

# Activating Decisions at Home with Respect and Relevance

PRESENTED BY



**PEBBLEPOST®**



# INTRODUCTION

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In January 2020, PebblePost teamed up with Alter Agents to conduct a quantitative research study in order to understand how shoppers make purchase decisions.

This study, "*The Shopping Shift*," gathered data from over 3,000 U.S. consumers over the age of 18 to understand what factors they used when determining their purchases, including what they purchased, where, and how they make their purchase decisions.

In this summary report, PebblePost provides an overview of the results of this study, which illustrates how direct mail — and particularly relevant direct mail — is playing an active role in influencing purchase decisions, while other traditional channels are feeling the impact of the rise of digital.

The findings also showed that direct mail maintains significant advantages over other traditional sources of purchasing information, and generates more response than digital efforts like email, social, and paid search.



**88%** of all purchase decisions are made or discussed at home.

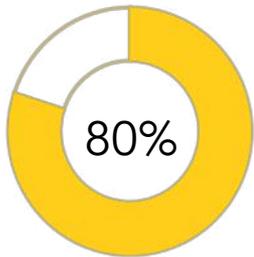
# RELEVANT DIRECT MAIL IS EFFECTIVE

In today's digital-heavy, complex landscape, PDM is a strong compliment to other marketing channels because it garners attention, influences decisions, and speeds up purchase timeframes and consumer spend.

## DIRECT MAIL...

### BREAKS THROUGH DIGITAL CLUTTER

(% millennials)



attentive to direct mail



ignore digital ads

### INFLUENCES PURCHASE DECISIONS

- ✓ Influences **42%** of purchases in high consideration categories
- ✓ **Top ranked influence** on 13% of those purchases

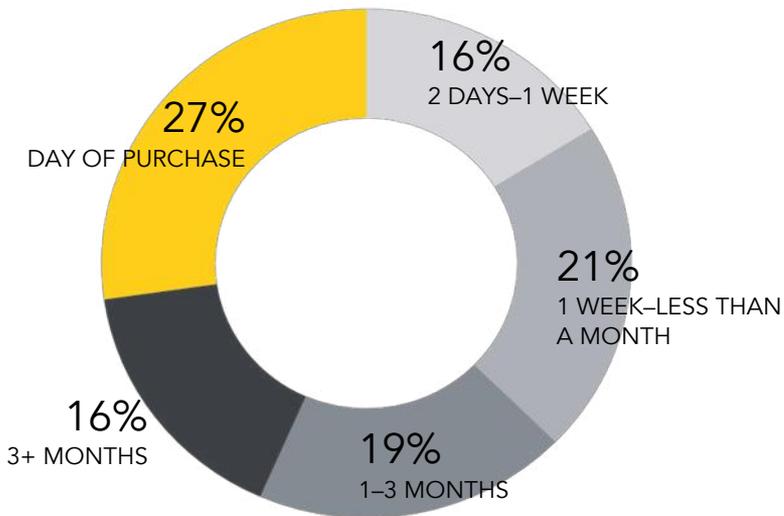


# DIRECT MAIL SPEEDS UP THE PURCHASE TIMEFRAME

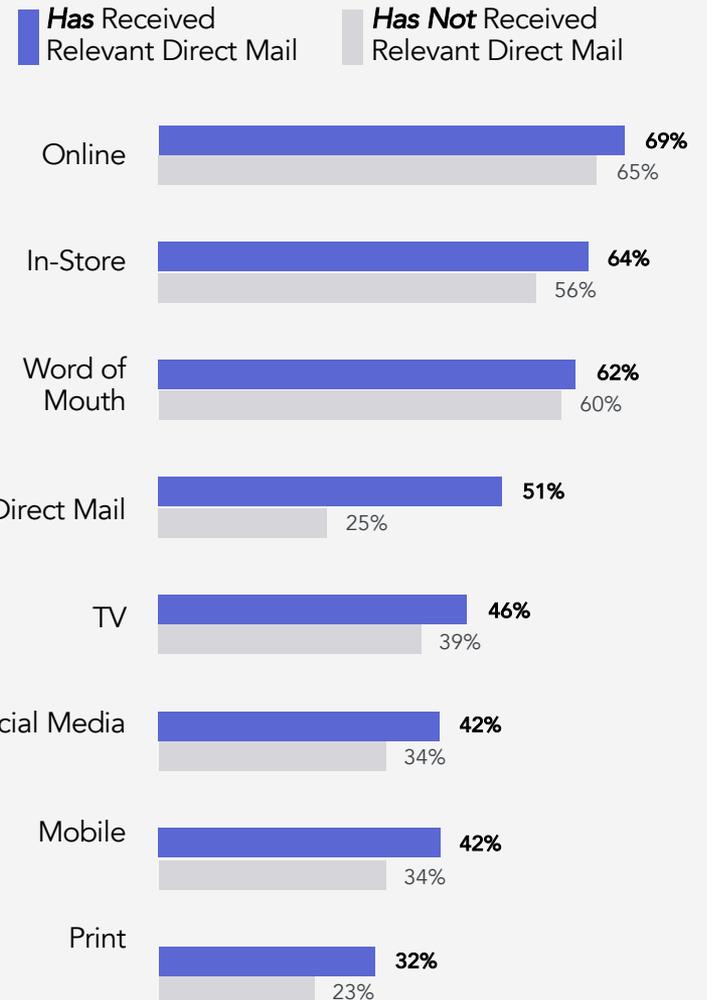
Most purchase decisions take longer than a week, and **over a third take over a month to make.**

