

E-mail Outpaces Postal Mail: DMA Report

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Marketers are using more Internet media in tandem with offline media formats, according to new market research report released by the Direct Marketing Association.

The 126-page report, titled "The Integrated Marketing Media Mix," found that marketers are using more e-mail and other digital media formats. E-mail is used by 79.1% of marketers surveyed, while postal direct mail is used by 75.4% of marketers.

"Even as marketers are bringing more digital media into their integrated campaigns, traditional media remain a core component of the marketing mix," said in statement Yoram Wurmser, DMA research manager and author of the report.

It appears more digital media is being added to the marketing mix, rather than old media being replaced. E-mail and mobile marketing are complementing—not replacing—direct mail, telephone, events and direct response broadcast advertising, according to Wurmser.

Among those surveyed for the study, 75.8% said they are using more e-mail than three years ago, while 61.1% are using more video and 62.9% are doing more search engine marketing.

The use of e-mail and other Internet media such as search engines, video advertising, mobile advertising and Web site banners and pop ups ads are expected to continue increasing, according to 81% of marketers surveyed.

Offline media still accounts for a significant amount of revenues coming from marketing campaigns. Direct mail presently generates 29% of revenues from campaigns compared to e-mail, which generates 21.6% of revenues.

Other findings indicate that telemarketing is more widely used for business-to-business than consumer targeted marketing, 42.7% vs. 29.3%.