



CMC PRINT- MAILING- STUDY 2024

FOCUS TOPIC:

How the Limitation of Coupons Influences the Success of Print-Mailing Campaigns

ACTIVATION OF EXISTING CUSTOMERS

A study by Collaborative Marketing Club in cooperation with Deutsche Post

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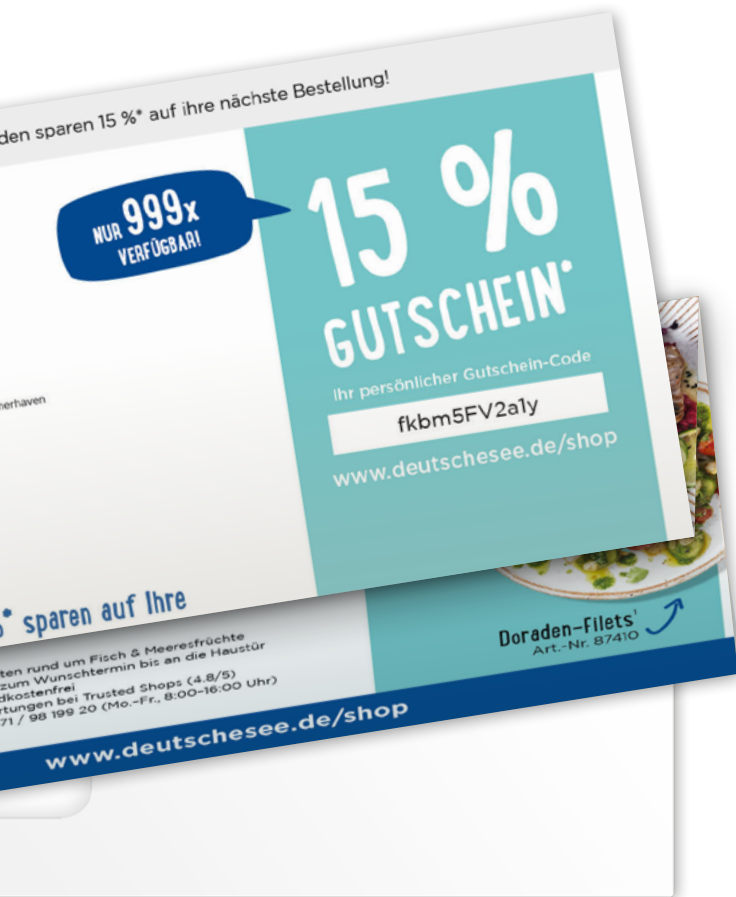
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CMC PRINT MAILING STUDY 2024

THE GOAL OF THIS STUDY

The CMC Print-Mailing Study 2024 analyzes the performance of print mailings to existing customers from 45 online shops. It provides standard metrics such as conversion rate, the timing of orders, shopping cart values, and the return on advertising spend (ROAS). Using an RFM analysis (Recency – Frequency – Monetary Value), the study examines the impact of customer selection on the conversion rate.

This year's edition focuses on how limiting an offer affects the impact of print mailings. Specifically: What impact does it have on conversion rate, shopping cart size, or ROAS when coupons have a shorter duration, their quantity is limited, or the discount decreases after a certain period?

FRAMEWORK CONDITIONS

To participate in the CMC Print-Mailing Study 2024, the involved online retailers had to meet certain predefined conditions. For example, the selection of existing customers was clearly specified: their last order must not have been more than twelve months ago.


The action period of the study lasted from October 2, 2023, to February 29, 2024. During this period, the 45 participating online shops sent a total of 1,151,882 print mailings. Each partner dispatched a maximum of 50,000 copies.


TRACKING & MEASURABILITY


Before dispatching the print mailings, customers were segmented based on the RFM (Recency, Frequency, Monetary Value) model. To ensure that the response results from the print mailings were clearly measurable, each recipient was given an individual code. This allowed redemptions to be clearly assigned to a customer segment. The presentation of the final results was aggregated and anonymized, ensuring that no conclusions could be drawn about individual participants. Values were rounded to one decimal place.