## 73%

OF PURCHASE DECISIONS TAKE 1+ DAY TO MAKE



## HELPFUL FOR SPEEDING UP DECISIONS



# DIRECT MAIL INCREASES SPEND

Direct mail shoppers are spending more.

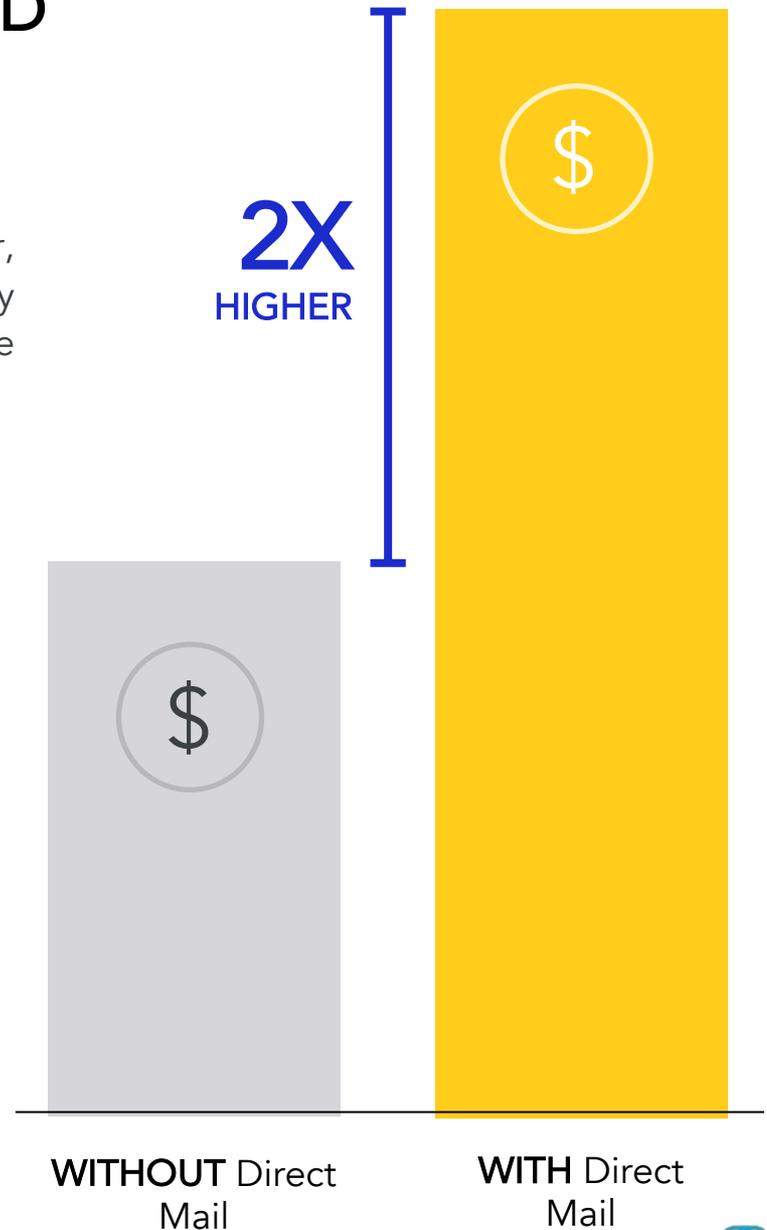
This is true across categories, but in garden/outdoor, home improvement, home décor, appliances, and luxury goods, those who viewed direct mail had twice the median spend of those who didn't consult direct mail.

