

## Direct Mail Response Times

The response time to a direct mailing varies depending on the list, copy, offer, niche, where it's being sent, and class of mail. However, after tracking over one thousand mail campaigns, I can give you an "average" response time for the "average" mailing.

The times indicated in the chart below are a good estimation of what to expect.

	Initial Response	Peak Response	Final Response
Standard Mail (Now Called Marketing Mail)	5-10 Days	20 Days	60 Days
First Class	2-3 Days	10 Days	40 Days

For Standard Mail (Marketing Mail) the initial response usually doesn't start arriving until about 5 to 10 days after the mailing date. You may get a few calls at day 5, and then a slightly heavier call volume at day 10. Usually, the peak response is around 20 days into a Marketing Mail campaign.

I've also found that for Standard Mail you'll typically have 80% of your responses within about 30 days of the mailing being sent out. Of course, if you mail during a season where there is a big storm on the East Coast or a flood in the South, or during a heavy political mailing season, then your response will be a little slower.

I usually stop tracking response at 60 to 65 days after sending out a mailing via Standard Mail.

First Class mail usually has a very quick response time. I've seen responses come in the day after a mailing goes out. But, I wouldn't count on the first response until the second or third day after it mails.

With First Class mail, the peak response time is around 7 to 10 days. By the time the mailing is 20 days out, you should have 80% of your responses in.

The First Class mailing cycle is usually finished within 40 to 45 days. Note: Time is measured in number of days from the mail drop.

Source: Craig Simpson, 8/23/21