

# Why Direct Mail

## Targetability:

One of direct mail marketing's most distinctive features is its ability to micro-target a very precisely defined group of people. With today's sophisticated database technology, any type of business, individual, or association can be targeted.

## Measurability:

With direct mail marketing, you can easily ascertain the effectiveness of a campaign – how many pieces you sent out, what the cost was to send each one, and how many responses came back. With other types of marketing, you are left to guess as to the effectiveness.

## Accountability:

The cost of direct mail marketing and the response that it can illicit is exact and easily computed. You will know how much per piece you spent on the project – direct mailer costs, postage, printing, and creative costs. Plus, you can measure the exact response for excellent budget control.

## Flexibility:

You can start a direct mail marketing campaign on a moment's notice. Direct mail marketing can be timed for seasonal factors or can be used to reduce inventory with modest costs.

## Efficiency:

With the ability to target your exact market, direct mail marketing does not waste money. If you want car owners over 50 to receive your campaign, 100% of your direct mail program will hit car owners over 50 – no waste!

## Guaranteed:

Direct mail marketing is the only means of advertising guaranteed to hit your audience, unlike TV or radio campaigns, which much of your audience may miss.

