



USPS Mail Moments 2016

The results are in. Mail results, that is. Highlighted in our recent blog post, these results prove that mail is still an engaging, reliable and effective medium for reaching consumers. In fact, consumers are more engaged with their mail than they were in 2012 (the last time the USPS released its Mail Moments findings).

Summit Research conducted the USPS Mail Moments 2016 Review by giving an online survey in early 2016 to 1,545 consumers to understand mail behavior and habits overall, and how these relate to billing. Participants were both male and female heads of households who were responsible for mail sorting, making shopping lists/grocery shopping, and/or bill management. They represent three age segments: Millennials (born 1981–1997); Generation Xers (born 1965–1981) and Baby Boomers (born 1946–1964).

The most promising result revealed is that overall mail is still viewed as a more engaging, effective and reliable form of communication. In fact, many households would like more mail, not less, as it's preferred over email and telemarketing. Mail also has meaningful emotional value for all age segments, as:

- 86% take the time to look through their mail
- 78% value the privacy of mail
- 76% value the reliability of mail
- 73% want someone they don't do business with to use mail
- 52% want local stores to make better use of mail

The study also showed that all consumers prefer paper-based billing management because the largest concern they have is that they'll miss an email statement. These statistics reveal how important hardcopy bills or statements are to consumers across all age segments:

- 72% think a bill or statement received in the mail acts as a reminder that they keep around until it is paid
- 65% of those who have a question about a bill or payment prefer to have a paper document to refer to
- 59% worry that if a bill is sent via email they might miss it

These are just a few of the findings that can help shape future mail communications for you and your customers. To learn more, download the entire [USPS 2016 Mail Moments study](#).

From Moments to Opportunities

How can these findings translate into profitable opportunities for you and your customers? For every new billing cycle or marketing campaign created, determine which age segment your target audience represents. Then look for ways you can match their mail habits and behaviors to your mailings. For example, consider [transpromo billing statements](#) that could feature a QR code where consumers can link to a dedicated URL to learn more about special offers or services. Or add a peel-off sticky note to a mailing to remind Baby Boomers when their next health appointment is.

Another way to take advantage of mailing opportunities while receiving postage discounts is through USPS Promotions. These promotions encourage mailers to use mail in new and innovative ways by allowing customers to try new techniques and technologies with their mailed communications while simultaneously saving money. This year, the USPS has improved some of the promotions with greater postage discounts, longer promotional periods, or new ways to qualify. Learn more and download your complimentary [2017 USPS Promotions white paper](#). For more information and complimentary samples [contact us](#).