The results of the CMC Print-Mailing Study 2024 for customer activation are not comparable with those from the previous year's study, as different companies from various industries participated.


KEY POINTS AT A GLANCE


 In 2024, print mailings to existing customers of online shops achieved an average Conversion Rate (CVR) of 4.3% across all test variants. The analysis of QR code scans shows that 14% of the print mailing recipients from the existing customer base visited the advertised online shop.

 Print mailings lead to higher shopping cart values: existing customers who receive a print mailing spend on average 10% more on their order than on their previous order.

 The Return on Advertising Spend (ROAS) is 872%. This means that for an average shopping cart of 94 euros (before returns), every euro spent on print mailings generates 8.72 euros in revenue.

 Coupons with limitations set a strong impulse. Within their limitations and durations, they can significantly increase the CVR – by up to 80% compared to the base variant.

 Over the entire study period of more than four months, the base variant of the coupon without limitation performs best. Young target groups also use print mailings: A segmentation of the CVR by age groups shows that the conversion rate among 20 to 29-year-olds is only marginally lower than among 50 to 59-year-olds.

 Print mailings are most effective when they are sent not too long after a purchase. The more frequently a customer shops at an online store, the more effective activating print mailings are.

AVERAGE CONVERSION RATE (CVR) OF PRINT MAILINGS

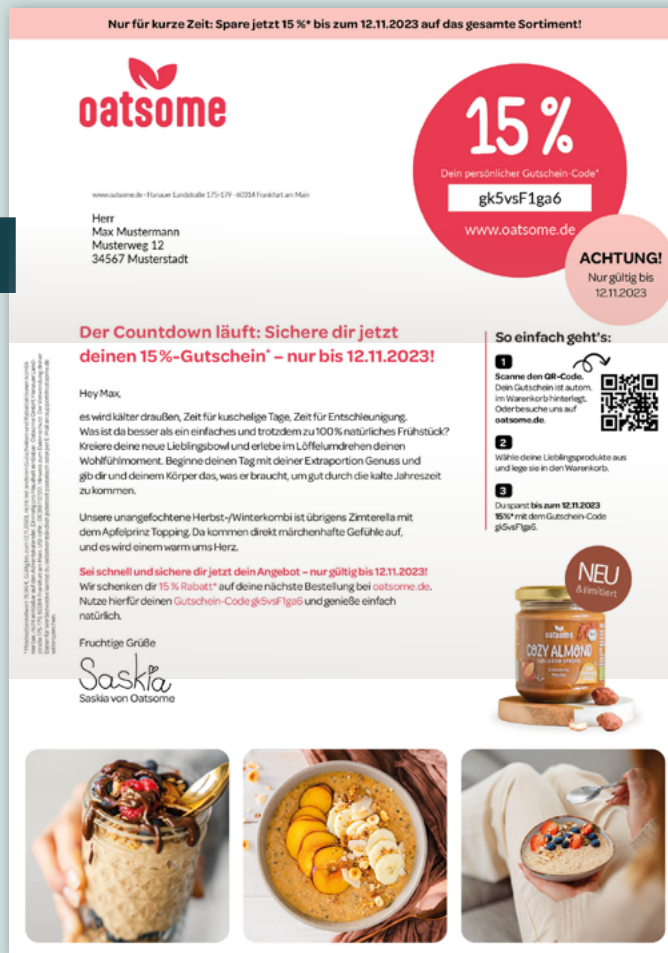
Total number of
print mailings:

1.151.882

Total orders placed:

50.011

2023: 5,4 % CVR
2022: 4,7 % CVR
2021: 6,8 % CVR
2020: 4,9 % CVR
2019: 4,5 % CVR
2018: 3,9 % CVR



CRISIS-RESISTANT: PRINT MAILINGS TO EXISTING CUSTOMERS OF ONLINE SHOPS ACHIEVE A 4.3% CVR

Print mailings prove once again to be an effective tool for activating existing customers, achieving an average CVR of 4.3% during the study period.

