



## Direct Mail Powerhouse – Maximizing Reach Across Audiences

AT VERICAST, we focus on  
**OPTIMIZING** results

You work hard to create the right media mix to meet **your brand objectives**.  
SAVE™ Co-Operative Insert is a critical part of the mix, **and we** can help you leverage it to get **optimal results**.

# We Are Committed to Quality Distribution with our SAVE™ Co-Operative Insert

**50.1M** Households

**51K** Key U.S. retailers covered<sup>1</sup>

**90%** DMA's covered

Our multichannel approach blends **OVER 70% delivery directly in the mailbox** with supplemental newspapers for performance, and sustainability



2.1 Consumers per household read the SAVE™ Co-Operative Insert

<sup>1</sup> Nielsen/TDLinx November 2023. Circ. and Store Counts as of July 2023. Reflects All Commodity Volume (ACV) coverage for Grocery/ Drug/ Mass/ Warehouse/ Pet Stores and is based on 20% or greater trade area coverage, Grocery is based on a 5-mile trade area, Drug is 3-mile, Mass/Pet/Warehouse is 7 mile

# Engage Consumers with SAVE™ Direct Mail

**SAVE™ Direct Mail inspires action.**  
**Within 30 days of receiving SAVE™ Direct Mail package, consumers read and purchase<sup>1</sup>:**

<b>All Consumers</b>	<b>Millennials</b>	<b>Gen X</b>	<b>\$100K+ HH Income</b>
76% read	77% read	78% read	77% read
64% purchase	71% purchase	65% purchase	67% purchase



**55%**

**OF SAVE™ DIRECT MAIL READERS HAVE BEEN MOTIVATED TO TRY NEW OR FEATURED PRODUCTS<sup>2</sup>**

Source: 1| Vericast Awareness-to-Action Study, conducted by Prosper Insights & Analytics™. n = 33,386 total respondents from March 2021 – November 2023. Within 30 days = % of consumers who, at the time they were asked, had read the ad or made a purchase as a result of the ad within the past 30 days. Millennials = born 1981 – 1996, 2| Vericast Direct Mail Influence Study, November 2023, n=1,815

# How Do Consumers Respond to Direct Mail

## Physical Presence and Tangibility is Key

Our research reveals that not only does direct mail play a unique role in the daily lives of consumers, it's also a critical element of a successful marketing campaign.

- Direct Mail Engagement is a Deliberate Habit
- People Feel Good About Direct Mail
- People Trust Direct Mail
- Direct Mail Drives Purchases
- People Routinely Spend time with Direct Mail

*ABOUT THE STUDY The Vericast Direct Mail Influence Study, conducted in November 2023, involved 1,815 respondents. The participants, all at least 18 years of age and residing in the contiguous United States, were carefully selected through an online consumer research panel. All data based on consumers who engage with both direct mail and digital advertising. The study was conducted in partnership with Prosper Insights & Analytics. Results were analyzed by Dr. Martin Block, Professor Emeritus in the Integrated Marketing Communications program at Northwestern University's Medill School.*



# People Routinely Spend Time with Direct Mail

## ANTICIPATION AND SURPRISE

Unlike the instantaneous nature of digital messages, readers often **anticipate the delivery** of physical mail, leading to a sense of surprise and curiosity upon its arrival. This anticipation contributes to the intentional act of setting aside time to **explore the contents** of the mail.

## COFFEE AND COUPONS

For many people, the morning routine involves a cup of coffee and a leisurely **browse through direct mail** pieces as a relaxing and enjoyable start to their day.

## WEEKEND READING

Weekends offer people more leisurely moments. Whether it's flipping through a magazine or exploring promotional offers, people allocate time during the weekends to **engage with the content delivered to their mailbox**.



For more information contact

**Debbie Gauthier**

Executive Director, Print Products

Mobile: 517.648.5265

[debbie.gauthier@vericast.com](mailto:debbie.gauthier@vericast.com)