



FACT SHEET

KEY DM FACTS

OPEN UPTO MAIL

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27% ROI

At 27%, direct mail has
the third highest ROI

92% READ

92% of all door drops
delivered to a home are
read

38 DAYS

Letterbox media remains
in the home for an
average of 38 days

Source 1. IWCO Direct, 2017 2. DMA, 2017