This demonstrates that the physical advertising letter remains an effective marketing tool even in times of economic downturn and generally subdued buying mood.

1,151,882 print mailings to the existing customer base of 45 online shops resulted in 50,011 orders.

4,3 %*

AVERAGE CVR FOR PRINT MAILINGS

* This conversion rate includes the results of all five test variants (see page 12). Considering only the unlimited base variant, print mailings achieve a CVR of 5.4%, as in the previous year.

INCREASE IN AVERAGE SHOPPING CART VALUE

RECIPIENTS OF PRINT MAILINGS
INCREASE THEIR SHOPPING CART REVENUE
BY AN AVERAGE OF 10%

Existing customers of online shops who receive a print mailing spend on average 10% more on their orders compared to their previous purchases. The print mailing motivates the recipients to make another purchase and also leads to higher shopping cart values.

+ 10 %

INCREASE IN AVERAGE SHOPPING CART VALUE



RETURN ON ADVERTISING SPEND

PRINT MAILINGS ARE EFFICIENT:
THE ROAS¹ IS AVERAGED AT 872%

While print mailings are initially more expensive to produce, they are very profitable overall and thus a good way to generate more revenue. Considering the cost-benefit ratio, print mailings perform exceptionally well thanks to high average shopping cart values, high conversion rates, and long-term effects.

During the campaign period, the ROAS for a shopping cart (before returns) averaging 94 euros stands at 872%. This corresponds to a factor of 8.72 in terms of the ratio of advertising costs to revenue. Thus, for every euro spent, 8.72 euros are earned.

872%

RETURN ON ADVERTISING SPEND

How ROAS is calculated:

The costs for production and postage are compared against the revenue generated before returns.

$$\text{ROAS} = (\text{Revenue} / \text{Advertising Costs}) * 100$$

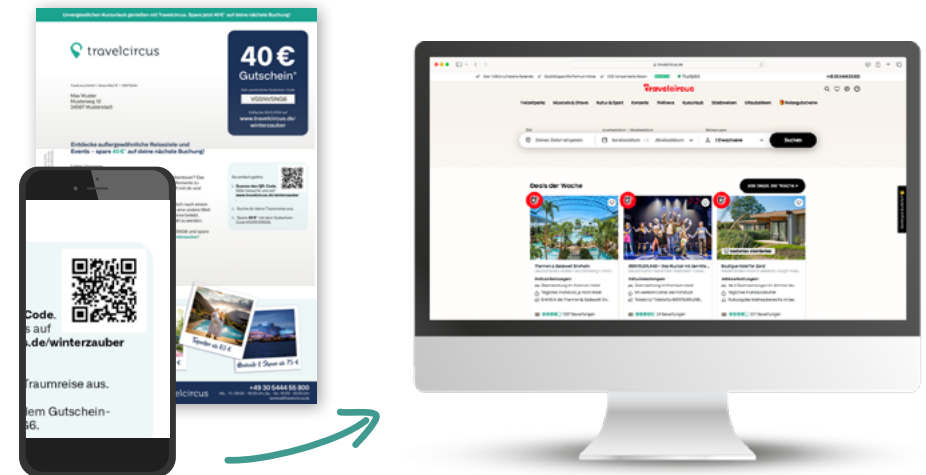
¹ The Return on Advertising Spend (ROAS) determines the profitability of an advertising expenditure. This metric is based on the principle of Return on Investment (ROI) and specifically relates to the portion of revenue generated per advertising expense.

IMPACT OF PRINT MAILINGS ON TRAFFIC

STRONG ACTIVATION: 14% OF PRINT MAILING RECIPIENTS VISIT THE ADVERTISED ONLINE SHOP

Using a QR code, the CMC Print-Mailing Study calculates a value comparable to the Click-Through Rate (CTR) in email marketing. This measures the impact of print mailings on traffic in online shops. By analyzing QR code scans and redeemed coupon codes, it's possible to track how many website visits were triggered by the print mailings in the online shop.

