



Top 10 Reasons Consumers Open Envelopes

Research conducted by the Envelope Manufacturers Association Foundation (EMAF) determined the top reasons why a consumer will open an envelope mailed to them. Below is that list with a few additional comments from Daniels Graphics to reflect what we've observed.

Rank	Percent	Description	Our Comments
1	70%	Name Of Sender & Return Address	People are suspicious of mail when they don't know who sent it. Some might even see it as a security threat.
2	55%	Very Obvious – I know Exactly What It Is About	As long as your offer is a strong one, making it obvious is a good idea. This doesn't tend to work if the offer is complicated.
3	47%	Addressed to Me By Name	Who opens "Current Resident" mail? Nobody. The B2B equivalent is using the title (e.g. Marketing Director). Use people's names whenever you can.
4	42%	Envelope is Hand-Addressed	Shows that the sender took care and that you are not one in a thousand. This is harder to make work when each addressee actually is one in a thousand or more. Certain fonts and technologies can help mimic handwriting.
5	35%	Has a Real Postage Stamp	Postage and handling is more expensive this way but results are better too. Personally, I like to use the special series stamps instead of the standard "flag" stamp, since it draws more attention (see Captain America above).
T6	28%	Protection of the Contents, Such as Padding	Not only does it make you wonder what you are protecting inside, but it serves as a sort of dimensional mail (a.k.a. "bumpy" mail) without incurring ridiculously huge mail costs.
T6	28%	A Little Mysterious – I Don't Know What It's About	This flies in the face of #2 above, but if it is done right it can work. The creative elements you use on the envelope play a big part here.
8	27%	Stands Out From Other Mail, Distinctive	One more area where creativity is key. Different shapes, colors, sizes are simple ways of getting at this. Be careful – distinctive sizes and shapes can also mean significantly more postage costs.
9	23%	Sense of Urgency – Sent/Marked Special Delivery or Priority Mail	Regardless of the marketing mechanism, giving a deadline increases the sense of urgency and open rates.
T10	20%	Message or Text Written Outside	A teaser, as long as the offer inside is strong, works to your advantage.
T10	20%	Personalized Message Tailored For Me	Personalization works, but only when you have a solid database. If you use "Edward" in your personalization, but the person goes by "Ed," you have hurt yourself.

The complete study published by EMAF includes a wealth of information on usage of envelopes. To read the complete published study, including methodology, visit http://www.emafoundation.org/file_depot/0-1000000/0-10000/2518/conman/Final+Research+Report+v2.pdf