

The Postcard To Cart Method

Turn a winning email promotion into a second chance to convert.

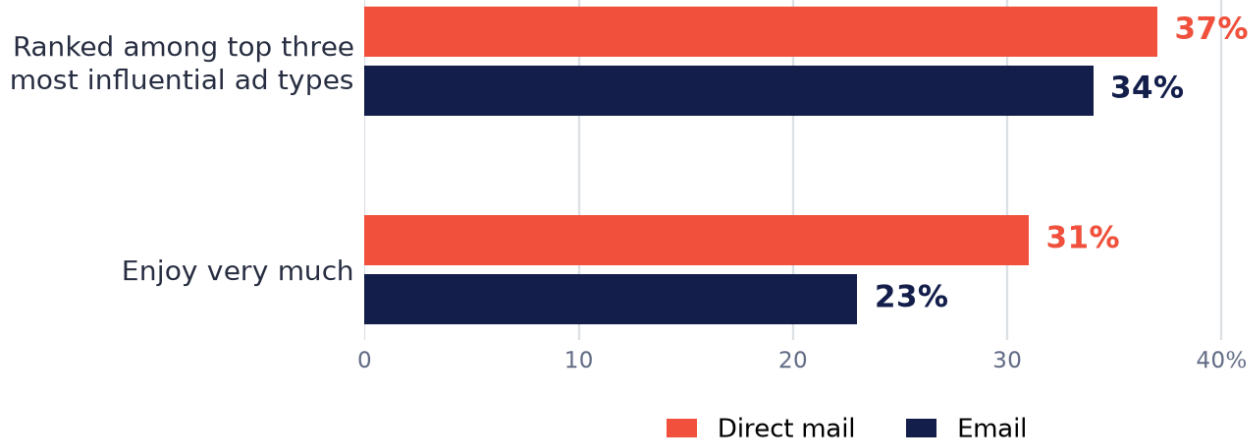
A proven offer cannot produce revenue from a customer who never notices it.

Email remains essential. But inbox competition, timing, and simple inattention mean even a winning campaign leaves reachable customers behind. A targeted postcard gives that same validated offer a **second medium**, a longer physical shelf life, and a measurable route back to the store.

THE STRATEGIC SHIFT

Do not invent a new promotion.

Translate the offer your customers have already proved they want.



Consumer survey results: top-three purchase influence and "enjoy very much" ratings. ^[1]

21%

made a purchase after receiving relevant mail

Self-reported within the prior 6–12 months. ^[1]

52%

value mail they can keep and revisit

A built-in advantage over an easily buried message. ^[1]

79%

engage with the mail they receive

The benchmark's broad measure of consumer mail engagement. ^[1]



The opportunity is not "print instead of email." It is **email insight plus postcard reach**: one proven message, delivered through two different attention environments.

A strong channel for lifecycle revenue

Use the mailbox where the business case is clearest: known customers, known offers, and measurable next actions.

“Visiting a website is the most common action after receiving relevant mail.”

— Franklin Madison Direct, 2026 benchmark ⁽¹⁾

41%

say mail is more effective than digital for winback

Another 46% rate the channels equally effective. ⁽¹⁾

41%

say mail is more effective for upsell / cross-sell

Another 45% rate the channels equally effective. ⁽¹⁾

31%

are more likely to engage when mail and digital arrive together

Consumer response to a coordinated journey. ⁽¹⁾

95%

say mail + digital integration improves performance

Share reporting a positive impact—not a 95% lift. ⁽¹⁾

The mailbox-to-storefront handoff

1 • PROVEN INPUT

Start with an email promotion that already produced meaningful clicks, orders, or margin. Keep the core offer and audience logic.



2 • PHYSICAL FOLLOW-UP

Send the postcard to a defined non-engager, lapsed-buyer, replenishment, or second-purchase cohort—not the entire file.



3 • TRACKABLE RETURN

Drive recipients to a campaign page with a QR code.

Reduce friction from card to cart

Among marketers, **77%** use campaign-specific landing pages, **74%** use personalized URLs, and **67%** use QR codes to move recipients from mail to digital environments. In addition, **98%** say a landing page consistent with the mail design improves campaign results. ⁽¹⁾

Keep the same product, main offer, colors, and pictures from the email. The postcard and landing page should look like the same promotion so shoppers know they are in the right place.

