

DTC brands are increasing direct mail marketing

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2 days ago — After long relying on *digital marketing*, DTC brands keep experimenting with traditional channels to overcome cost and data privacy hurdles.

A marketing movement: Direct mail is on a hot streak

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Jun 10, 2021 — *Direct mail* has been shown to work with a broad swath of age groups, including younger consumers. Our Awareness-to-Action survey found that Gen ...

Direct Marketing/Direct Mail

<https://adage.com> › [AdAge Encyclopedia](#)

Sep 15, 2003 — *Direct mail* traditionally appeared in the form of post cards, letters, folders, circulars, catalogs, invitations, product samples and research ...

4 simple direct mail strategies that can help with lead ...

<https://adage.com> › [Industry Insights](#)

Jul 25, 2019 — 4 simple *direct mail* strategies that can help with lead generation · 1. Deliver value to your target market. · 2. Create a viable tracking system.

Opinion: What today's marketers can learn from the direct ...

<https://adage.com> › [Opinion](#)

Jun 22, 2021 — We all know that brands should be testing all components of their *marketing* efforts, from brand positioning to creative messaging, to offers to ...

Direct mail: It's all about choices

<https://adage.com> › [BtoB](#)

Mar 29, 2010 — Let's consider some of the various choices you have in *direct mail* production and creative that not only will help reduce costs but also help ...

What old-fashioned direct mail can teach email (and your ...

<https://adage.com> › [BtoB](#)

Nov 9, 2009 — Look to *direct mail* to improve your e-mail program according to the B2B Web Strategy Blog. READ MORE.

Addressing direct-mail deliverability and anti-marketing ...

<https://adage.com> › *BtoB*

Nov 24, 2008 — Langley: The Postal Service is looking for *direct mailers* to come to it with ideas, to develop rate structures that will be beneficial to them.

HISPANICS RECEPTIVE TO DIRECT MAIL

<https://adage.com> › *News*

Oct 16, 1995 — The survey, conducted with Simmons Market Research Bureau, was divided into three categories: Direct response TV, telemarketing and *direct mail*.

Direct mail preferred over email across key verticals

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Dec 6, 2011 — According to the company's "The Formula for Success: Preference and Trust," *direct mail* is preferred over email in receiving brand or product ...

LLBean Rebrands to Be More Digital, Less Direct-Mail

<https://adage.com> › *Marketing News & Strategy*

Jul 19, 2017 — LLBean Rebrands to Be More Digital, Less *Direct-Mail* · Anybody eagerly awaiting their back-to-school catalog from LLBean this year may be ...

DTC brands invest in catalogs amid Apple's data crackdown

<https://adage.com> › *Marketing News & Strategy*

Dec 21, 2022 — *Ad Age* Year in Review 2022. The year's biggest news, trends and takeaways. Click here. Enduring interest in *direct mail* ...

FINANCIAL DIRECT MAIL MARKETING TAKES A DIVE

<https://adage.com> › *News*

Nov 21, 2005 — CHICAGO (*AdAge.com*) -- Despite pouring records amounts of money into *direct mail* campaigns over the last three years, the financial services ...