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UNION

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To:

– Designated operators of Union
member countries

For information:

– Restricted unions

Berne, 10 May 2024

Reference: 4625(DOP.EPSI.PSD/EMD)1053
Subject: Direct Marketing Advisory Board survey

Dear Sir/Madam,

At its April 2024 session (S5), the Postal Operations Council (POC) approved the distribution of the 2024 Direct Marketing Advisory Board (DMAB) survey, conducted biennially, which usually seeks to obtain a wide array of information from market and industry data on the state of play and the range of direct marketing products and services offered by members.

However, as this year's DMAB survey coincides with the direct marketing global panorama research, the questionnaire will focus only on the ongoing DMAB reform and remodelling efforts. The results of the survey will be used to determine the possible future direction of the DMAB.

- / You are therefore invited to complete the questionnaire attached in Annex 1, preferably online through the link www.surveymonkey.com/r/DMAB2024 (in English and French only) or electronically using the Word version, **no later than Friday, 7 June 2024**. All data will be aggregated and will be treated with the utmost confidentiality.
- / The DMAB brochure is also included for information purposes.

If you have any questions or require any further information, please contact Mr Fredrick Omamo, E-Commerce and Market Development Programme Manager (tel. +41 31 350 34 88; e-mail: fredrick.omamo@upu.int).

Yours faithfully,

Wendy Eitan
Director, E-Commerce, Physical Services Integration and
POC Matters

for the Director of Postal Operations



Direct Marketing Advisory Board Survey 2024

1 Introduction

The UPU has to define and develop a new and sustainable Direct Marketing Advisory Board (DMAB) model, with a clear unique value proposition, that can support not only DMAB members, but all Union members, in responding to the ongoing direct mail and digital marketing challenges and opportunities. Your response to this survey will play a key role in this endeavour.

We would be grateful if you could complete the survey, preferably online through SurveyMonkey (www.surveymonkey.com/r/DMAB2024), **no later than Friday, 7 June 2024**. If you complete the Word version below instead, it should be returned by the same deadline, preferably by e-mail (DOP.DMAB@upu.int).

2 Respondent details

Name of organization or designated operator	
Full name of person completing the questionnaire	
<input type="checkbox"/> Mr <input type="checkbox"/> Ms	
Position/title	
E-mail	Tel.
Signature	Date
Designated UPU contact for direct mail/digital marketing matters	

3 Survey questions

The survey questions are grouped in a number of sections based on broad thematic areas.

Part A: Remodelling of the DMAB: value proposition and impact of the review of DMAB membership fees

- 1 In May 2023, the Postal Operations Council (POC), and subsequently the Council of Administration (CA), approved the revision of DMAB membership fees, which mainly decreased, as shown in the table below (see also document POC C 3 2023.1–Doc 4b).

Are you aware of the changes to the DMAB membership fee structure?

Yes No

<i>Current DMAB membership fee structure</i>		<i>Previous DMAB membership fee structure</i>
Annual fees		
– Least developed countries	500 CHF	2,000 CHF
– Developing countries	1,500 CHF	4,000 CHF
– Industrialized countries	2,000 CHF	8,000 CHF
– Non-postal members	2,500 CHF	2,000 CHF
Joining fee		
– Postal members	2,000 CHF	2,500 CHF
– Non-postal members	3,000 CHF	2,500 CHF

- 2 If your organization is not currently a DMAB member, has it ever previously been a member? Yes No
- 3 Given that the DMAB membership fees have been revised downwards for designated operators (DOs), would your organization consider joining the DMAB? Yes No
- 4 If you answered “No” to question 3, please select from the list below the reason(s) why your organization is not considering joining the DMAB (please select all that apply):

- No distinct benefit or added value to members
- We are members of other UPU entities and hoped that the DMAB would be part of the package
- Our primary focus is on the domestic rather than the cross-border market
- The DMAB statutes are too rigid
- Other (please specify):

- 5 Please briefly outline one key unique value proposition that would motivate your organization to join the DMAB (taking into account that an increase in direct mail volumes globally would enhance the sustainability of the UPU postal network as a whole):

Thank you for your participation!

Direct Marketing Advisory Board (DMAB)



The Direct Marketing Advisory Board is a standing group with an active membership made up of designated operators of Universal Postal Union member countries and private-sector companies and associations. It functions under the auspices of the UPU Postal Operations Council and is self-financed.

DMAB mission and vision

The mission of the DMAB is to foster the growth of direct marketing through postal services, contributing to economic and market expansion by increasing market knowledge and developing the expertise of postal stakeholders at all levels. Its vision is to empower every member with innovative direct mail and digital marketing solutions that grow enterprises of all sizes in any location.

Created in 1995 as the Direct Mail Advisory Board, its mandate and activities have been renewed at each successive Congress and have evolved over time. Initially focusing on direct mail only, it was remodelled to include other postal direct marketing channels at the 2012 Doha Congress, with the name changed to Direct Marketing Advisory Board to reflect its growing mandate.

