



Why Try Direct Mail?

1. 65% of people who receive direct mail make a purchase or engage (Direct Mail Association Factbook for 2013)
2. 98% of consumers bring in their mail the day it's delivered (Mail Moment by United States Postal Service)
3. Direct mail uses target variables like income, age, distance, and net worth to identify those most likely to respond to the direct mail postcard offer
4. Shops that use Mudlick Mail's direct mail program can see a 20-40% increase in car count

Direct mail is 30x more likely to receive a customer response compared to email

Some other items that need to be considered:

- There are a limited amount of people actively looking for auto repair online, so the return is always low at best, even if that can cover its costs.
- When you go online – your shop is competing with all the other shops that come up when someone is searching for auto repair – using Google these days, you get 5-10 shops in a list format with reviews, so you have no exclusivity like you do when you place a compelling postcard in someone's mailbox (you are usually the only one in the mailbox). People will see Firestone, Goodyear and many others when they search for auto repair, so Meineke would be in competition with all the major and local competitors.
- Direct mail will hit everyone in the store's market area proactively. An internet search is random, reactive, and does not guarantee the type of person searching is a higher income customer with spendable income.
- Direct mail goes after non-coupon shoppers and you can see how Greg's stores do about 3 times the national average.