



June 2019 edition

In the news

Fourth Source, an independently owned online marketing and news outlet, published an article entitled [Maximising potential: Postal, Email, or both?](#) The article states that marketers shouldn't look at direct email and direct mail as a choice, but should instead investigate how the two channels can work together to provide the greatest incremental and complimentary effect.

Royal Mail has partnered with dotdigital to bring you [MailshotMaker](#), making it easy to incorporate direct mail into your omnichannel marketing campaigns using mail, email, SMS, social media, the web and more.

Print Power, an online magazine, published [Digital in a post-digital future](#). According to the article, marketers need to ditch the digital silos and find a new role for print in the post-digital landscape. The article also states that the realization that digital and non-digital are complementary and not competitive channels is tearing down digital silos and establishing a place for print media in the marketing mix.

[eBay Australia has added printed catalogue](#) to the mix. According to eBay Australia's CMO "We wanted to find a way to showcase our fantastic range of products. We know retail catalogues have long been the way Aussie shoppers prefer to browse and purchase the best deals.

Direct marketing research

The United States Postal Service Office of Inspector General (USPS OIG) has released [Advertising Effectiveness and Age](#). The paper states that, regardless of age, physical ads are more effective than digital in leaving a lasting impression. Furthermore, emotional ads are more effective than functional ads for younger adults, while functional ads in physical format are more effective for older adults. The paper concludes by stating that metaphorical ads are effective across age groups.

International Post Corporation (IPC) has released key findings from the [cross-border e-commerce shopper survey 2018](#). The survey aims to present the global trends and drivers shaping cross-border e-commerce from the perspective of online consumers.

The USPS OIG has released a white paper entitled [Advertising Mail: Mail Mix Matters](#). According to the paper, the inclusion of a non-advertising mailpiece increases the likelihood that a household will read, positively react to, and respond to a piece of advertising mail. The paper also concludes that demographics, a past business relationship and coupons (who doesn't love coupons!!) have a positive effect in the reading of and reaction and response to advertising mail.

Useful tools

The latest issue of the [UPU's flagship magazine](#), *Union Postale*, is now available online in English and French.

[The digital economy and digital postal activities – a global panorama](#) has been published (English only).

The UPU Direct Marketing Advisory Board (DMAB) will once again be conducting the direct and digital marketing products and services survey. The 2017 results are still accessible on the DMAB pages of the UPU website under [Survey on direct and digital marketing products and services](#). The individual country-by-country reports are available only for those designated operators that have given their consent.

The [Direct and Digital Marketing Guide for Developing and Least Developed Countries](#) is available for download free of charge (English and French).

The DMAB has set up a LinkedIn group, called [UPU – Postal Direct Marketing](#) (search for us on LinkedIn), to highlight examples of the use of postal direct marketing media, best practices, case studies and data. Join and contribute – it's free!

What is the Direct Marketing Advisory Board?

The DMAB is a group of designated postal operators, industry organizations and private companies. Its mission is to “foster the growth of direct marketing through the post by positioning designated operators as important direct marketing channels and contributing to economic and market expansion by increasing market knowledge and developing the expertise of stakeholders at all levels”. If you are not yet a DMAB member and wish to work with the [UPU](#) to accomplish the DMAB mission, you can apply for [membership](#).

If you know someone who would like to receive the DMAB newsletter, they can subscribe [here](#). If you no longer wish to receive the newsletter, click [here](#) to unsubscribe.

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