



December 17, 2025

Here are some of the more interesting and important direct mail and marketing news and feature stories from around the web over the past month. We've included some of our own thought leadership articles, too. Enjoy.

Four Ways to Make Your Holiday Season Direct Mail Campaigns Merry.

PFL

There is no better time of year than the festive, year-end holiday season to take advantage of the countless opportunities to connect with prospects and customers in a meaningful way. At a time when email boxes are flooded with impersonal sales pitches, creative direct mail—grounded in holiday tradition and thoughtful engagement—stands out.

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How Direct Mail Delivers in the Age of Digital Marketing

MIT Sloan Management Review (registration required)

New research shows that running direct mail campaigns can be a winning strategy and help brands cut through the clutter to reach consumers experiencing digital fatigue. This is an evidence-based look at why direct mail cuts through digital noise, with new information on performance versus digital-only campaigns and guidance on when to lean into mail in a modern mix.

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Direct Mail Retargeting Strategies: Best Practices, How It Works & More

Amsive

Direct mail retargeting is a powerful marketing tool that allows brands to nurture potential consumers through the buyers' journey via personalized direct mail pieces. This highly targeted and personalized approach can help advertisers tap into consumer intent through a different channel and reengage potential customers who have yet to follow through and convert.

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WEG Finds Direct Mail to Be ‘Secret Sauce’ For Reaching Investors

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When Francisco Quinonez started exploring direct mail campaigns for Wealth Enhancement Group's (WEG) financial advisors, he discovered something surprising: In an era dominated by digital marketing, physical mail was becoming their secret sauce for reaching high-net-worth investors.

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How Direct Mail Can Drive Marketing ROI

USPS

While digital can be ideal for delivering ads instantaneously and at scale, their impression can be forgettable at best, distracting and irritating at worst. Physical mediums, on the other hand, such as direct mail, can offer a more memorable, personal experience that commands customer attention and entices them to act. In fact, 79 percent of marketing executives say direct mail is their best-performing channel.

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Four Ways to Jump-Start the New Year with Direct Mail

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As the calendar turns from 2025 to ‘26, customers are primed for fresh starts—and smart brands capitalize on this moment by delivering thoughtful, engaging direct mail campaigns that inspire action for the year ahead.

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The Case for Automated Direct Mail

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