

# DIRECT MAIL



Direct mail is accessible by all Australians straight to their homes, research shows that the channel is trusted by people of all ages under the strong brand trust of Australia Post. It is also reported as tactile and its physicality gives it a meaning and is kept for future reference. Consumers also report feeling valued when an organisation sends them communication, a key to maintaining brand loyalty in a fickle consumer world.

**84%**  
of of Australians agree it is valuable to keep hard copies of important information  
(Accenture, 2020).

**81%**  
of Australians open and read their mail immediately  
(Accenture, 2020).

- 74% of Australians give complete attention when reading compared to 61% providing attention to email (Accenture, 2020).
- 65% read every item received compared to 52% reading every email received (Accenture, 2020).
- 56% always share with other members of the household (Accenture, 2020).
- 62% of Australians feel important when they receive mail and 56% of 18 - 34 year olds trust mail (Accenture, 2020).
- 43% made a purchase as a result of direct mail and 58% were likely to make a purchase from receiving mail (Accenture, 2020).
- 74% of Australians make an online purchase from reading mail and 47% go in-store (Accenture, 2020).