

NUMBERS TO CHANGE YOUR BUSINESS

- 74% of customers prefer to receive statements by post.
- The majority of those customers, 49%, expressed a strong preference.
- 49% find it easier to choose an insurance company based on mail they have received rather than searching online.
- 43% find Direct Mail makes choosing a banking service easier.

For more information, and advice on how to make direct mail work for you, get in touch with the Mail Media Unit at mail.media@anpost.ie or give us a call at 01 705 7494.

For further information contact:

An Post
Mail Media Unit
Ground Floor
GPO
FREEPOST
O'Connell Street
Dublin 1
CallSave: 1850 21 16 32
Website: www.anpost.ie/mailmedia
Email: mail.media@anpost.ie



Do more.

Still the best way to make a statement



REPORT COMMISSIONED BY THE AN POST MAIL MEDIA UNIT
AN POST COMMUNICATIONS PANEL - WAVE 14 (SEPT-NOV 2010) Ipsos MRBI



Do more.



74%

OF ADULTS PREFER TO RECEIVE
STATEMENTS BY POST

Source: Ipsos MRBI

How often do you talk to your customers?

It might be more often than you think. Because every time you send them a piece of mail, you've got their undivided attention. They're listening. Are you sending the right message?

It's easy to take post for granted but, as the latest Ipsos MRBI research shows, your customers don't. You may be surprised by the value they place on receiving regular mail, especially their statements and information on your products and services, from you.

You'll certainly be impressed by how hard mail can work for financial institutions. And you will be delighted to find that regular communications by mail can keep you top of mind and give you an edge on your competitors.

So, why is mail so vital for Financial Services?



49%

SAY DIRECT MAIL WOULD HELP THEM IN CHOOSING AN INSURANCE COMPANY

Source: Ipsos MRBI

It's what your customers want.

In a recent Ipsos MRBI survey, designed to gauge attitudes towards mail received from financial institutions, the following fact stood out overwhelmingly:

74% AGREED THAT THEY PREFERRED TO RECEIVE STATEMENTS BY POST RATHER THAN VIEWING THEM ONLINE.

Of those in agreement, the majority (59%) agreed strongly.

What's more, this preference was expressed by a majority of respondents across all age groups and demographics. So even the internet-savvy, who bank and conduct other financial transaction online, would rather receive their statements in hard copy.

It's better for you too.

The majority of us set aside time to read our mail. It warrants our full attention, and any relevant marketing information that is included with bills or statements receives that same attention.

49% AGREED IT WAS EASIER TO CHOOSE AN INSURANCE COMPANY BASED ON MAIL THEY HAVE RECEIVED RATHER THAN ONLINE SEARCHING.

Mail is the perfect medium for financial institutions.

New offerings from the financial sector can require more consideration than a 30 second radio or television spot will allow.

A mailing can be saved for a time that suits. In other words, it's something that your customer can sit down with and study without the distractions of other online activities.

43% AGREED THAT DIRECT MAIL MADE CHOOSING BANKING SERVICES EASIER THAN SEARCHING ONLINE.

Agreement was especially high (51%) amongst 35 to 44 year olds.

Key take-away.