The high rate of shop visitors demonstrates the strong activation performance of print mailings: Nearly one in seven recipients of the print mailings subsequently visits the online shop.



14%

OF EXISTING CUSTOMERS WHO RECEIVE A PRINT MAILING
SUBSEQUENTLY VISIT THE ONLINE SHOP

CONVERSION RATE BY AGE GROUPS

YOUNG TARGET GROUPS UTILIZE PRINT MAILINGS SIMILARLY TO OLDER ONES

When analyzing the conversion rate across different age groups, an interesting picture emerges because the results are quite close to each other.

The usage is highest among the older target groups, with a CVR of 4.6% (50 to 59-year-olds) and 4.5% (40 to 49-year-olds/60 to 69-year-olds).

However, the younger age groups are not far behind, with a CVR of 4.2% (30 to 39-year-olds) and 4.0% (20 to 29-year-olds). The CVR reaches the same level as those in the over 70 age group.

CONVERSION RATE

(by age groups)



Age groups

FOCUS TOPIC: IMPACT OF LIMITATION



„Limitation increases desirability. This simple truth also applies to coupons sent via print mailings. The CMC Print-Mailing Study 2024 demonstrates how the various limitation variants affect outcomes. Limited coupons can significantly enhance the impact of print mailings within their validity period. This is an effect that marketers should leverage in their marketing strategies.“

Torsten Gröske

VP Product Management Dialogue Marketing | Deutsche Post AG

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TEST VARIANTS

LIMITATION STRATEGIES UNDER REVIEW

What impact does the limitation of coupons have on the effectiveness of print mailings? To analyze this, the CMC Print-Mailing Study 2024 tested five different variants. For this, the print mailing recipients of the respective shops are divided into five equal groups. These five groups receive the same offer and the same discount. However, the coupons differ in terms of duration and conditions.

All 45 participating online shops deploy all five variants equally. To make the different test groups comparably valid, an RFM analysis conducted beforehand ensured an equivalent selection of customers.

As a control group, a portion of the recipients receives the base variant without limitation, which, like the coupons in previous CMC Print-Mailing Studies, is valid for the entire duration of the study.

Two groups receive coupons with a temporal limitation (3 or 7 weeks duration). In one group, the discount decreases after three weeks, and in another group, only a limited number of redemptions are guaranteed based on the principle of „First come, first served.“

15% VOUCHER
ONLY VALID UNTIL
29.02.2024

UNLIMITED BASE VARIANT

The base variant is comparable to the content of previous years. The distributed coupons are valid for the entire duration of the study until 29.02.2024.

15% VOUCHER
ONLY VALID UNTIL
29.10.2023

3 WEEKS DURATION

The coupon is valid for 3 weeks, after which no discount applies.

15% VOUCHER
ONLY VALID UNTIL
26.11.2023

7 WEEKS DURATION

The coupon is valid for 7 weeks, after which no discount applies.

15% VOUCHER
ONLY VALID UNTIL
29.10.2023
AFTER THAT ONLY
10 %

DECREASING VALUE

The discount automatically decreases to a lower value after 3 weeks. This reduced discount then applies until 29.02.2024.

15% VOUCHER
999x AVAILABLE

QUANTITY LIMITATION

Example illustration

The discount rate is as high as the other variants. However, the recipients are informed that the offer is only valid for the first ‚x‘ redemptions. The quantity is individually determined by the online shops. Like the base variant, these coupons are valid until 29.02.2024.

