



The Truth About Direct Mail's Future

Tim M. Curtis



ACT I |

The Truth About Direct Mail's Future



Built for volume

Now judged on precision

Mass reach used to win.

Now efficiency does.



When pressure rises,
many brands stop
using the compass

Cheaper can
look smarter.
It often isn't.

Market Expectations

The market is becoming less patient with waste.

Direct Mail is Moving

----- from tactic
----- to

INFRASTRUCTURE



ACT II |

What the Numbers are Actually Telling Us



Modern Mail Profile



Smaller.



Smarter.



Accountable.



Signal-Driven Direct Mail

- **Intent** *drives it.*
- **Segmentation** *sharpens it.*
- **Relevance** *earns it.*
- **Reach** *scales it.*

Better
signals
beat
broader
reach.

More buyers.
Same budget.

Incrementality across the lifecycle



- Active
- Lapsed
- Prospect

Direct mail
multiplies digital
demand.

Not another channel.
A stronger outcome.



Direct mail can retarget the demand it creates.



Mail
drives interest.



Follow-up mail
recovers value.



ACT III |

Why this shift is happening now



Workflow fit is now strategy.
Friction is a tax on growth.



The algorithm still
needs an address.

NAVISTONE

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Thank You!