Major highlights for 2024

- DMAB tech sessions
- Webinars (Innovation Talks)
- Global Panorama research publication
- Direct marketing seminar
- UPU direct marketing course in French
- Cross-border DMapp system review
- Direct marketing case studies



Direct Marketing Services

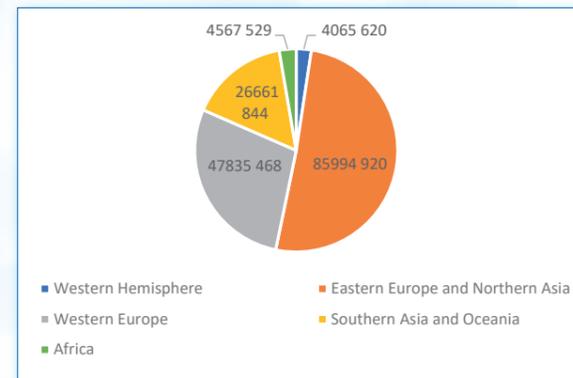
What is direct marketing ?

According to one classic definition, direct marketing is broadly defined as “any database-driven process of directly communicating with consumer or business recipients, whether existing or prospective customers, to obtain a measurable response or transaction via one or multiple channels for the purchase of a specific product or service”. The market context within which direct mail operates has changed considerably over the last decade, as the universe gets increasingly virtualized and digitalized into a metaverse. Today’s multifaceted marketing strategy will comprise a mix of both physical and digital channels, with varying levels of effectiveness.

Tapping into growing cross-border direct marketing opportunities

Global trends

Average annual international advertising mail volumes per region (2017–2021)

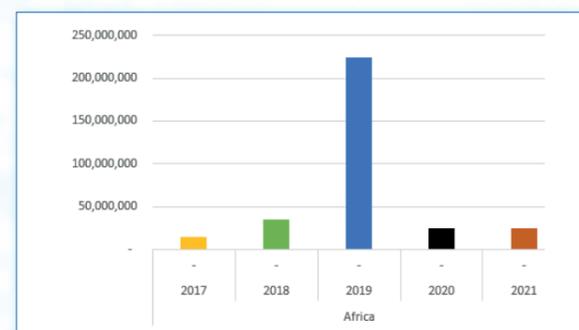
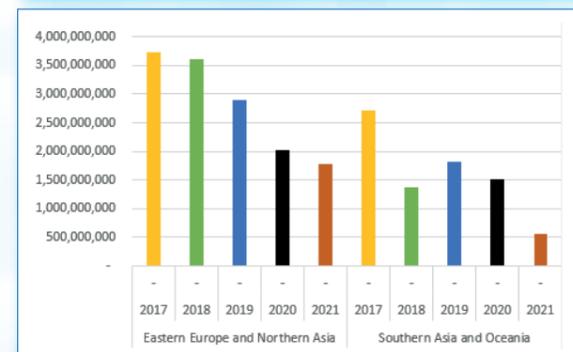
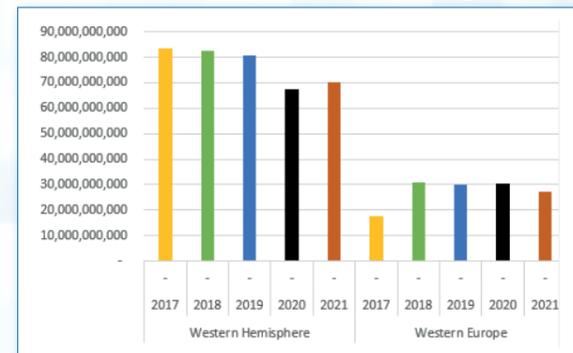


Trends analysis

Data from the UPU’s postal statistics database indicates that the volume of annual international direct marketing (169,133,082 items) equates to only 0.2 % of domestic volumes (108,569,650,020 items). The Eastern Europe and Northern Asia region has the highest international direct mail volume, while the Western Hemisphere region records the highest domestic direct mail volume.

