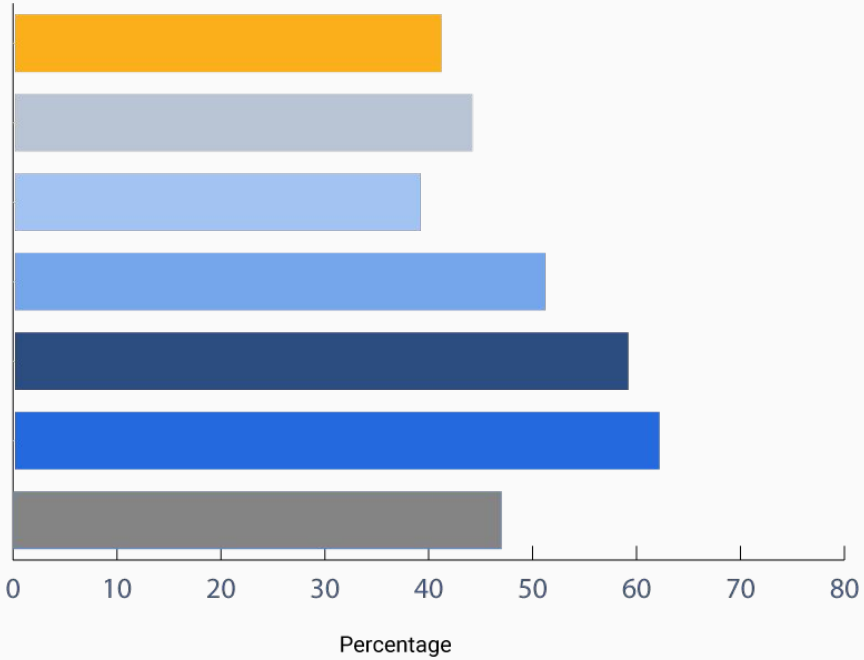
Top Advantages of Direct Mail Campaigns

Why Do Businesses Still Send Direct Mail in the Digital Age?



- **Performance Tracking:** 41%
- **Integration With Digital Campaigns:** 44%
- **Creative and Format Flflexibility:** 39%
- **Volume and Budget Flexibility:** 51%
- **Scalability:** 59%
- **Personalization Features:** 62%
- **Extended Shelf-Life:** 47%

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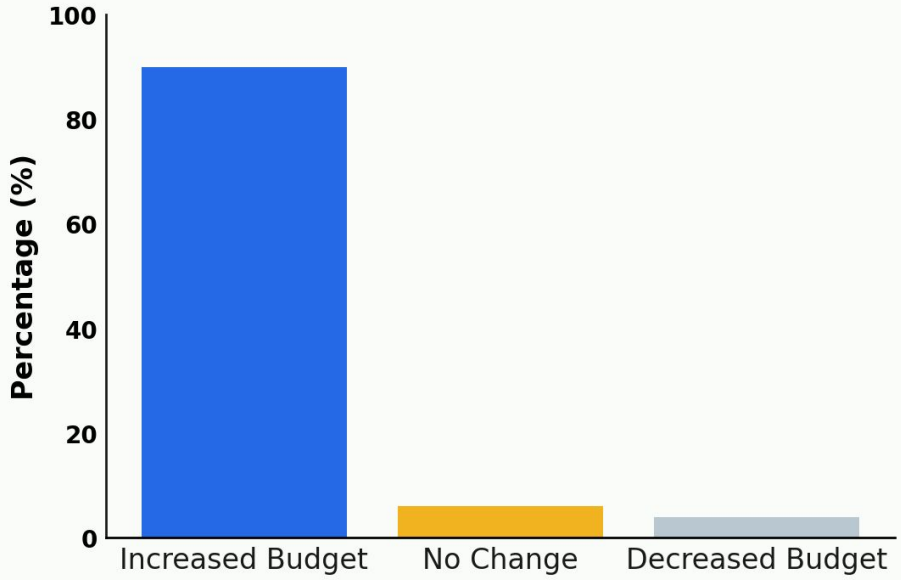
Direct Mail Investment

What Percentage of Businesses Have Specifically Modified Their Direct Mail Budget This Year?



90% of organizations have increased their direct mail marketing budget in 2025, owing to its benefits and impact.

- **Increased Their Budget:** 90%
- **No Change in Budget:** 6%
- **Decreased Their Budget:** 4%

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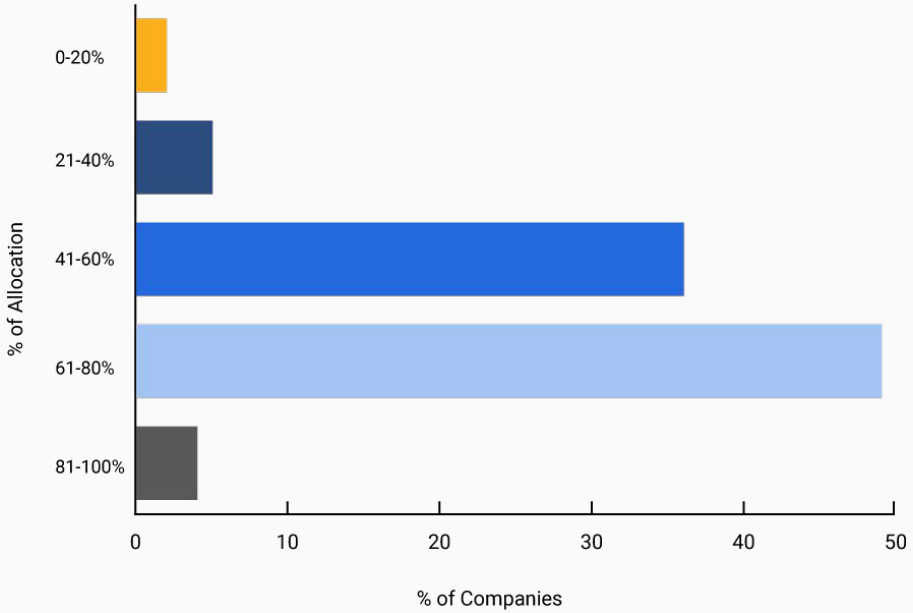
Direct Mail Investment

Out of Their Annual Marketing Budget, How Much Do Companies Allocate to Direct Mail?



- **2%** of Companies Allocated **0-20%**.
- **5%** of Companies Allocated **21-40%**.
- **36%** of Companies Allocated **41-60%**.
- **49%** of Companies Allocated **61-80%**.
- **4%** of Companies Allocated **81-100%**.