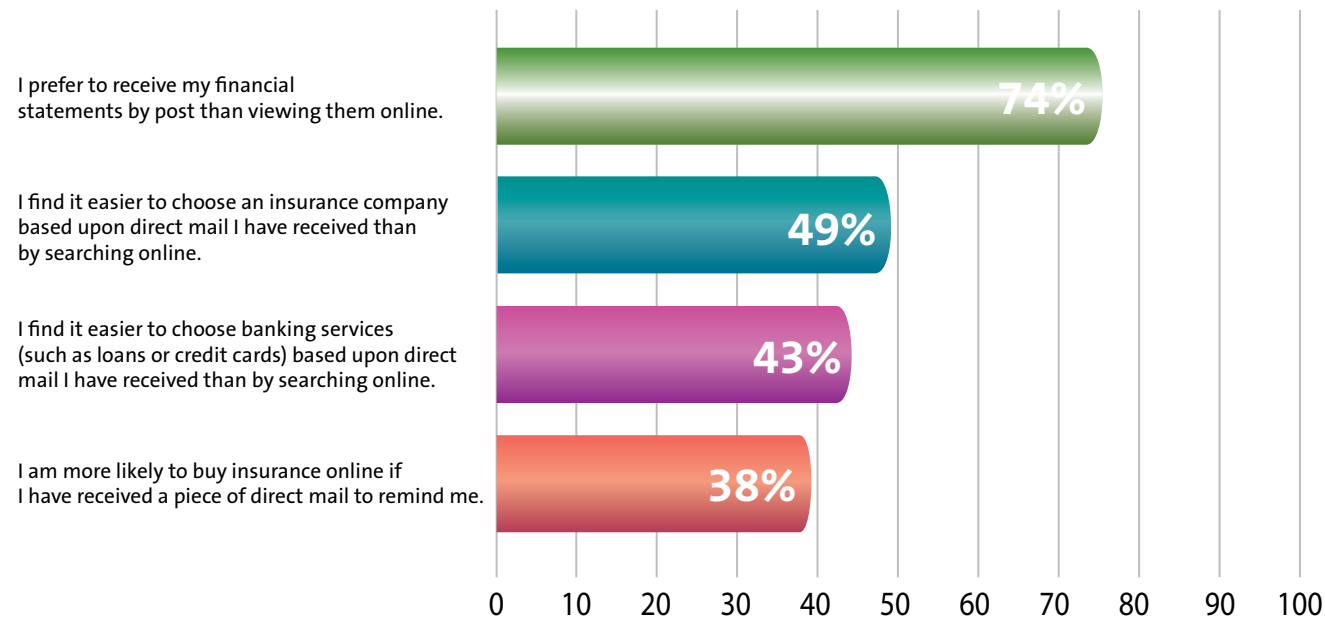
The numbers show clearly that the majority prefer to receive their statements by post and that mail is a vital way to market your products and services. And that's a good thing.

Even with the majority of households online, and the proliferation of instant handheld access to the web, people still have a special relationship with their post. There's another way to look at that. As an opportunity.

- Customers much prefer to receive their statements by post.
- When choosing a company to deal with, mail greatly informs customers' decisions.
- Mail is ideally suited to helping customers choose between financial products.

OVERVIEW OF RESULTS

This survey was carried out between September and November 2010 using a household panel of 600 respondents reflecting a wide range of age groups, and regional and socio-economic demographics.



Source: Ipsos MRBI



RESULTS BY AGE AND DEMOGRAPHIC

This is how the responses broke down across different age, class, and regional brackets:

% Agreement	Age				
	Total (600) %	18-34 (215) %	35-44 (118) %	45-64 (178) %	65+ (88) %
I prefer to receive my financial statements by post than viewing them online	74	70	74	78	78
I find it easier to choose an insurance company based upon direct mail I have received than by searching online	49	41*	50	58**	48
I find it easier to choose banking services (such as loans or credit cards) based upon direct mail I have received than by	43	37*	51*	47	37
I am more likely to buy insurance online if I have received a piece of direct mail to remind me	38	47	49	30	15

% Agreement	Total (600) %	Class			Region			
		ABC 1 (247) %	C2DE (304) %	F1F2 (49) %	Dublin (166) %	RoL (158) %	Munster (166) %	Conn/Uls (109) %
I prefer to receive my financial statements by post than viewing them online	74	70	76	85	66	79	75	79
I find it easier to choose an insurance company based upon direct mail I have received than by searching online	49	47	48	58	49	45	49	53
I find it easier to choose banking services (such as loans or credit cards) based upon direct mail I have received than by	43	41	42	51	42	40	41	49
I am more likely to buy insurance online if I have received a piece of direct mail to remind me	38	47	40	28	39	37	35	41

BASE 600 HOUSEHOLDS. Source: Ipsos MRBI