



Why Direct Mail Still Delivers

Driving engagement and response in financial services.

37x

More effective than email

Average response rate of direct mail vs. email across financial services campaigns.

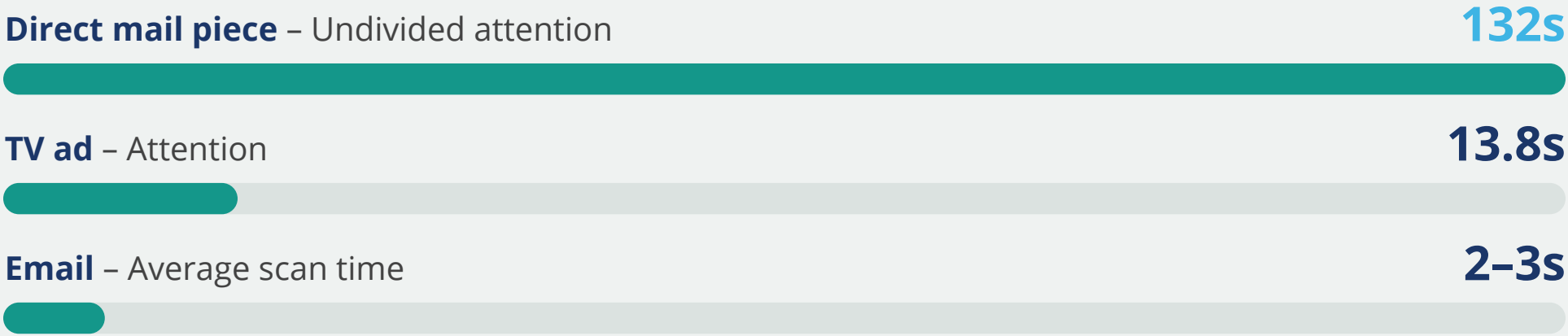
161% Average ROI on house lists	132s Average attention per direct mail piece	17 days Average in-home lifespan	47% YoY budget increase in financial services (2025)
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RESPONSE RATE COMPARISON



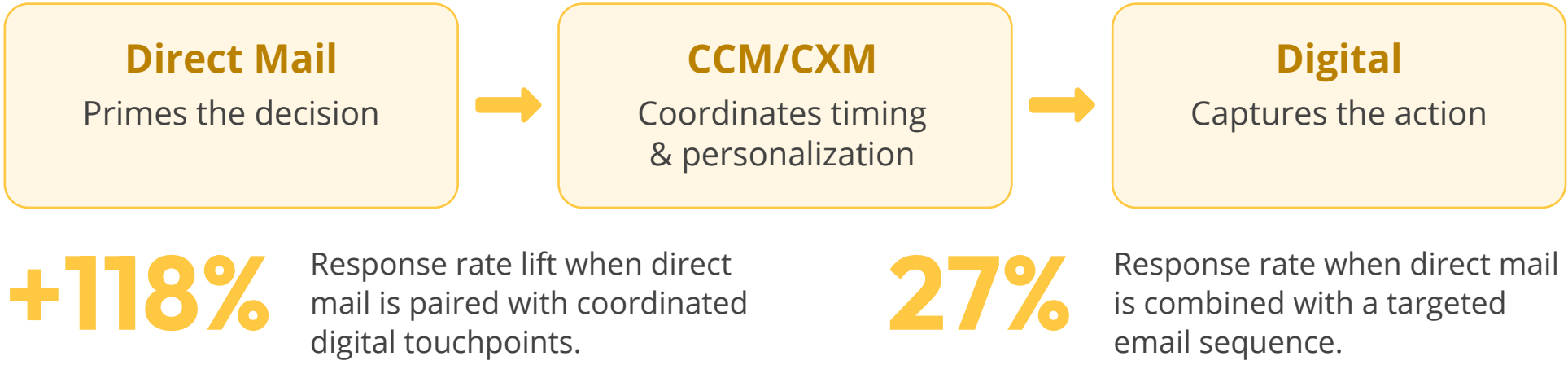
ATTENTION & PRESENCE

Where audiences actually spend their attention

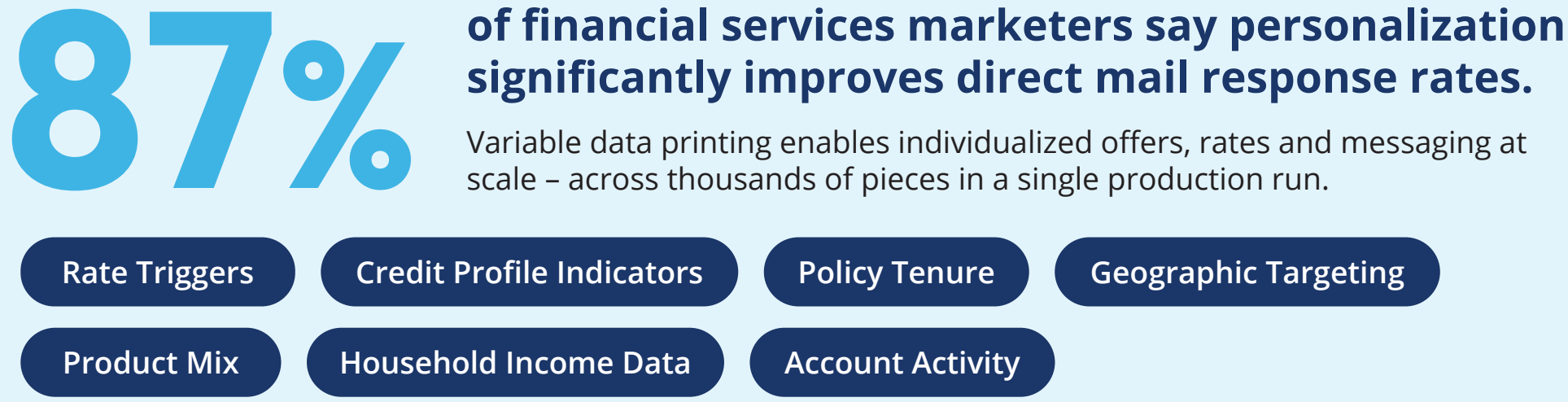


THE INTEGRATION MULTIPLIER

Print + digital, working together



PERSONALIZATION IMPACT



ROI AT A GLANCE

The highest ROI channel in the mix



Ready to evaluate your direct mail program against industry benchmarks?

OSG partners with financial services organizations to design, produce, and integrate print and digital communications that drive measurable results.

Connect with us at osgconnect.com