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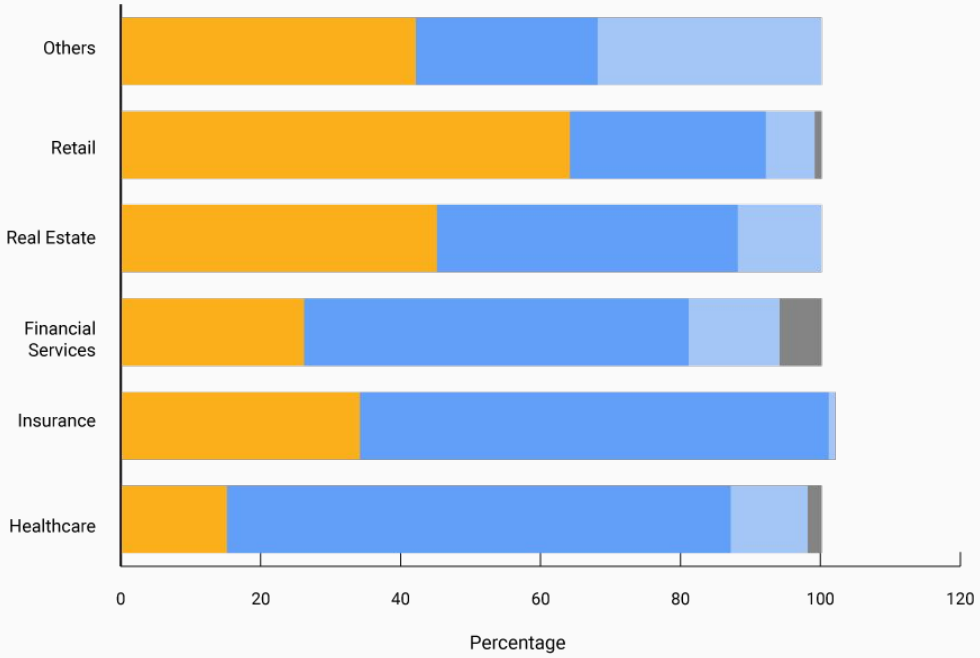
Direct Mail Investment

How Much of Their Annual Budget Do Businesses Dedicate to Direct Mail Across Industries?



Budget Allocation:

- 0-25%
- 26-50%
- 51-75%
- More Than 75%

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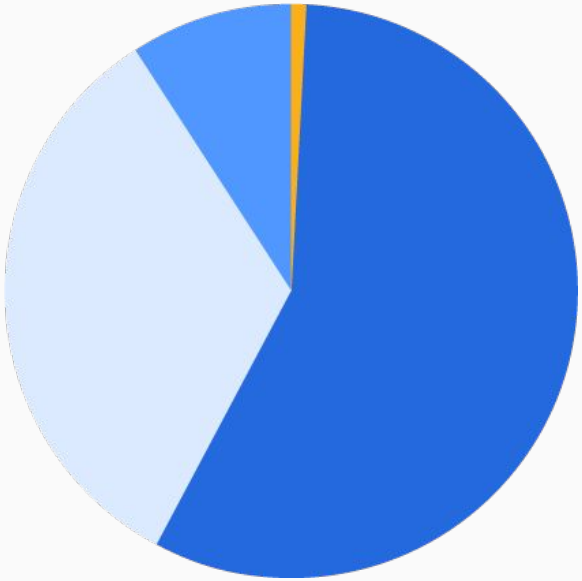
Direct Mail Engagement

How Has Consumer Engagement With Direct Mail Marketing Changed?



- **Somewhat Increased (Less Than 10%):** 57%
- **Significantly Increased (10% and More):** 33%
- **Remained the Same:** 9%
- **Decreased:** 1%

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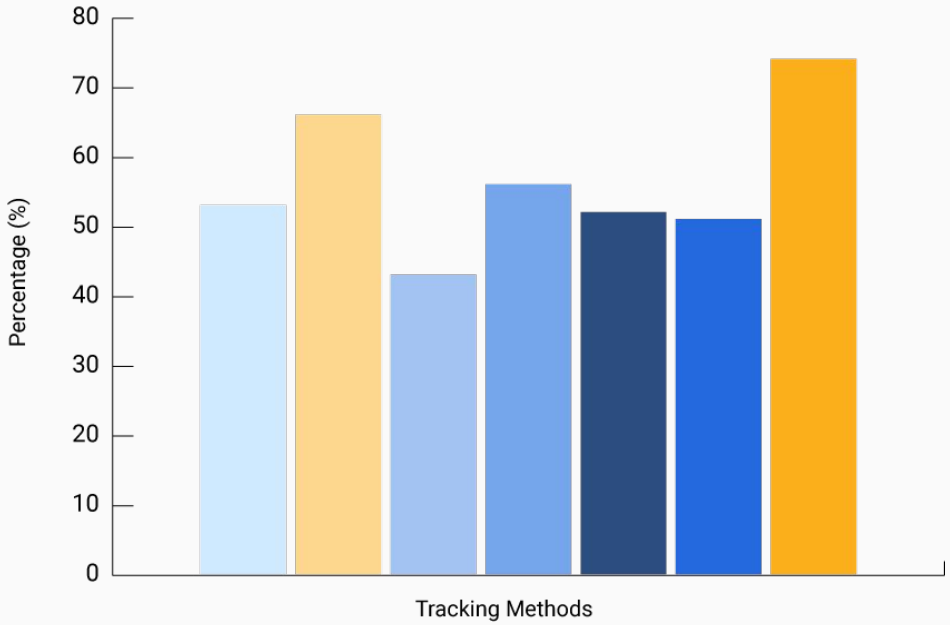
Direct Mail Responses

What Are Common Ways of Capturing Direct Mail Campaign Response and Conversion Data?



- **PURLs:** 53%
- **Customer Activity (Time Period):** 66%
- **QR Codes:** 43%
- **Coupon Codes:** 56%
- **Orders (Featured Products):** 52%
- **Generic URLs:** 51%
- **Dedicated Phone Numbers:** 74%

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Direct Mail Responses

How Do Businesses Attribute Their Direct Mail Conversions?

59% of organizations leverage multi-touch attribution method to adequately credit direct mail for a conversion.