OFFER FIRST

80%

of consumers selected coupons, discounts, or special offers among the top attributes that improve their impression of direct mail. ⁽¹⁾

And **44%** of marketers say percentage discounts are their best-performing offer type. ⁽¹⁾

Interpretation: These cross-industry survey results support a disciplined test; they do not guarantee lift for every store. The advantage comes from targeting, offer quality, creative continuity, and measurement—not from printing alone.

Copy the winner. Test before you scale.

A postcard test should answer one question: can this proven offer produce enough sales to justify a larger mailing?

Test element	Recommended approach
Audience	Use first-party customers who received the winning email but did not click or buy, or a clearly defined lapsed / next-purchase cohort. Apply address hygiene, exclusions, and privacy rules.
Offer	Carry forward the proven email offer. Make the benefit, deadline, and next action unmistakable; do not dilute the concept with multiple competing messages.
Creative	Keep the same product, pictures, main message, and look. The benchmark reports that 98% see better results when the landing page matches the mail design. ^[1]
Destination	Use a campaign-specific page with a QR code. Only add a memorable URL if your audience may not be tech savvy to handle QR code scanning. Maintain message match from postcard to product page to checkout.
Test size	Start with a focused mailing of 1,000 postcards to the qualified customer group. Do not increase the quantity until the results meet your sales and profit goals.
Tracking	Use the QR code, campaign page, and a unique offer code to track visits, orders, and revenue from the test. Review the full test results before deciding whether to scale or revise the campaign.

How to judge the 1,000-piece test

TRACKED SALES

Orders tied to the campaign page or offer code.

RESPONSE RATE

Tracked orders divided by 1,000 postcards mailed.

COST PER SALE

Total mailing cost divided by tracked orders.

PROFIT AFTER MAILING

Sales margin remaining after the full mailing cost.

Use CPA benchmarks as context—not a target

The source reports **56%** of direct-mail programs in the 100–249 CPA range versus **48%** of all direct-marketing campaigns, and **15%** versus **19%** in the 250–499 range. ^[1] These are cross-industry figures, not an e-commerce forecast. Judge your 1,000-piece test using your actual mailing cost, tracked sales, product margin, and profit.

GO / ITERATE / STOP

Scale only when the tracked profit from the 1,000-piece test meets your goal. If it does not, change the audience, offer, or postcard before running another test.

Best next move

Select one high-performing email and one qualified customer segment. Turn the promotion into a trackable postcard, mail 1,000 pieces, review the sales and profit, and scale only when the numbers work.

References

[1] Franklin Madison Direct. *2026 Direct Mail Marketing Benchmark Report*. January 2026. National online surveys conducted by Circlebox among 500 U.S. B2B, B2C, and mixed-model marketers and 600 U.S. consumers. PDF supplied by the client.

The neuroscience behind the postcard

Physical media can influence how an offer is experienced, remembered, and valued.



The U.S. Postal Service Office of Inspector General partnered with Temple University's Center for Neural Decision Making to examine subconscious responses to physical and digital advertising—not just what participants said they preferred. The study used neuromarketing methods, including biometrics and brain imaging, to evaluate three phases of the buying process. ^[2]

1 • EXPOSURE

How the body and attention systems respond when an advertisement is first encountered.

2 • MEMORY

How quickly and accurately the advertisement can be remembered later.

3 • ACTION

The value and desirability assigned to the advertised product—signals related to purchase intent.

What the researchers found

Digital ads were processed faster, but participants spent more time with physical ads. Physical ads produced a stronger emotional response, were remembered more effectively, and left a longer-lasting impact that supported later recall during a purchase decision. ^[2]

Most notably, products previously presented in physical ads generated greater activity in the **ventral striatum**, a brain region associated with reward processing, value, and desirability. The OIG reported that this response can signal greater intent to purchase. ^[2]

WHY YOUR LIST MATTERS

The study establishes the power of the **physical format**. Your strategic advantage is applying that format to people who already recognize your brand and have chosen to hear from you.

That superpower lies within your email list.

The practical takeaway: digital can capture attention quickly; a postcard can add emotion, memory, and perceived value. Used together, they give a proven offer more than one way to reach the buying brain.

Source

[2] U.S. Postal Service Office of Inspector General. *Enhancing the Value of Mail: The Human Response*. Report No. RARC-WP-15-012, June 15, 2015.