Regional trends

Domestic advertising mail trends per region

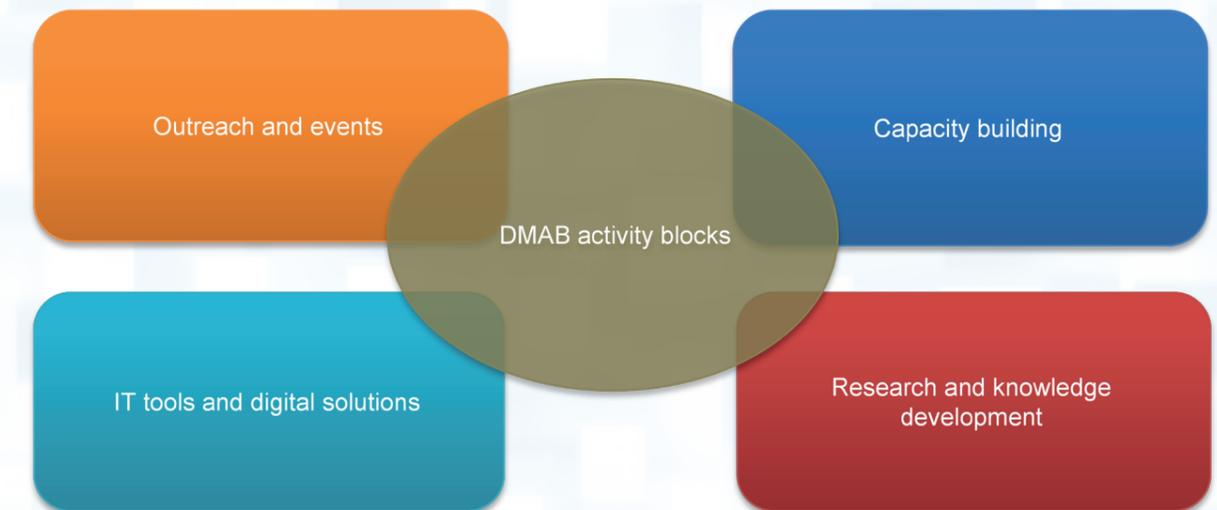


*Figures represent only DOs that reported

The UPU Direct Marketing Advisory Board (DMAB)

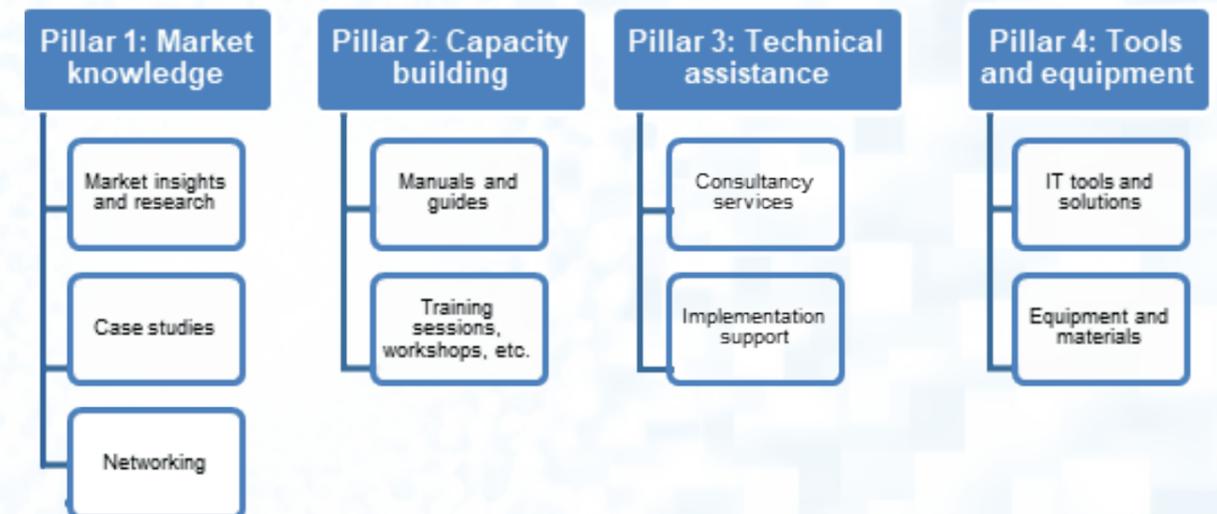
DMAB activities and projects

The current DMAB activities and projects are based on the work proposals of the Abidjan Business Plan approved by the Abidjan Congress in 2021 and are described in detail in the DMAB Business Plan 2022–2025:



Value proposition

The DMAB strives to provide its members with training, research, communications and networking to promote and support postal direct marketing activities and pre-serve the value and volume of mail. In addition, DMAB members have privileged access to webinars, DMAB Tech sessions, guides, business leads, market insights and case studies on direct mail and digital marketing, especially on cross-border market opportunities and tips. The new, comprehensive set of DMAB value propositions is categorized into four pillars.



DMAB membership

Membership of the DMAB is open to all designated operators of UPU member countries with an interest in fostering the development of direct marketing through postal services. Other wider postal sector players such as advertising, technology, printing and marketing companies and associations may also become “non-postal members” of the DMAB.

Membership fees

Joining fee, payable only once at time of registration

- Postal members joining fee: **2,000 CHF**
- Non-postal members joining fee: **3,000 CHF**

Annual membership fee

- Postal members:
 - Least developed countries: **500 CHF**
 - Other developing countries: **1,500 CHF**
 - Industrialized countries: **2,000 CHF**
- Non-postal members: **2,500 CHF**

Benefits

As a member, you will have access to detailed, relevant, up-to-date information on direct mail markets worldwide, and will have the chance to network and benchmark with fellow members who are key direct marketing industry players and postal executives.

For more information on becoming a member :



For queries, please contact:

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