- **Multi-Touch:** 59%
- **First Touch:** 27%
- **Last Touch:** 14%

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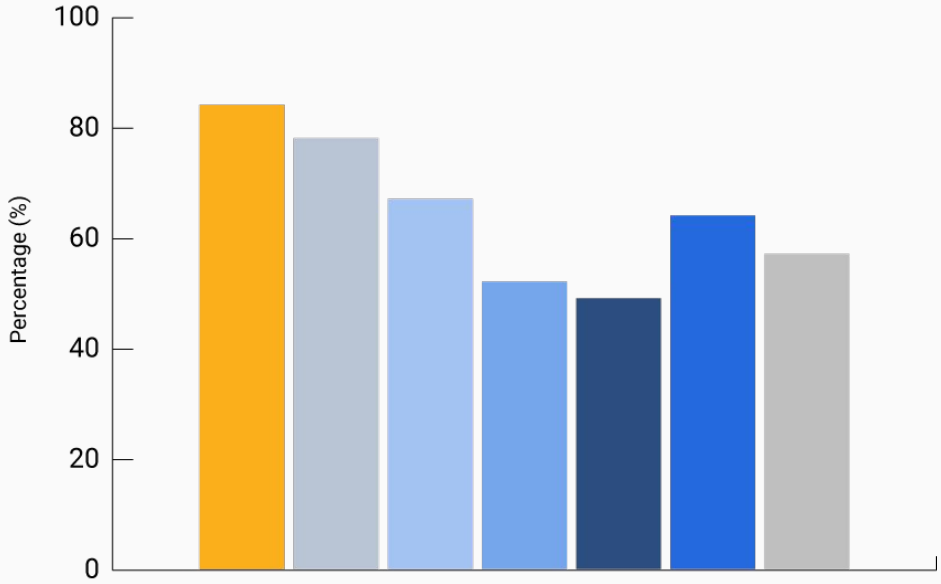
Types of Mailpieces Businesses Send

Which Direct Mail Formats Are Most Used For Campaigns?



- **Letters:** 84%
- **Postcards:** 78%
- **Self-Mailers:** 67%
- **Checks:** 52%
- **Promotional kits:** 49%
- **Brochures:** 64%
- **Catalogs:** 57%

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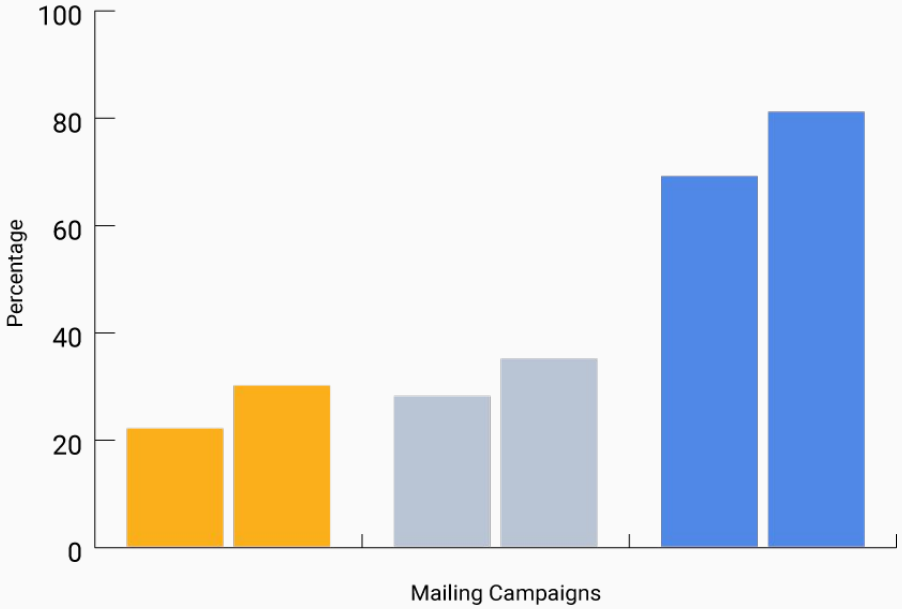
Types of Mailpieces Businesses Send

Personalized vs Batch Mailing Campaigns: What Do Companies Prefer Year After Year?



Personalized: 22% to 30%

Batch: 28% to 35%

Both: 69% to 81%

* Businesses sending both batch and personalized mailpieces have increased by 12% in just one year.

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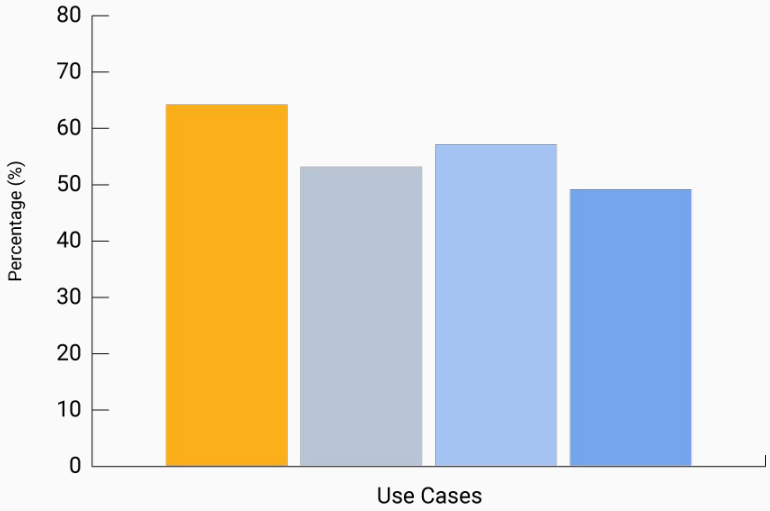
Types of Mailpieces Based on Use Cases

What Percentage of Businesses Use Direct Mail for Marketing and Other Purposes?



- **Marketing (Promotions, New Product Announcements, Discounts, etc.):** 64%
- **Operational (Notifications, Account Management, etc.):** 53%
- **Transactional (Statements, Bills, Invoices, etc.):** 57%
- **Compliance (Notices, Tax Documents, Policy Updates, etc.):** 49%

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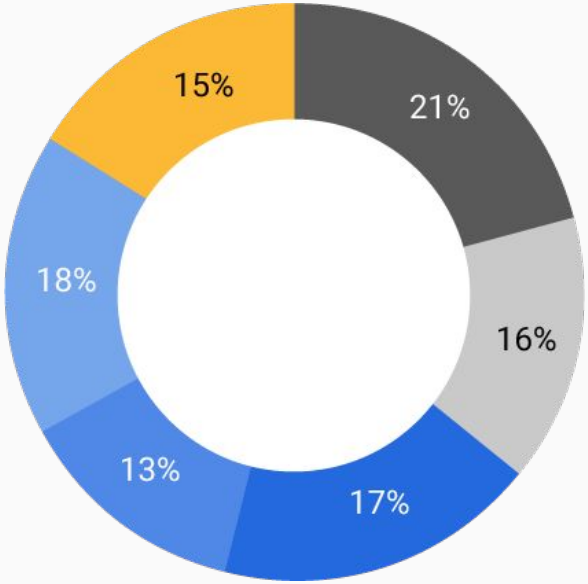
Types of Mailpieces Businesses Send

Why Do Businesses Conduct Direct Mail Marketing Campaigns?



