



Print in the Mix - A Clearinghouse of Research on Print Media Effectiveness

Direct Marketing

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Direct Mail is Lead Purchasing Decision Influencer for Internet Users

Nearly two-thirds of US Internet users surveyed in **ExactTarget's** "2008 Channel Preference Survey" said e-mail is their preferred channel for written communications between friends, followed by text messaging, but the channels they use to communicate with friends are not necessarily also preferred channels for marketing.

Asked to judge the acceptability of various channels for marketing purposes on a scale of 1 to 5, respondents give direct mail an average score of 3.9, followed by e-mail at 3.7. All other channels average under 3.

Nearly two-thirds of those surveyed say they have made a purchase because of a marketing message received through e-mail. More than three-quarters say they have made such a purchase in response to direct mail.

US Internet Users Who Have Purchased due to Receiving Marketing Messages, by Age and Channel, February 2008 (% of respondents in each group)

	15-17	18-24	25-34	35-44
Regular mail	58%	59%	72%	77%
E-Mail	42%	56%	65%	66%
Phone	23%	14%	26%	24%
Text messaging	13%	9%	10%	4%
Messaging via social networking Web site	12%	10%	11%	5%
Instant messaging	11%	5%	7%	2%
Messaging via RSS	4%	4%	3%	2%
	45-54	55-64	65+	Total
Regular mail	82%	88%	92%	76%
E-Mail	69%	79%	73%	65%
Phone	35%	32%	32%	26%
Text messaging	2%	3%	0%	6%
Messaging via social networking Web site	3%	1%	1%	6%
Instant messaging	4%	1%	0%	4%
Messaging via RSS	1%	1%	0%	2%

Note: n=1,555 who own a mobile phone
Source: ExactTarget, "2008 Channel Preference Survey," May 23, 2008

095285 www.eMarketer.com

Source: As reported by eMarketer, May 2, 2008. Graphic courtesy of eMarketer.

Tags:

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