

J-Letter vs. Other Direct Mail

J-LETTER	OTHER DIRECT MAIL
Hand-addressed Appears to be from a friend	Bulk printed address appears to be a solicitation (Junk Mail)
99.7% open rate	15-20% open rate
Utilizes first-class postage stamp	Utilizes bulk-rate, presort and bar coding
Third-party credibility created by hand-written personal message on Post-It note	No third-party credibility
Appears to have been taken out of the newspaper	Typical direct mail piece
No gifts, gimmicks—just “PURE” buyers!	Relies on gifts & gimmicks, attracts non-buyers
Creates quality traffic—100% interested in buying based on a monthly payment	80% gift seekers/tire kickers, reduces staff's ability to serve buying customers

COST PER CUSTOMER

J-LETTER

5,000 pieces of mail

\$9,995

@ 2% average response rate = 100

Gift seekers/tire kickers = 0

100 Pure Buyers

Average cost per buyer

\$99.95

OTHER DIRECT MAIL

10,000 pieces of mail

\$9,995

@ 1% average response rate = 100

Average 80% gift seekers/tire kickers = 8000

20 Pure Buyers

Average cost per buyer

\$499.75