- **Win Back Churned Customers:** 21%
- **Customer Retention:** 15%
- **Customer Acquisition:** 18%
- **Referral Increases:** 13%
- **Cross-Selling:** 17%
- **Brand Awareness:** 16%

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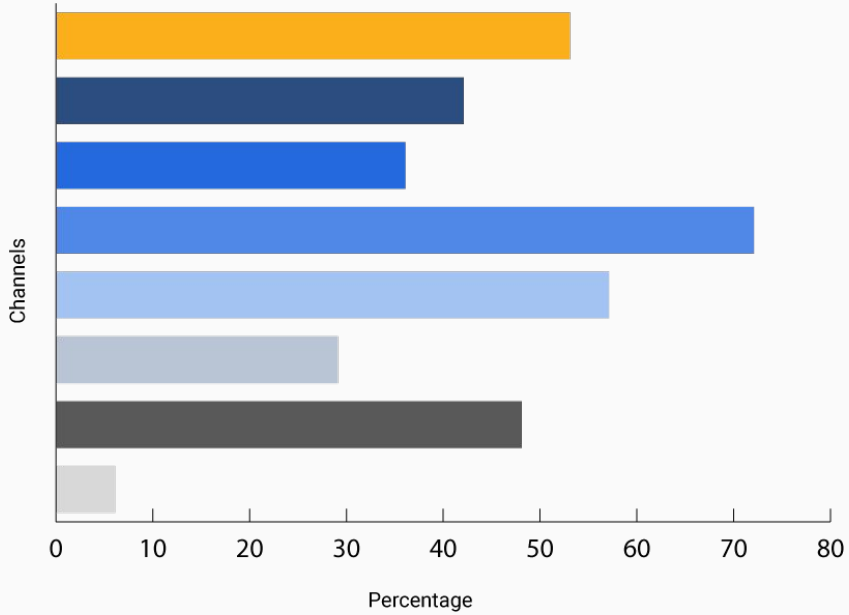
Marketing Channel Budgets vs Direct Mail

What Other Channels Complement Direct Mail?



- **Newspapers and Magazines:** 53%
- **Podcasts and Webinars:** 42%
- **Organic and Paid Social:** 36%
- **Email:** 72%
- **SMS Marketing:** 57%
- **TV Advertisements:** 29%
- **Social Media:** 48%
- **One-off or Standalone Campaigns:** 6%

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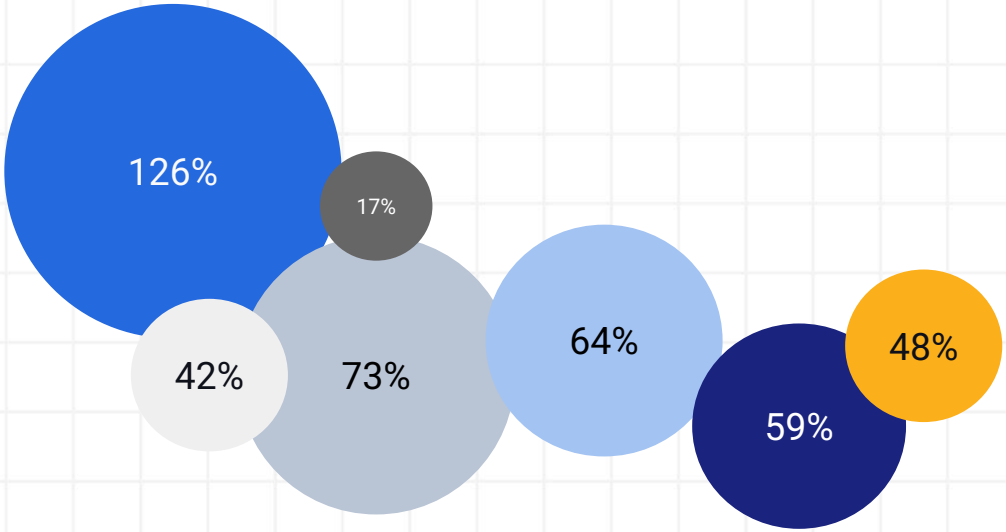
Marketing Channel Budgets vs Direct Mail

How Does Integrating Direct Mail With Other Channels Benefit Companies?



Increased Downloads: 17%

Increased Physical Store Traffic: 42%

Increased Conversion Rates: 48%

Increased Leads: 59%

Increased ROI: 64%

Increased Website Visits: 73%

Increased Response Rates: 126%

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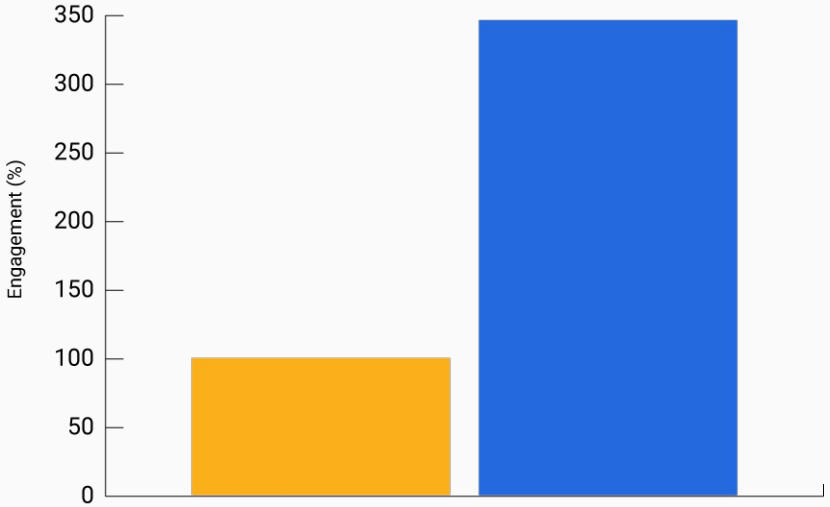
Marketing Channel Budgets vs Direct Mail

Do Companies See Improvements in Leveraging Multiple Marketing Channels?



346%

of businesses incorporating five or more channels in their marketing campaigns outperform those using only one to three.

