



# Healthcare Edition

The impact of direct mail marketing is undeniable. **74% of marketers agree that direct mail delivers the best ROI, response rate, and conversion rates than all other channels used. They also agree direct mail is a more effective channel for their company than email.** Given the ROI impact, 58% of marketers have *more* marketing budget allocated to direct mail compared to 2022.

While data shows that direct mail positively impacts results, many practitioners aren't automating campaigns, making it harder to measure and attribute their direct mail efforts.

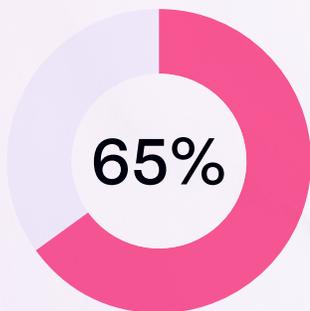
The insights in our 2023 State of Direct Mail are indispensable for marketing practitioners and leaders seeking a greater understanding of generating maximum impact from this channel. Plus, we've created this special insurance edition as an overview of how direct mail marketing stacks up for healthcare in 2023 and beyond.

# 74%

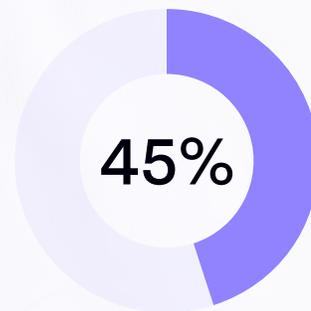
of marketers agree that direct mail delivers the best ROI, response rate, and conversion rates than all other channels used. They also agree direct mail is a more effective channel for their company than email.



## FOR HEALTHCARE:



Agree direct mail shows the best ROI of all the channels my company uses today



Use a software/technology platform to execute campaigns



## LEARN MORE

[The Modern Marketer's Guide to Omnichannel Marketing](#)

[Modernizing Direct Mail Communications: A Fireside Chat With Oscar Health](#)

## TOP CHALLENGES

48%

Poor response rates

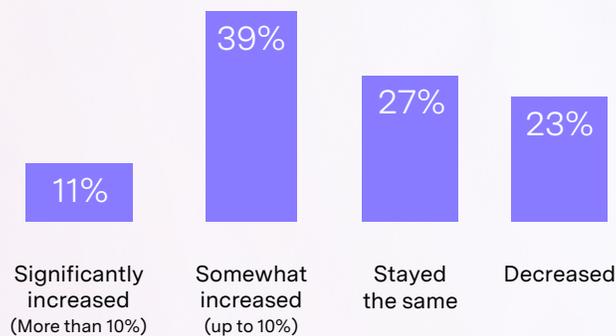
33%

Bad address data

27%

Budget constraints

## YEAR OVER YEAR DIRECT MAIL BUDGET CHANGES

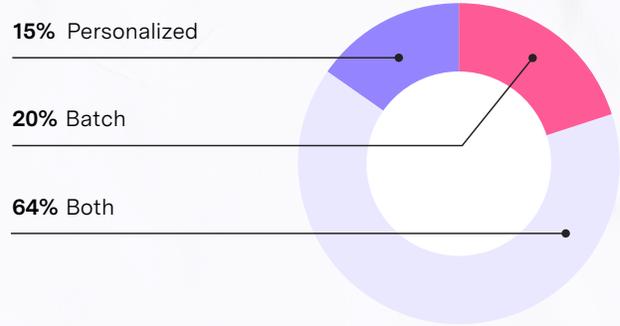


## TOP FORMAT MOST LIKELY TO READ

Letters and envelopes	45%
Brochures	38%
Postcards	30%
Catalogs/Magazines	26%

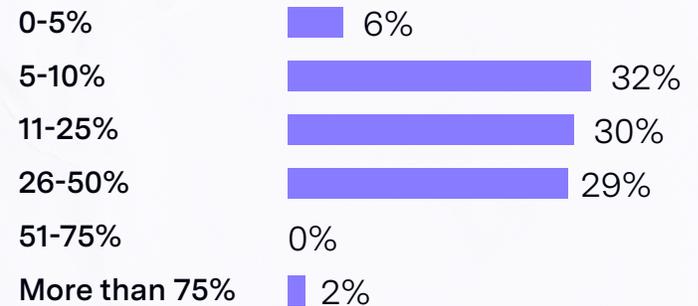
Source: *State of Direct Mail: Consumer Insights 2022*

## TYPES OF DIRECT MAIL SENT



## DIRECT MAIL MARKETING BUDGET ALLOCATION

Source: *2023: State of Direct Mail*



## TYPE MOST LIKELY TO READ

Promotions from products/services owned	30%
Promotions from new products/services	24%
Newsletters or letters	21%
Announcement of a new product/service	16%
Catalog showcasing products/services	9%

# Lob

Connecting the world,  
one mailbox at a time.

Lob is the only direct mail automation platform for the digital age. Lob's platform automates the direct mail execution process for enterprises at any scale - from creation, printing, postage, delivery, and sustainability with end-to-end analytics and campaign attribution. Over 11,000 businesses trust Lob to transform their direct mail into intelligent mail.

Get a demo

Founded in 2013 and based in San Francisco, Lob is venture-backed by Y Combinator, Polaris Partners, Floodgate, and First Round Capital.

Find out more about Lob's automated direct mail marketing at: [Lob.com](https://lob.com)