





## Combining mail with your online communication can pay big dividends.

From investment houses and banks to mortgage lenders and credit card companies, the financial industry – more so than any other sector – is about ROI. Well, a recent study reveals that financial services companies with Web sites can earn a very impressive ROI on their marketing dollar when they invest in one particular medium: Direct Mail. As you will see in this white paper, Direct Mail can have a significant impact on Web site activity and visitor satisfaction. And when you combine the Direct Mail with online communication, the results can be even stronger.

### BY PAIRING DIRECT MAIL WITH ONLINE COMMUNICATION, CONSUMERS WERE:

**62%** more likely to recommend the financial Web site\*

**59%** more likely to recommend the financial company\*

\*Compared to site visitors who received no communication.

### Insight 1

#### Direct Mail drives site satisfaction.

Visitors of financial services Web sites displayed a profoundly higher level of site satisfaction when they received Direct Mail as part of the overall communication strategy. The study found:

- The lowest level of satisfaction – 44% – among visitors who received no communication.
- This figure rose to 52% with visitors who received only online communication and 57% with visitors who received only Direct Mail.
- Satisfaction jumped to its greatest level – 70% – when Direct Mail was combined with online communication. *That's 59% higher than no communication at all.*

But there's more to the satisfaction story. The study also revealed that Direct Mail has a more powerful impact than online communication on driving other areas of visitor satisfaction.

- Satisfaction with the time it takes to find information on the financial services Web site:
  - 53% for visitors who received only online communication
  - 63% for visitors who received only Direct Mail
- Ability to use the financial services Web site in an efficient manner:
  - 55% for visitors who received only online communication
  - 66% for visitors who received only Direct Mail

**The take-away:** Direct Mail – alone and when paired with online communication – is an effective way to improve site satisfaction and help visitors find what they're looking for, whether it's financial data or a special offer.

### Insight 2

#### Direct Mail drives visits, page views, and recommendations.

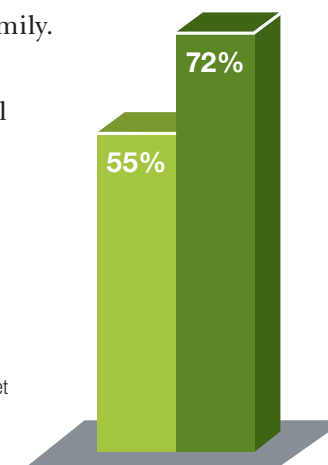
Another key learning from the research: Direct Mail encouraged consumers to visit more and view more. In addition, it helped induce customer referrals. When compared to consumers who received only online communication, recipients of both Direct Mail and online communication:

- Made over 70% more visits.
- Tended to view more pages per visit and spend more time on the site.
- Were 31% more likely to visit the site in the future.
- Were 34% more likely to recommend the site to friends and family.
- Were 33% more likely to recommend the financial company to friends and family.

#### Direct Mail increases online traffic.

*Percentage of customers likely to visit the company's Web site in the future when:*

■ Contacted by Internet  
■ Contacted by Internet and Direct Mail



**See Bigger Yields With Mail** is based on a multichannel Direct Mail research study that was conducted by comScore Networks and commissioned by the U.S. Postal Service.® From October 2006 through February 2007, comScore surveyed visitors to financial services Web sites. As the visitors were leaving the site, they were asked (1) if they had received Direct Mail or online communication from the financial services company, and (2) how these communications influenced site visitation and attitudes toward the company.

**The take-away:** You can look to Direct Mail to help boost visits to your site and engagement with the content. By using mail to tell potential visitors what's there and where, you've given them, in essence, a "road map" that they can consult as they visit your site. In addition, Direct Mail can help you expand your marketing message beyond the target because recipients are more likely to recommend the site and the company to friends and family. Mail's "pass-along value" makes it easy for consumers to share the communication with others.

### Insight 3

#### Direct Mail drives applications and quotes.

Perhaps the most compelling finding from the research: Direct Mail prompted more consumers to complete online applications or ask for a quote. Case in point:

- 14% of site visitors who received only online communication initiated an application or quote.
- *23% of site visitors who received only Direct Mail initiated an application or quote – that's nearly one-quarter.*

**The take-away:** As the research reveals, Direct Mail was nine percentage points higher than online communication. This translates to 90 more applications or quotes for every 1,000 site visitors. Which means Direct Mail has the potential to help you with one of the most difficult aspects of financial marketing: closing the deal.

### DIRECT MAIL: A SMART INVESTMENT FOR FINANCIAL SITES.

As the study points out, Direct Mail can be an effective way for financial services companies to market their site and their services. To put the findings in investment terms, Direct Mail earned double-digit returns among site visitors in many key areas when compared to online communication; these areas include site satisfaction, return visits, recommendations of both the site and the company, and initiation of applications and quotes. So if you're not leveraging the full potential of mail, you may want to start. It could be one of the smartest marketing investments your financial company makes.