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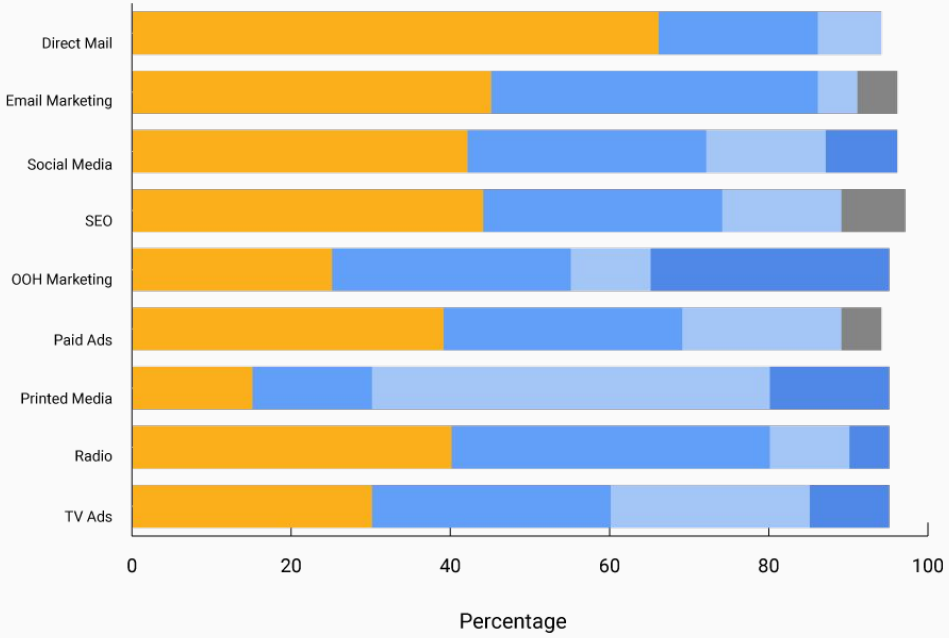
Marketing Channel Budgets vs Direct Mail

How Have Businesses Changed Their Budget for Marketing Channels in 2025?



68% of businesses have increased their direct mail budget in 2025!

- **Increased**
- **Remained the Same**
- **Reduced**
- **Don't Use This Channel**

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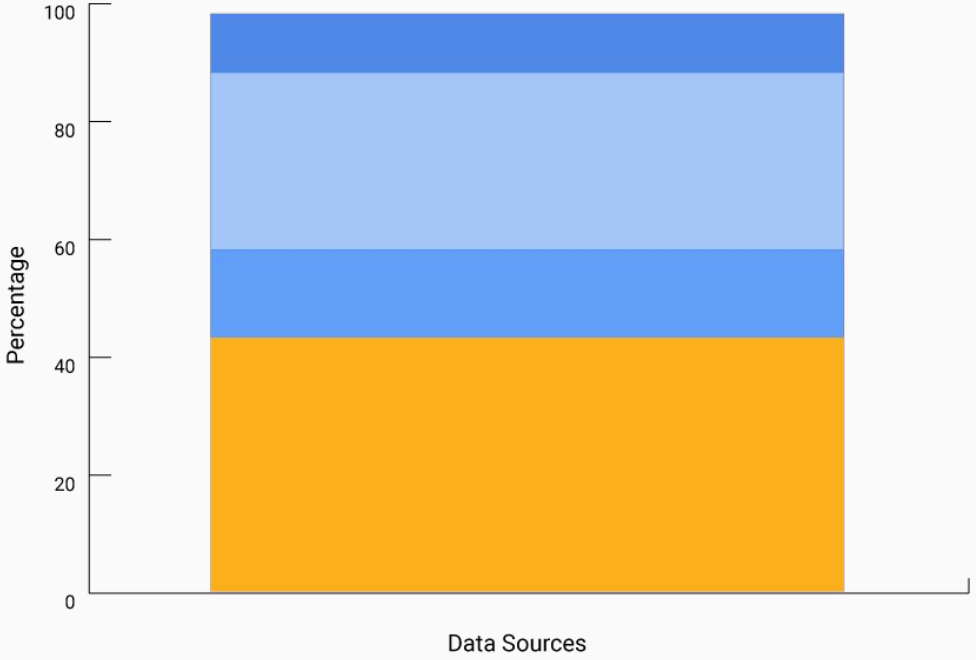
The Role of Data in Direct Mail

What Are the Data Sources Businesses Integrate With Direct Mail?



- **Marketing Automation Platforms:** 45%
- **Customer Data Platforms (CDP):** 14%
- **Customer Relationship Management (CRM) Platforms:** 31%
- **Third-Party Data:** 10%

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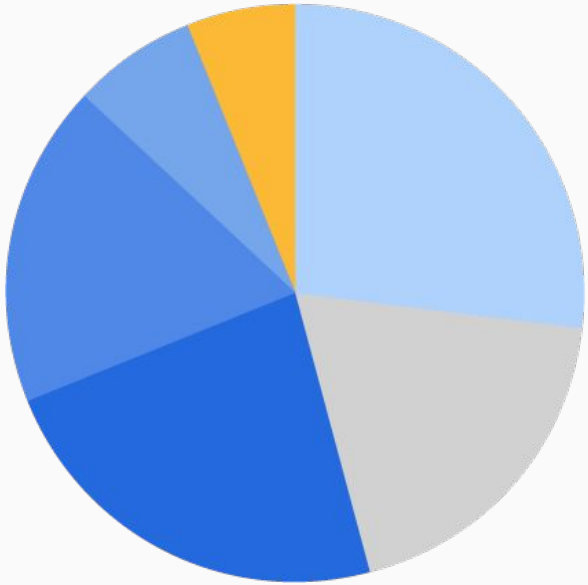
The Role of Data in Direct Mail

What Are the Top Uses of Data in Direct Mail Campaigns?



- **Personalizing Messages:** 27%
- **Sending Relevant Mailpieces:** 19%
- **Sending Compelling Offers:** 23%
- **Driving Online Traffic:** 18%
- **Directing People to Visit Nearest Stores:** 7%
- **Greeting Customers on Milestones:** 6%

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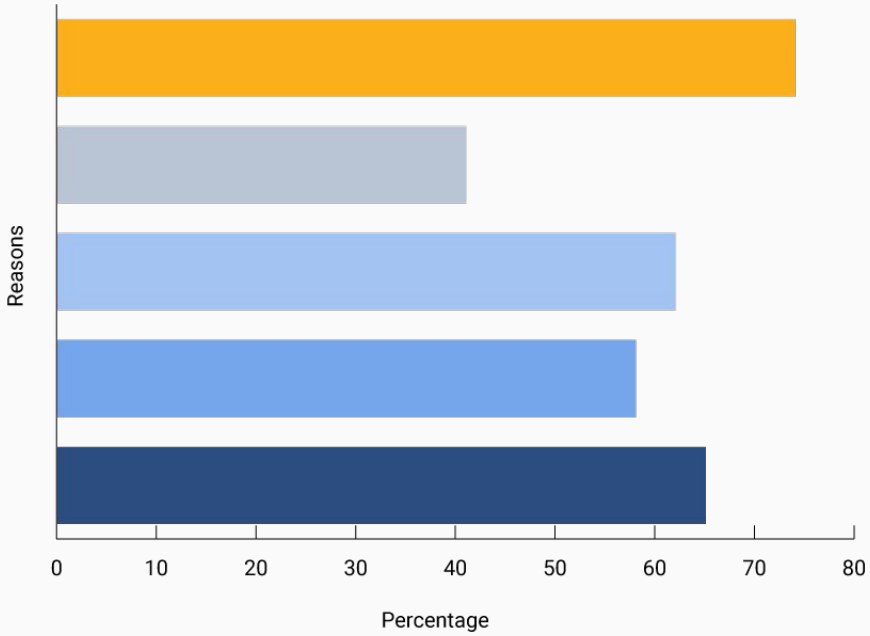
The Role of Data in Direct Mail

Why Do Businesses Store Customer Data After Campaigns?