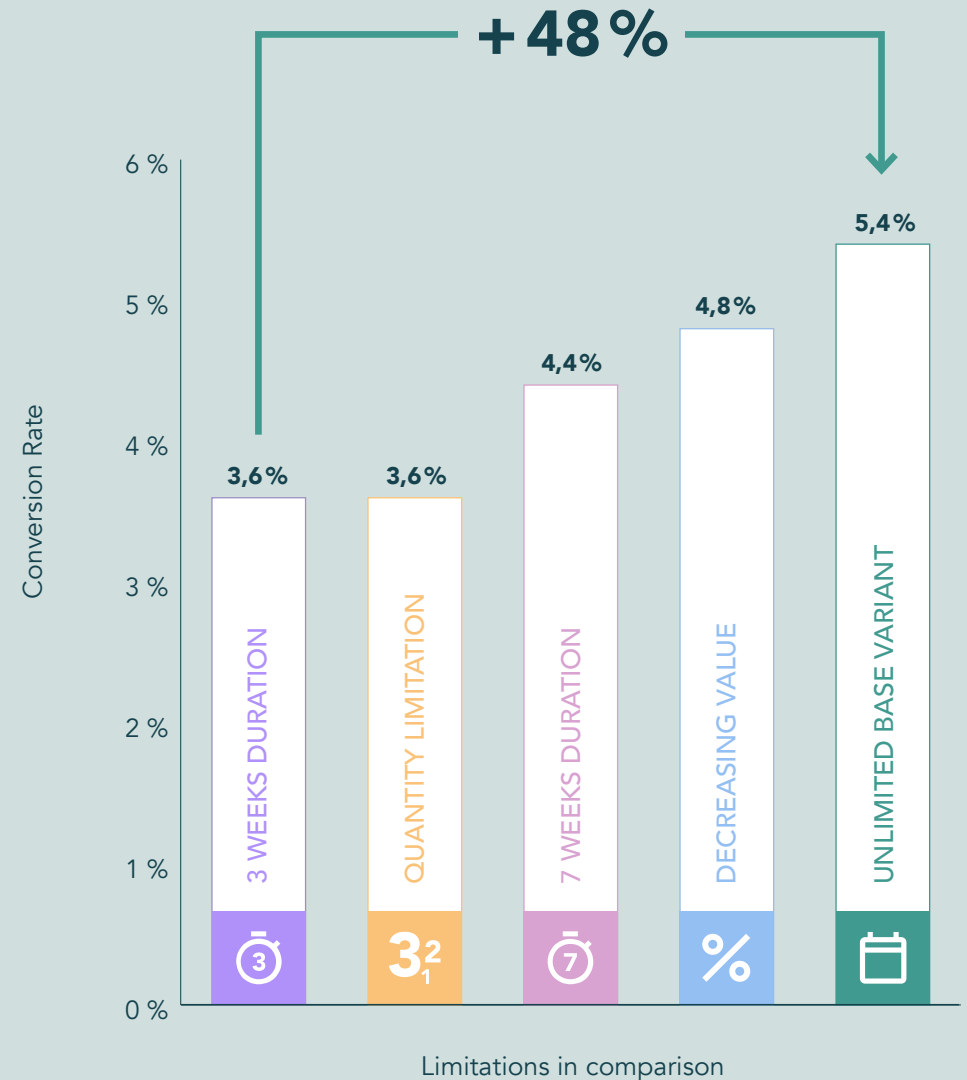
LIMITATIONS IN CONVERSION RATE COMPARISON

