



November 2019 edition

In the news

Stora Enso published an article entitled [Consumers Rely on Print](#). The article reported that, according to the Association of National Advertisers, direct mail is more costly than digital but has a response rate six times higher than from digital channels.

MarTech, an online magazine, published [The One Two Punch: How direct mail marketing complements digital outreach](#). According to the article, direct mail is now more important to have as part of your marketing mix than ever. It further states that Google and Amazon rely on direct mail as part of their new customer acquisition strategy.

In the article [How to Ensure the Resurgence of Direct Mail Doesn't Damage your Brand](#), 42% of households in the United Kingdom believe that direct mail is now more relevant and recognized as an effective marketing medium. Therefore, it is important that brands ensure best practices when it comes to targeting, otherwise the term "junk mail" will make a resurgence.

The United States Postal Service's [2019 Mobile Shopping Promotion](#) is aimed at businesses and mailers offering products for sale during the peak holiday season. As mobile technology continues to change the marketing landscape, the promotion encourages mailers to combine mobile technology with direct mail to create a convenient method for consumers to do their online shopping.

The [UPU Direct Marketing Advisory Board](#) (DMAB) Assembly meeting was held on 16 October 2019 in Berne. There were three keynote presentations on the theme "Direct marketing best practices/innovation". The presentations are available in the DMAB section of the UPU website, under [Conferences](#).

The DMAB Assembly meeting also included discussions on the following topics:

- DMAB seminar 2020 – tentatively scheduled for three days in May 2020 in Berne (target audience: postal operators, direct marketing managers, and chief marketing officers);
- Preliminary results of the DMAB survey and publication of The Global Panorama in summer 2020;
- UPU direct and digital marketing online training course – scheduled for January 2020;
- Direct marketing platform project – scheduled for 2020.

Direct marketing research

The 2019 edition of the [BALmetrie study](#) has been published (in French). The study is conducted to better measure French letter-box communication. The key findings were that print advertising is more important than ever as a key medium for retail and that there is a strong connection with mail.

PFL and Demand Metric conducted a survey with the results stating [Modernize Direct Mail to Boost Marketing Success — Offline and Online](#). The findings also show that 80% of marketers report that direct mail improves multichannel performance.

NAPCO Research conducted a comprehensive research study on how [Personalization Is Pushing the Envelope of Direct Mail Results](#).

The International Post Corporation 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.

Useful tools

The latest issue of the [UPU's flagship magazine, *Union Postale*](#), is now available online in English and French. The UPU DMAB is once again conducting the direct and digital marketing products and services survey. The 2017 results can still be accessed 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!

Events

19–21 February 2020, Brussels, Belgium – [Shaping the Future of Print](#)

23–24 March 2020, Copenhagen, Denmark – [Post and Parcel Summit](#)

12–13 May 2020, Hamburg, Germany – [Online Marketing Rockstars Festival](#) (OMR)

23–24 June 2020, Washington D.C., United States – [Postal Vision 2020](#)

13–15 October 2020, Vienna, Austria – [Post Expo 2020](#)

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](#).

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