- **Enhancing Future Campaigns Based on Past Campaign Data:** 74%
- **Tracking Conversions:** 41%
- **Triggering Mail Based on Customer Actions or Behaviors:** 62%
- **Making Marketing Decisions:** 58%
- **Cross-Selling or Upselling Other Products/ Services:** 65%

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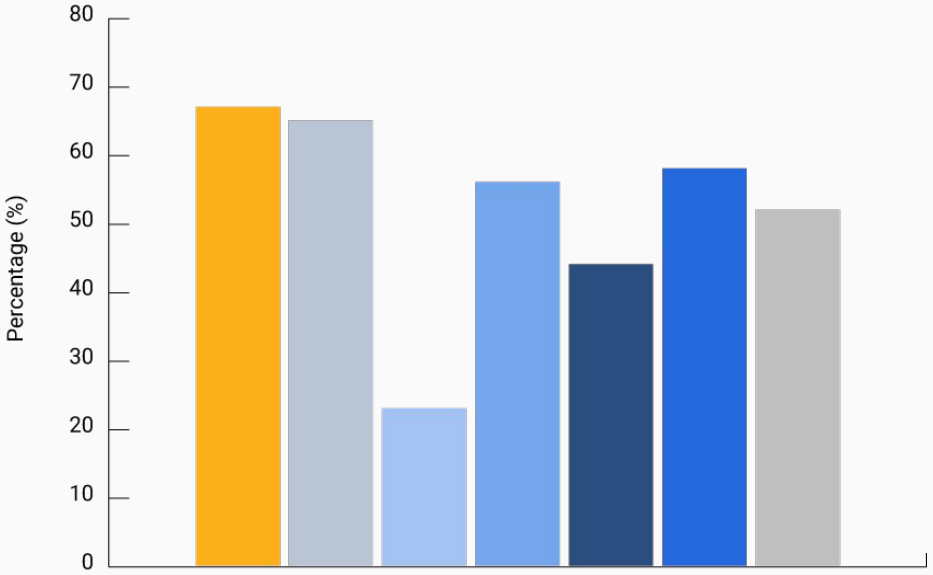
The Role of Data in Direct Mail

What Data Attributes Are Used to Curate Effective Direct Mail Items?



- **Customer Name:** 67%
- **Website Browsing Behavior:** 65%
- **Subscription/Loyalty Program Data:** 23%
- **Prior Purchase Information:** 56%
- **Offline Interactions Such as Visiting a Physical Store:** 44%
- **Address Data:** 58%
- **Communication Channel Preferences:** 52%

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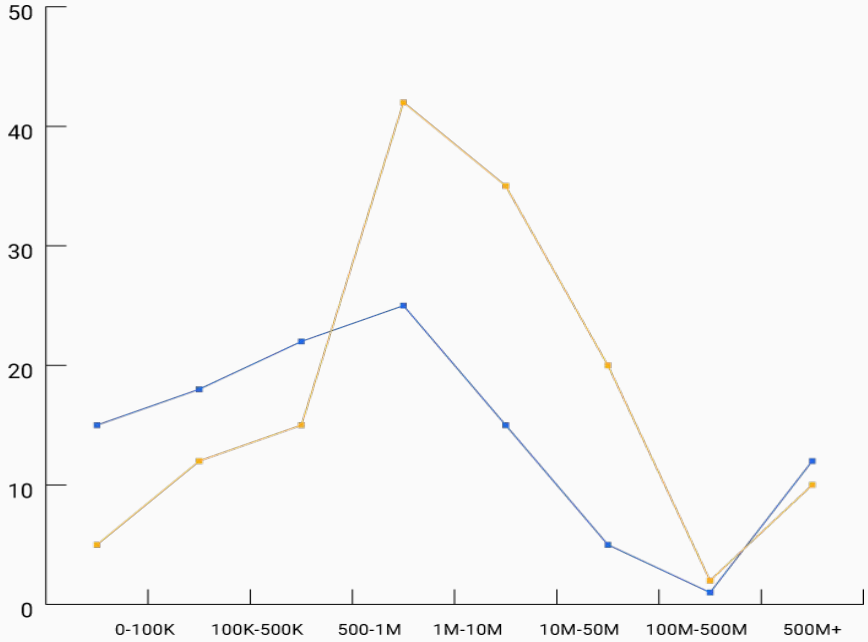
Campaign Volume and Frequency

How Many Direct Mail Pieces Are Sent Annually (2024-2025)?



112.5 Billion

mail items were shipped by USPS in 2024 alone.

2024

2025

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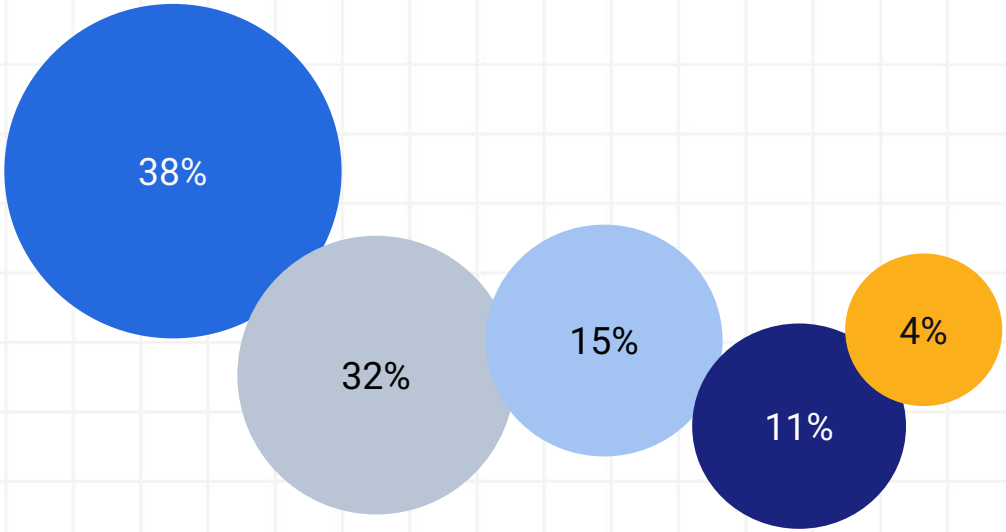
Campaign Volume and Frequency

How Often Are Direct Mailers Sent to Target Audiences?



