



WHAT GETS PEOPLE TO BUY WHAT THEY BUY?



When consumers see your marketing messages, what is their emotional reaction? It's emotions that drive consumers' feelings and, ultimately, their actions.

To see the effect of combining direct mail with digital advertising, Canada Post and Ipsos conducted a neuromarketing study that measured emotional response, for results that provided more predictive insights. Overall, the study showed that integrated campaigns drove more attention, higher brand recall, and a stronger emotional response than single-media campaigns. We call this *the connectivity effect*.

INTEGRATE DIRECT MAIL AND DIGITAL ADVERTISING TO DRIVE ACTION

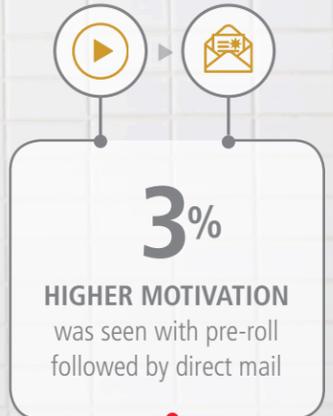
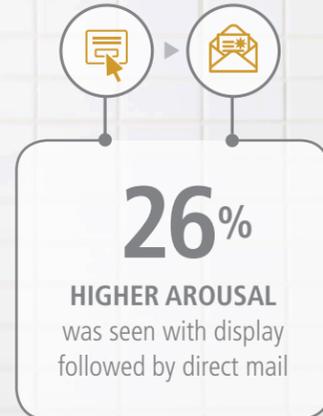
Integrating **DIRECT MAIL AND DIGITAL** improved factors that can drive consumer action. In this study, we saw:



than in single-media campaigns

TEST A DIFFERENT ORDER TO SEE DIFFERENT RESULTS

In this study, we saw that the **SEQUENCE OF MEDIA** had an effect on response. When we compared campaign results:



NEUROSCIENCE TERMS, SIMPLIFIED

ATTENTION

How long did they look at the message?

Eye-tracking was used to determine how much time subjects spent engaged with each message.

AROUSAL

Were they excited by the message?

EEG recordings tracked the intensity of the emotional response to the advertisements.

RECALL

Did they remember the message?

The day after media exposure, an online survey assessed how well subjects remembered the brands and offers.

MOTIVATION

Were they interested in the message?

EEG recordings tracked the positivity or negativity of emotional response to the advertisements.



Small changes in **MOTIVATION** and **AROUSAL** can result in larger changes in behaviour and emotional response.

For this study, differences of just **3%** for motivation and arousal can be considered significant at the **90%** confidence interval.

GET THE COMPLETE STORY.

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Smartmail Marketing The Science of Activation

