

Our goal at the United States Postal Service® is to remain the leading Mail resource for businesses and consumers. If you found the information in this brochure helpful, please visit usps.com/dminfo for additional studies conducted by the USPS® as they become available.



The Mail Moment





What is the Mail Moment? From sorting and organizing to allocating and reading, the Mail Moment defines the highly interactive daily ritual that consumers devote to bringing in their Mail and discovering what it offers. The Mail Moment provides marketers with the unique opportunity to get their messages noticed and their offers considered.

Mail connects in ways other media can't match.

MAIL EVOKES EMOTION...

56% say receiving Mail is a "real pleasure."

55% "look forward" to discovering the Mail they receive.

67% feel Mail is more personal than the Internet.

Right now – in a market you want to reach – your ideal prospect is just waiting for the moment. She's eager to invite you in to see what your message can bring to her life. She's even willing to set aside time to focus solely on what you have to say.

This scenario reflects the findings of a recent U.S. Postal Service® study in which consumers revealed just how important Mail is to their daily lives. Each day, they open their Mail with anticipation and give it their undivided attention. This ritual has been termed the Mail Moment, and an understanding of it is helping marketers connect with consumers in a way that engages them in a rich, personal marketing experience.

What follows are some of the key Mail Moment insights from the study.

Insight 1 Mail gets your message into waiting hands.

Every day, people throughout the country look forward to receiving their Mail. In fact, the study unveiled that they can't wait to see what's in their mailbox. Some of the findings:

- 98% of consumers bring in their Mail the day it's delivered.
- Of these, 72% bring it in as soon as possible.
- 77% sort through their Mail immediately.

The take-away: Not only does your marketing piece get immediately into the hands of consumers – it gets immediately into the hands of consumers *who are eager to see what's in their Mail*. No other media channel can provide such a remarkable opportunity to get your message noticed.

Insight 2 Mail takes you to the person in charge.

According to the study, Mail is usually sorted by the person in charge of managing household operations. Of these sorters:

- 90% determine which Mail is kept for review.
- 81% review financial documents.
- 84% are the principal grocery shoppers.

The study also found that Mail is placed where it's seen and used and that it moves from room to room, allowing consumers to read it at their convenience.

The take-away: Mail may be the easiest way to reach household and financial decision makers. Moreover, Mail's tangible, portable nature helps your communication find its way to the family member with the greatest interest.

Insight 3 Mail boasts a loyal readership.

In a world where everyone seems to have less time, consumers are still spending quite a bit of time with their Mail. As part of their Mail Moment, consumers reserve time each day to sit down with their Mail. The study found that:

- Consumers spend *an average of 30 minutes* reading their Mail on any given occasion.
- They spend 45 minutes with magazines, 30 minutes with catalogs and 25 minutes with Direct Mail.

The take-away: Mail makes it possible to grab the complete attention of your existing customers and targeted prospects – *for up to a half hour*.

Insight 4 Useful Mail performs distinct tasks.

More than ever, consumers are predisposed to commercial messages in their Mail. They cite three "jobs" they want these commercial messages to help them perform:

- Browsing for new consumption.
- Managing the home.
- Overseeing finances.

The take-away: Today, consumers expect to receive business correspondence in their Mail. If your communication helps them accomplish one or more of these jobs, they are more likely to read it.

MAIL CREATES A MOMENT YOU WON'T WANT TO MISS.

As you can see from this examination of the Mail Moment, Mail is welcomed into people's homes and plays a unique and personal role in their daily lives. As a result, Mail affords you the opportunity to create an emotional connection with consumers through communications that allow them to interact personally with your message. Few other media channels offer marketers such dynamic potential.

Mail. Make the connection.