

# ROUNDUP:

Huge Collection of Marketing & Consumer Stats

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Stats are amazing but can be hard find and keep track of! So we wanted to make it easy for you. We've collected some great ones recently so that you too can have them at hand.

## STATS ON DIRECT MAIL IN TODAY'S MARKET

### RESPONSE RATE:

- Direct mail is used in 57% of marketing campaigns, up 7% over 2015 and second only to email. ([2016 Direct Marketing Association Response Rate Report](#))
- Response rates can reach 5.3% when you mail to existing customers and opt-in recipients, up almost 2% compared with last year. That dwarfs the 0.3 to 0.9% scored by all of the tracked digital methods. ([2016 Direct Marketing Association Response Rate Report](#))

### MILLENNIALS:

- 92% of Millennials have made purchasing decisions based on direct mail they received compared to 78% for emails ([Nielson report](#))
- 90% of Millennials said they prefer postal delivery for promotional communications while 70% preferred email ([Nielson report](#))
- 95% of adults age 18 to 29 feel positively about receiving personal mail ([Gallup poll](#))
- 93% of people age 25-34 have responded to direct mail, and 88% respond within 6 months
  - o 30% in this age group respond within a week - the highest percentage ([InfoTrends 2016 on direct marketing](#))

# STATS ON DIGITAL MARKETING

## WEBSITE:

- 95% will go to your website before they take action. ([2017 Marketing Profs article](#))
- 96% will leave your website without taking action. ([2017 Marketing Profs article](#))
- 92% of customers like using the live chat feature. ([2017 Inc. Magazine article](#))
- 63% of customers said they were more likely to return to a website that offers live chat as opposed to one that doesn't. ([2016 Business2Community article](#))
- 79% of customers say that they prefer live chat because of the immediacy it provides. ([2016 Business2Community article](#))
- 77% of customers won't make a purchase if there's no live chat support. ([2016 Business2Community article](#))

## INTERNET:

- 88.5% of the U.S. population uses the internet. ([2016 data from Internet Live Stats website](#))
- 93% of online experiences begin with a search engine. ([2006 Forrester study via Search Engine Journal website](#))

## GOOGLE:

- Retargeting can boost ad response up to 400%. ([2016 Wordstream research](#))
- Google Display Network reaches 90% of Internet users worldwide, 65% of whom they reach every single day. ([2017 data from Google](#))
- 77% of global search engine usage occurs on Google. ([2017 Net Market Share data](#))

## **FACEBOOK:**

- Increase sales by 70% with Facebook's remarketing. (*Criteria research via Software Advice [website](#)*)
- 71% plan to use social media content to *acquire* customers. (*2017 Infusionsoft [research](#)*)
- 75% will include Facebook some place in their social media strategy. (*2017 Infusionsoft [research](#)*)
- 68% of U.S. *adults* use Facebook. (*2016 Pew Research*)
- Facebook users spend 50 minutes per day on Facebook (*2016 Facebook Report via [Tech Crunch article](#)*)
- Facebook remains the most-used social media brand among ALL ages at 64%. (*2016 Edison Research [research](#)*)
- 1 in 5 page views occurs on Facebook. (*2012 data from [Facebook.com](#)*)
- Facebook is the largest social media platform (*2017 data from [Facebook.com](#)*)
- 70% of Facebook users login daily. (*2016 Pew Research*)
- 79% of the U.S. population uses Facebook. (*2016 Pew Research*)

## **SMART PHONES / MOBILE:**

- 77% of U.S. adults use smart phones. (*2017 Pew Research [research](#)*)

## **BLOGGING:**

- Blogs generate 4.5X the leads than businesses who DON'T blog. (2015 HubSpot [report](#))

## **REVIEWS:**

- Review stars in search engine results *significantly* improve click-through rates by as much as 35%. (2017 study with [CXL Institute](#) & Belron International)
- 68% of U.S. consumers said that positive reviews made them more likely to use a business. (2017 Bright Local Consumer Review [Survey](#))
- Star rating is the #1 factor used by consumers to judge a business. (2018 Vendasta [article](#))
- Google reviews not only help your business to rank higher in Google searches, but 84% of consumers trust these reviews just as much as word-of-mouth recommendations. (2017 Bright Local Consumer Review [Survey](#))

## **EMAIL:**

- Email has experienced a 65% decrease in click-through rates. (2017 The Drum [article](#))
- Emails with a *single* call-to-action (CTA) generate 371% more clicks and 1,617% more sales. (2015 Unbounce "Conversion Road Trip" conference data given via [WordStream](#))