



Marketing News

Number of people opening direct mail 'increases for third year running'

Thursday 6th December 2007

The number of people opening **direct mail** sent by companies has increased for the third year running, research released this week has shown.

According to the CCB fast.MAP/PM Marketing-GAP Report, 87 per cent of people opened **direct marketing** messages in the past year.

Precision Marketing reports that **growing businesses** which have a strong relationship with consumers have also benefited in the past 12 months, with 39 per cent of people only opening **direct mail** owing to their existing links with a company.



Speaking to the website, CCB fast.Map managing director David Cole added that customers were becoming responsive to campaigns by companies offering special deals and coupons.

He said: "They are becoming more motivated to look for and use these rewards and the lower-value, door-dropped FMCG coupon is benefiting from this overall uplift in popularity."

The **Direct Marketing** Association's head of interactive media recently stated that the return on investment of **direct marketing** means it will always be of use to **growing businesses**.

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