

THE POWER OF DIRECT MAIL


ARTINA
PROMOTIONAL PRODUCTS
Since 1967



FOR EVERY \$167 SPENT ON DIRECT MAIL IN
THE U.S., MARKETERS SELL \$2,095 IN GOODS
(A 1,255% RETURN).



5.1%

Direct Mail's average household response rate is 5.1% (compared to 0.6% for email, 0.9% for paid search, and 0.4% for social media).

Response rates
to Direct Mail are
DOUBLED
when a tangible
item is included.

Contact your Artina rep today for more information
and ideas for your next direct mail campaign.

[CLICK HERE FOR SOME DIRECT MAIL IDEAS](#)