↑ **57%**

GENERAL  
PURCHASING  
OVER LAST YEAR

↑ **40%**

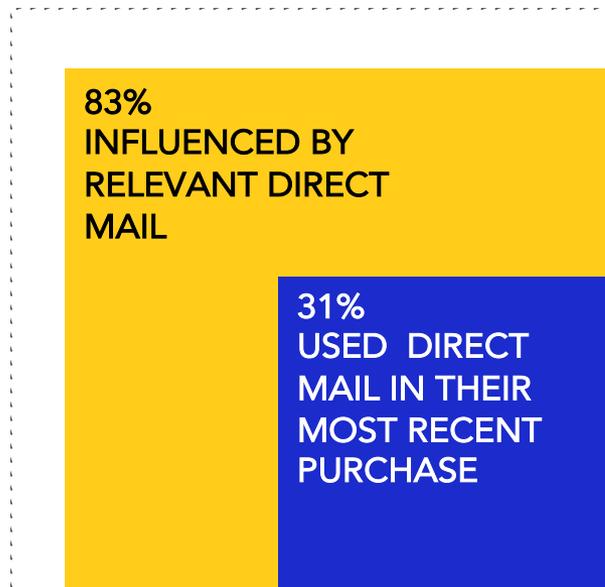
HOLIDAY SPEND  
IN 2019



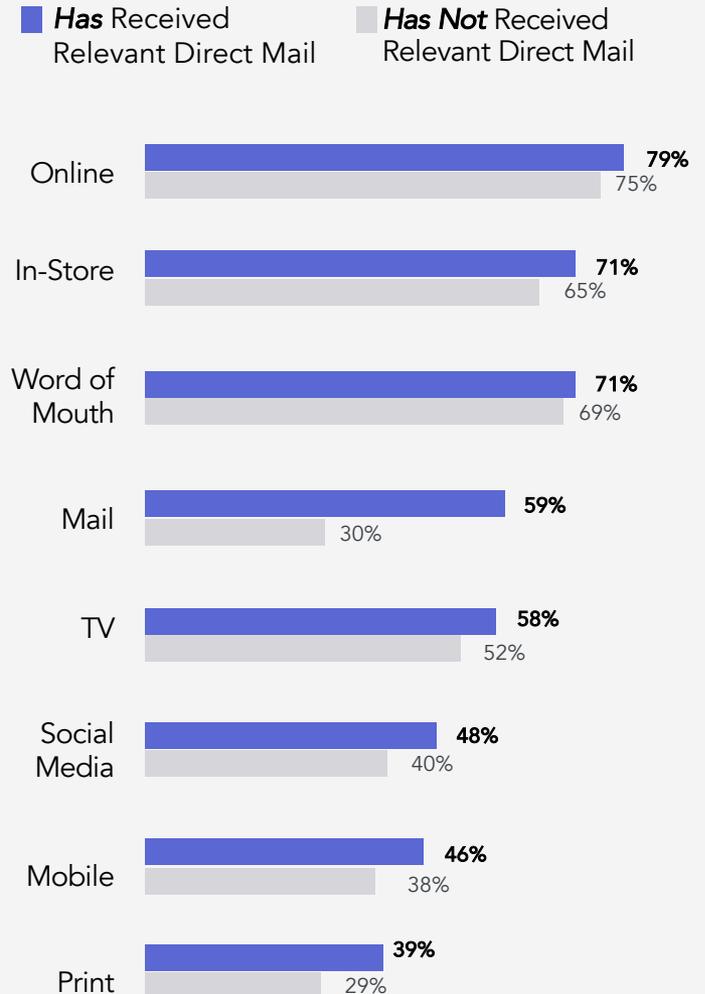
# RELEVANCY IS CRUCIAL

Direct Mail plays an important role in producing stronger emotional connections, more confident source memory, and greater desirability of products and services advertised

When direct mail is relevant to consumers, it is among the most helpful sources for making purchase decisions.



## HELPFUL FOR MAKING YOUR CHOICE



## ABOUT PEBBLEPOST

PebblePost invented Programmatic Direct Mail® to offer marketers a seamless way to integrate real-time online intent data with impactful direct mail. Fueled by the PebblePost Graph, the PDM platform is an end-to-end solution that identifies and reaches the most valuable consumers at home with relevant direct mail across all stages of the customer lifecycle.

Complimentary to existing channels, PDM breaks through the noise of oversaturated digital channels, while offering experienced direct mailers a more flexible and intelligent alternative to traditional direct mail. Brands such as ModCloth, Dyson, Mejuri, Uniqlo, Unicef, Smile Direct Club, and AAA trust PebblePost to help them achieve their marketing objectives.

## ABOUT ALTER AGENTS

Alter Agents is a full-service market research consultancy reimagining research in the age of the promiscuous consumer. With a long history of brand strategy and communications experience, the company focuses on collaborating with brands to reveal consumer needs, priorities, and context. Alter Agents specializes in reframing the context for consumer research to yield powerful insights for its clients, including brand giants such as SnapChat, YouTube, Activision, Viking River Cruises, and many more.