96% of respondents conduct direct mailing campaigns—a minimum of 2 campaigns and a maximum of 12 campaigns yearly.

- **Monthly**
- **Every 2-3 Months**
- **Quarterly**
- **Semi-Annually**
- **Annually**

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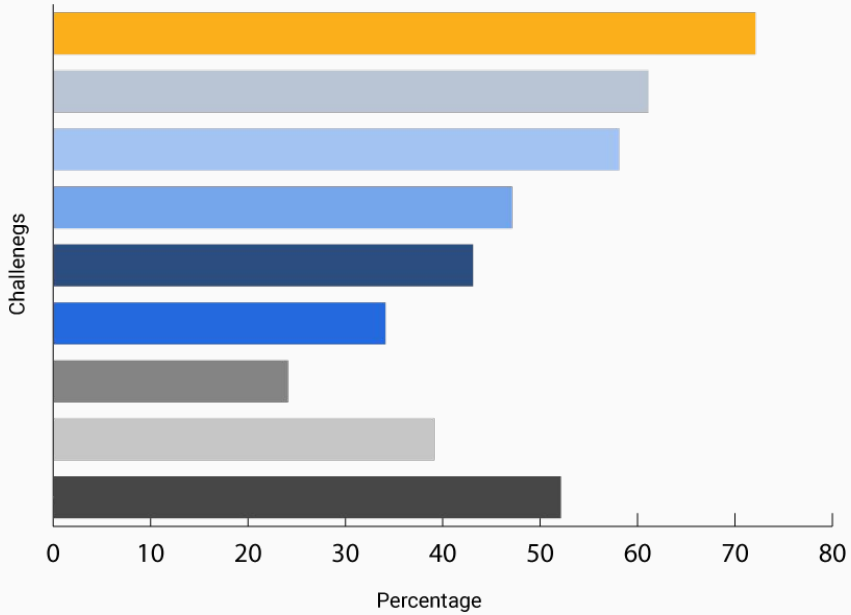
Direct Mail Challenges

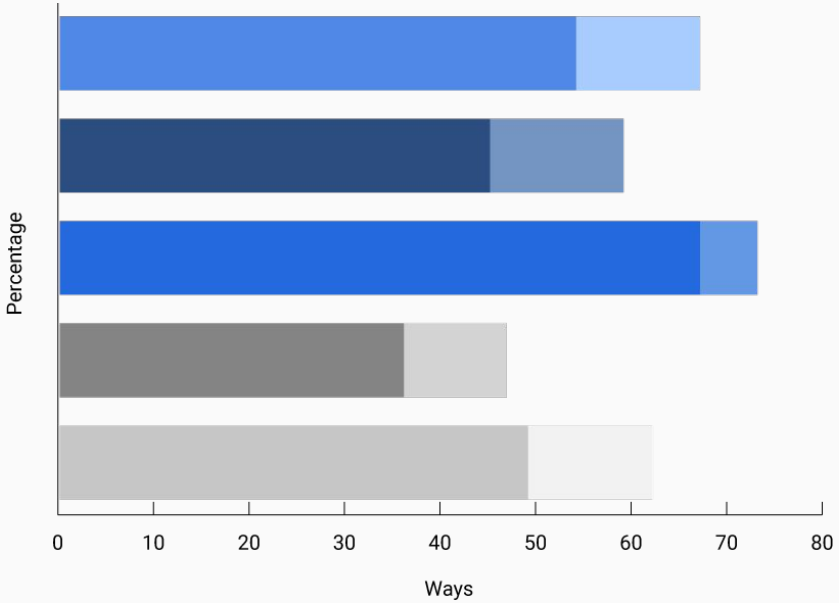
What Challenges Do Businesses Face in Their First Direct Mail Campaigns?



- **High Costs:** 72%
- **Time-Consuming Activities:** 61%
- **Inaccessible Quality Address Lists:** 58%
- **Customer Information Privacy:** 47%
- **Response Attribution:** 43%
- **Lack of Industry Expertise:** 34%
- **Compliance Issues:** 24%
- **Keeping Customers Interested:** 39%
- **Earning High ROI:** 52%

Ways to Boost Direct Mail Effectiveness

How Can Businesses Ensure Their Direct Mailings Are Successful?



- **Audience research** achieves **512%** greater campaign success.
- **PURLs** and **QR codes** use can boost purchase rates by **32%.**
- **Personalization** is anticipated to grow by **26%** this year.

Here are some stats on direct mail components that were personalized from 2024 to 2025:

- **Direct Mail Formats:** 54% to 67%
- **Offers/Coupons:** 45% to 59%
- **Copy Within a Mailer:** 67% to 73%
- **Imagery:** 36% to 47%
- **Copy on the Outer Envelope:** 49% to 62%

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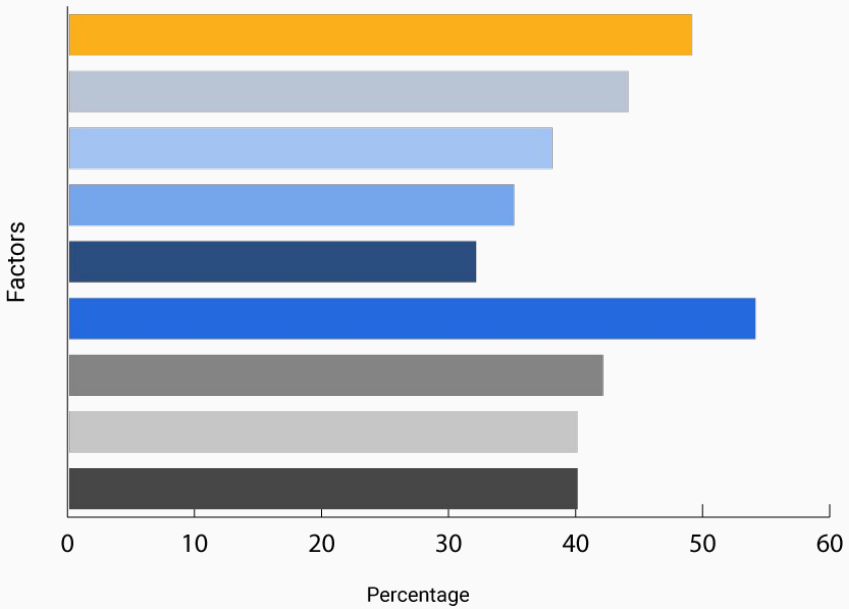
Looking for Direct Mail API Providers

What Are the Top Factors to Look for in a Direct Mail API?



- **Product Quality & Durability**: 54%
- **Competitive Pricing**: 49%
- **Quality Assurance**: 44%
- **Delivery Time & Logistics**: 42%
- **Innovative Design/Technology**: 40%
- **Marketing Analytics/Reporting**: 40%
- **Brand Reputation**: 38%
- **Production Capabilities**: 35%
- **Return on Investment**: 32%

PostGrid

Looking for Direct Mail API Providers

How Do You Find a Reliable and Scalable Direct Mail API Provider?

