



Direct Mail Is Still Impactful



Bob Sillick, senior researcher, report writer and content manager

I wrote in Media Group Online's July 2023 New Media Insights Report that "according to the US Postal Service, a direct mail campaign distributed to as many as 5,000 households can cost as much as \$7,400." Despite these increasing costs, The survey of 2,000 consumers for the 2023 State of Direct Mail report from Lob and Comperemedia revealed "64% of consumers say direct mail has inspired them to take action."

Top Five Actions Consumers Take from Direct Mail, 2023

Action	Percent
Visited the brands or service Website	57%
Searched for the brand, product or service online	53%
Access reviews of the brand, product or service	46%
Visited a retail location to see a product in person	38%
Bought a product or service	36%

Lob and Comperemedia, August 2023

Although many may consider direct mail an old and even outdated advertising medium, the findings from the report show consumers still value receiving direct mail. For example, 65% said they noticed an offer or promotion and 60% said they already had an interest in a brand, product or service in direct mail pieces. Almost 70% said the personalization of the message and images in direct mail is very important and drives more engagement.

A slight majority of surveyed consumers said they share the direct mail they receive: 11% often and 40% sometimes. What consumers do with the direct mail they receive is also revealing.

- **71% read it the same day but 78% of adults 55+.**
- **58% keep direct mail for less than two days but less than 25% of adults 18-24.**
- **49% read direct mail pieces immediately and 44% save them to read later.**

Approximately 40% to 50% of respondents preferred direct mail that is catalogs or magazines with slightly fewer preferring brochures and 39% were more likely to read them. These results can be challenging for local advertisers since catalogs and magazines are the costliest forms of direct mail.

The good news for local businesses is that more than half of all three age groups in the survey preferred to receive direct mail from local businesses: 18-34 51%, 35-54 54% and 55+ 66%.

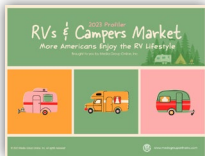
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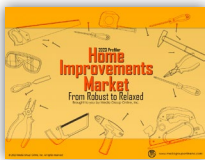
Selected Profiler Updates



During the first half of 2023, continued high inflation and other economic pressures have affected many of the retail verticals and other industries featured in Media Group Online's Profilers. Sharing the latest trends compared to the earlier part of 2023 can be useful for the second half of the year and into 2024.



RVs & Campers Market: The RV Industry Association (RVIA) forecasted a 21% decrease in total 2023 shipments. Its latest report (June 2023) shows shipments have plunged even further. The 24,095 shipments were 46.4% fewer than June 2022 and 2023 RV shipments through June decreased 49.2% YOY. This trend is in stark contrast to how well the industry was performing during 2020 and 2021.



Home Improvements Market: The home improvement market seems to be faring much better than RVs. 61% of surveyed consumers told The Farnsworth Group in January that they had initiated a home improvement project during the past 30 days, which was essentially unchanged during the July survey at 60%. The same 75% of consumers in January and July said any current projects had not been delayed or stopped during the last 30 days.



Marine Industry: Trade Only Today reported January sales for all powerboat segments decreased 15.6% YOY. The publication's June Pulse Report surveyed 94 dealers and 50% said new boat sales decreased YOY during June compared to 32% who had increased sales. The marine retailer sentiment index was still well below the neutral score of 50, with an index of 26 during June for current conditions compared to an index of 23 during May.



Movie and Theater Industry: Much of the impact of the writers' and actors' strikes on the industry has yet to occur but many productions have been suspended or not started, which isn't good. Nonetheless, the movie and theater business has received a huge shot in the arm with the summer's blockbusters, Barbie and Oppenheimer. During April 2023, US movie theater box-office revenues were \$880.74 million, a 58% YOY increase; however, July's revenues were \$1.35 billion, a 20% YOY increase.

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The Persistent Strength of Linear TV
(June 2023)



Audio: The Constant Companion
(July 2023)



Holiday Shopping 2023:
Counting on a Retail Boost
(August 2023)

More Ideas, More Opportunities

Know the Baselines – Look for the 2023 Advertising-to-Sales Ratio Report during July and equip yourself with the data that will help you maximize advertisers' ad spending.

In-Store Shopping Requires a Smartphone – The June New Media Insights Report reveals 79% of surveyed consumers (Airship) say their smartphone is essential to access coupons.

Increasing Auto Sales Aren't All Good – The July Auto Update Report shares more good news, but average vehicle prices and auto loan rates eliminate many buyers.



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