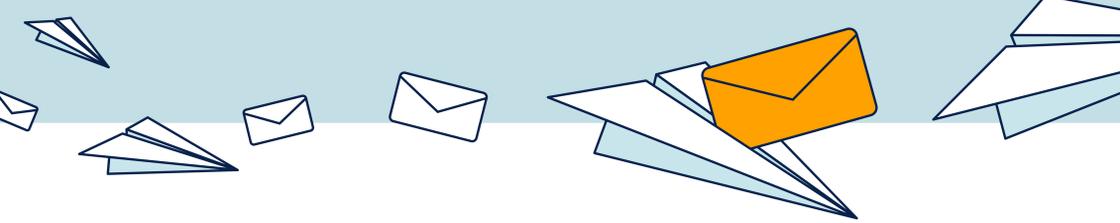


7 Reasons Direct Mail Matters

When it comes to patient engagement, you need a multipronged approach. Email? Check. Phone calls? Check. Texts? Check. But what about direct mail? This powerful communication channel has more to offer than you may realize. Here's why:



1. Direct Mail Increases Overall ROI

Adding mail to existing email, text, and voice recall campaigns **boosts conversions by 3%**, according to an analysis of the 4PC customer base.¹

\$100

Cost to send 100 cards at \$1 per card

\$918

Revenue generated if three patients book an appointment (\$306* x 3 = \$918)

*Average revenue per exam according to the AOA

\$413

Your profit (an ROI of 4.13x) (\$918 x .45* = \$413)

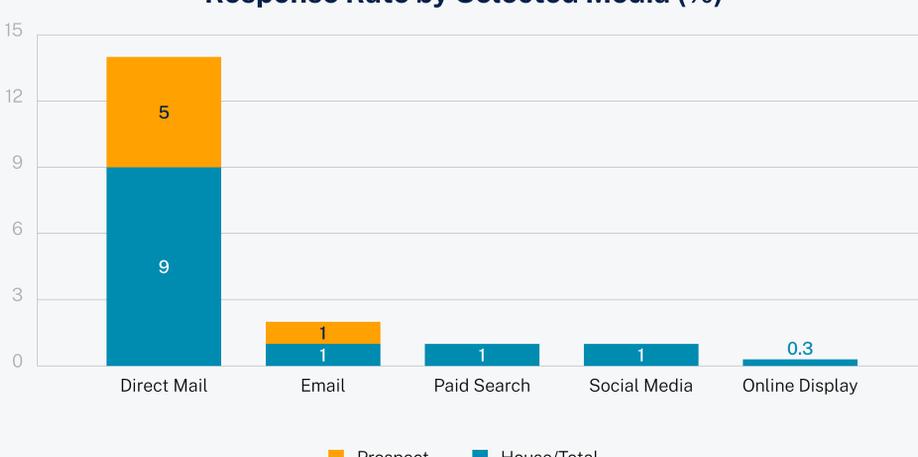
*Typically, 45% of revenue is profit

Real Practices, Real Data



2. Direct Mail Has a High Response Rate²

Response Rate by Selected Media (%)



3. Direct Mail is Memorable

When asked to cite the company name on an advertisement they had just seen, participants' recall was...



75% for a piece of direct mail³



44% for a digital ad⁴

4. Direct Mail is Meaningful



70% of consumers say direct mail is more personal than online interactions⁵



62% of Americans say they enjoy checking the mail⁶



57% of individuals say that receiving mail makes them feel more valued⁷

5. Direct Mail is Shareable



39% of people display mail in the home, providing multiple opportunities for engagement⁸



35% of promotional mail is passed on to others in shared households⁹

6. Direct Mail is Convenient



79% of consumers find reading mail more convenient than going online¹⁰



7. Direct Mail Complements Digital Marketing



44% of marketers use three or more channels for their outreach efforts¹¹



51% of consumers prefer companies to use a combination of both mail and email¹²

¹ 4PatientCare Survey Data

² <https://mspark.com/5-compelling-direct-mail-response-stats-from-the-ana-dma-report/>

³ https://www.canadapost.ca/assets/pdf/blogs/CPC_Neuroscience_EN_150717.pdf

⁴ Ibid.

⁵ <https://smallbiztrends.com/2017/01/direct-mail-marketing-statistics.html>

⁶ <https://emea.epsilon.com/blog/6-direct-mail-stats>

⁷ https://www.marketreach.co.uk/sites/default/files/Private_Life_of_Mail_RESEARCH_BOOK_A4_ONLINE.pdf

⁸ Ibid.

⁹ Ibid.

¹⁰ <https://www.usps.com/business/promotions/direct-mail-brochure.pdf>

¹¹ <https://www.marketing-dynamix.com/blog/2018/2/21/the-direct-mail-advantage>

¹² https://dma.org.uk/uploads/Mail%20and%20Email%20Research%20Report%202014_549847df0bfe8.pdf

Contact sales@4patientcare.com to learn how to add this service to your 4PC solution set

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