- **G2 and Capterra Search:** 32%
- **Online Search/Website Visit:** 16%
- **Recommendations From Other Businesses:** 15%
- **Outbound Marketing Messages:** 19%
- **Industry Events:** 18%

PostGrid's Direct Mail API Has

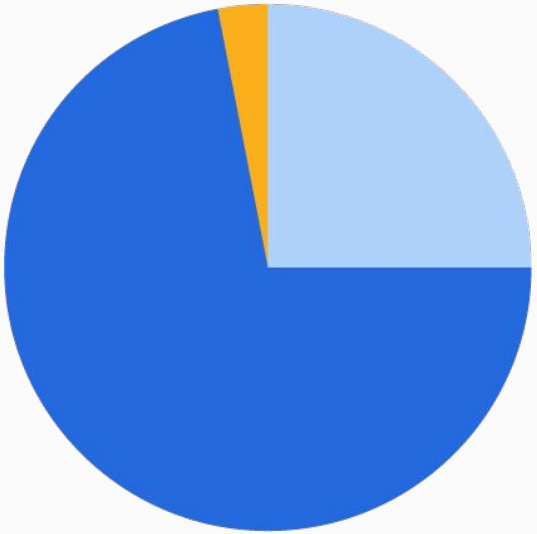
4.9 ★★★★★

on G2 & Capterra

PostGrid

The Future of Direct Mail Automation

How Fast Do Businesses Plan to Adopt Direct Mail Automation?



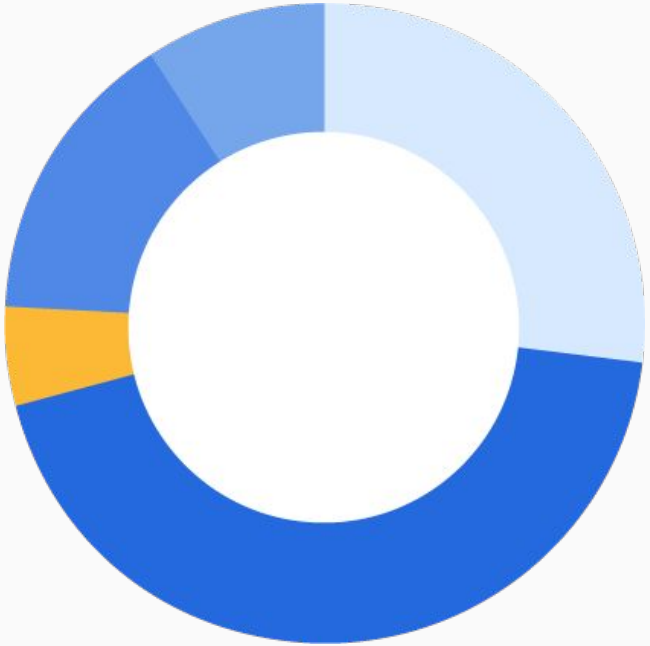
97% of businesses want to continue leveraging direct mail automation for their campaigns at the same pace or increase it.

- **Continue Using Direct Mail Automation at the Same Pace:** 25%
- **Increase the Pace:** 72%
- **Reduce the Pace:** 3%

PostGrid

The Future of Direct Mail Automation

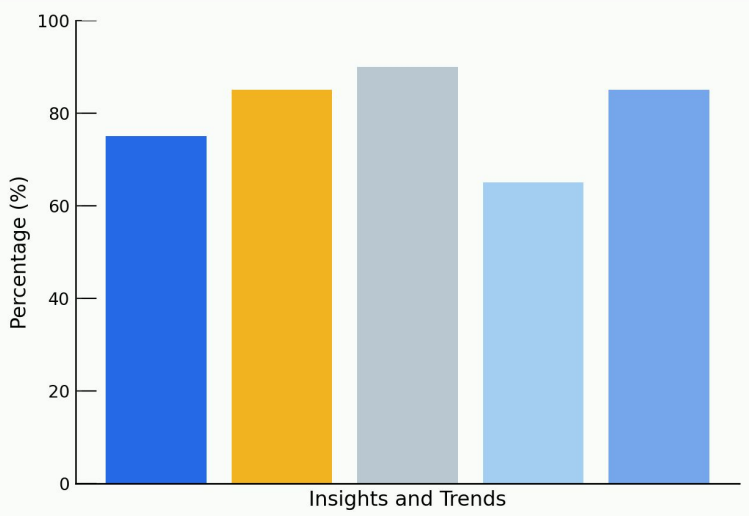
What Percentage of Organizations Agree to Increasing Their Direct Mail Volume by 2030?



- **Strongly Agree:** 27%
- **Agree:** 44%
- **Neither Agree nor Disagree:** 5%
- **Disagree:** 15%
- **Strongly Disagree:** 9%

The Future of Direct Mail Automation

Key Consumer Insights and Trends in Direct Mail Marketing



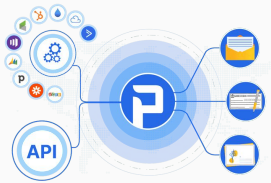
- More Inclined to Purchase From a Brand That Communicates Using Direct Mail: 75%
- Feel Direct Marketing Fosters a Stronger Brand Connection: 85%
- More Likely to Engage With Personalized Messages: 90%
- Report Making a Purchase Due to Direct Marketing Communication: 65%
- Think Direct Marketing Should Be Explicitly Labeled: 85%

PostGrid

PostGrid Direct Mail: Simplify, Automate, and Scale

Campaign Automation:

Streamline your direct mail campaigns with automation tools that handle everything from design to delivery, saving time and resources.



Integrations:

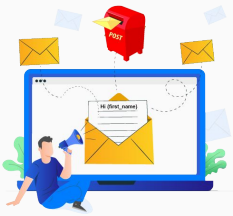
Seamlessly connect PostGrid with your CRM, ERP, or eCommerce platform for unified workflows and improved data consistency.

Compliance Assurance:

Ensure all your mail complies with postal regulations and industry standards for smooth delivery and maximum impact.

Bulk Mailing Capabilities:

Send tens of thousands of mailpieces in a single campaign with ease, ensuring consistent quality and delivery standards.



Personalization at Scale:

Create personalized mailpieces with dynamic data fields to enhance engagement and build strong customer connections.

Address Standardization:

Validate and standardize recipient addresses to minimize delivery errors and improve ROI on your campaigns.

Learn how PostGrid's Direct Mail solution can enhance your marketing strategy, optimize operations, and deliver exceptional personalized experiences to your audience.

LEARN MORE