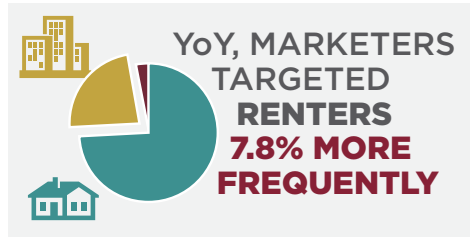
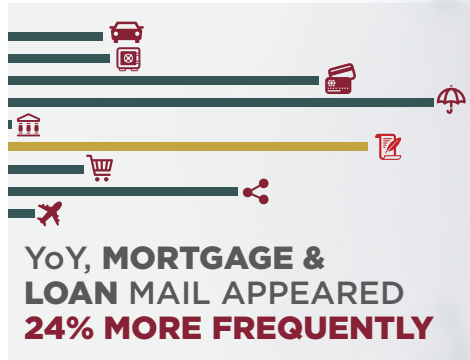


H1 2017 U.S. Direct Mail Marketing Snapshot

Marketers sent over 10.1 billion pieces of direct mail in H1.



SECTOR	TOTAL MAIL %	YoY CHANGE
Auto	5.8%	-10%
Banking	6.2%	+28%
Credit Cards	19%	-11%
Insurance	26%	-5%
Investment	0.2%	-60%
Mortgage & Loan	22%	+24%
Retail	4.6%	-7.4%
Telecom	14%	-4.4%
Travel/Leisure	1.6%	+2.2%

AGE	TOTAL MAIL %	YoY CHANGE
18-25	2.6%	-5.2%
26-30	6%	+8.3%
31-35	7.4%	-0.4%
36-40	8.5%	-3.8%
41-45	9.7%	-13%
46-49	9.6%	+11%
50-55	14%	-2.3%
56-60	13%	+3.2%
61-64	13%	+0.9%
65+	17%	+2.1%

ANNUAL INCOME	TOTAL MAIL %	YoY CHANGE
Less than \$15,000	7.8%	-0.5%
\$15,000 - \$24,999	8.9%	+3.1%
\$25,000 - \$34,999	11%	-1.5%
\$35,000 - \$49,999	15%	-0.5%
\$50,000 - \$74,999	22%	+2.6%
\$75,000 - \$99,999	18%	+6.2%
\$100,000 - \$149,999	13%	-9.4%
\$150,000 - \$199,999	3.4%	-2.6%
Over \$200,000	2%	-9.1%

RESIDENCE	TOTAL MAIL %	YoY CHANGE
Own	74%	-2.3%
Rent	23%	+7.8%
Other	2.5%	+2.1%

	OFFER (RANKED BY USAGE)	YoY CHANGE
1	Discount	+14%
2	Cash	+36%
3	Free Merchandise	-18%
4	Free Service	-6.1%
5	Coupon / Gift Card	-27%
6	Bonus Rewards	-13%
7	Account Credit	-4.1%
8	Fee Waived	-32%
9	Sweepstakes Entry	-23%
10	Accelerated Rewards	+26%

FORMAT	TOTAL MAIL %	YoY CHANGE
Letter & Envelope	77%	+1.2%
Self-Mailer	20%	+1.4%
Catalog	1.6%	-8%
Postcard	1%	+7.3%

CALL TO ACTION	TOTAL MAIL %	YoY CHANGE
Website	68%	+3%
800-Number	68%	-1.2%
Business Reply Envelope	24%	-22%
Customer Visit	21%	+7.1%
Local Call Telephone	9.7%	-8.5%
No Response Requested	6.4%	-4.7%
QR Code/Mobile Tag	4.6%	-24%
Mobile App	3.7%	+258%
Augmented Reality	3%	+40%
Email	2.1%	+92%