THE BASIC VERSION ACHIEVES THE BEST PERFORMANCE

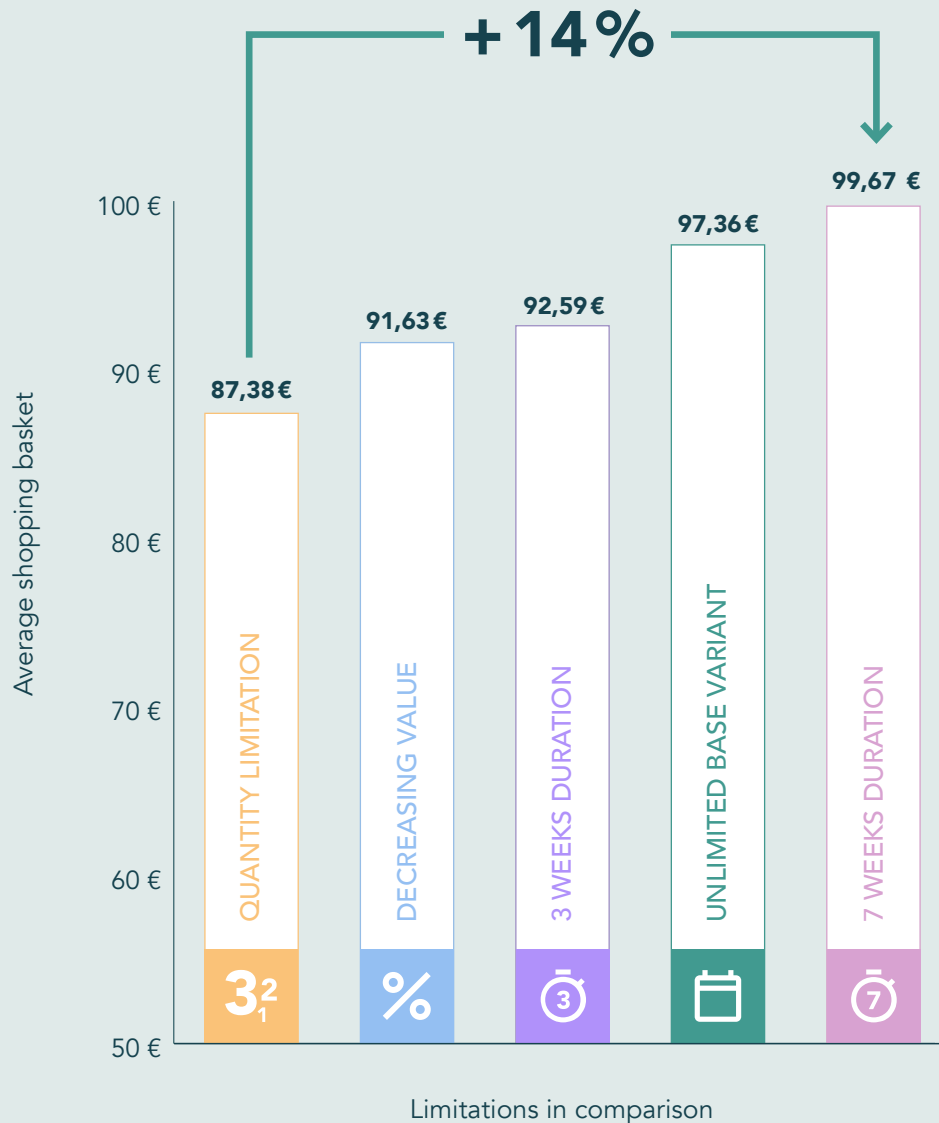
Limiting the duration, value, or quantity of coupons can have significant impacts on the performance of print mailings. Compared to the base variant, the conversion rate (CVR) for all limited variants is noticeably lower.

For the variants with a 3-week duration and quantity limitation, the CVR is on average 3.6%, almost a third lower than the base variant, which achieves 5.4%. The variant with a 7-week duration achieves a significantly better CVR of 4.4%, and the variant with value limitation is higher than the other limitation variants at 4.8%.

CONVERSION RATE (by limitation)



AVERAGE
BASKET HEIGHT
(by limitation)



LIMITATIONS IN SHOPPING CART COMPARISON

THE 7-WEEK VARIANT AND THE BASE VARIANT ACHIEVE THE BEST RESULTS

Depending on the limitation variant, the average shopping cart values may be higher or lower. Leading the way is the 7-week duration variant with an average shopping cart of 99.67 euros, ahead of the base variant with a shopping cart of 97.36 euros.

Compared to the quantity limitation, the 7-week duration variant even achieves a 14% higher average shopping cart. Particularly, the high order pressure due to the limitation of coupon quantity might have resulted in the average shopping carts being more than 12 euros lower in the quantity limitation variant.

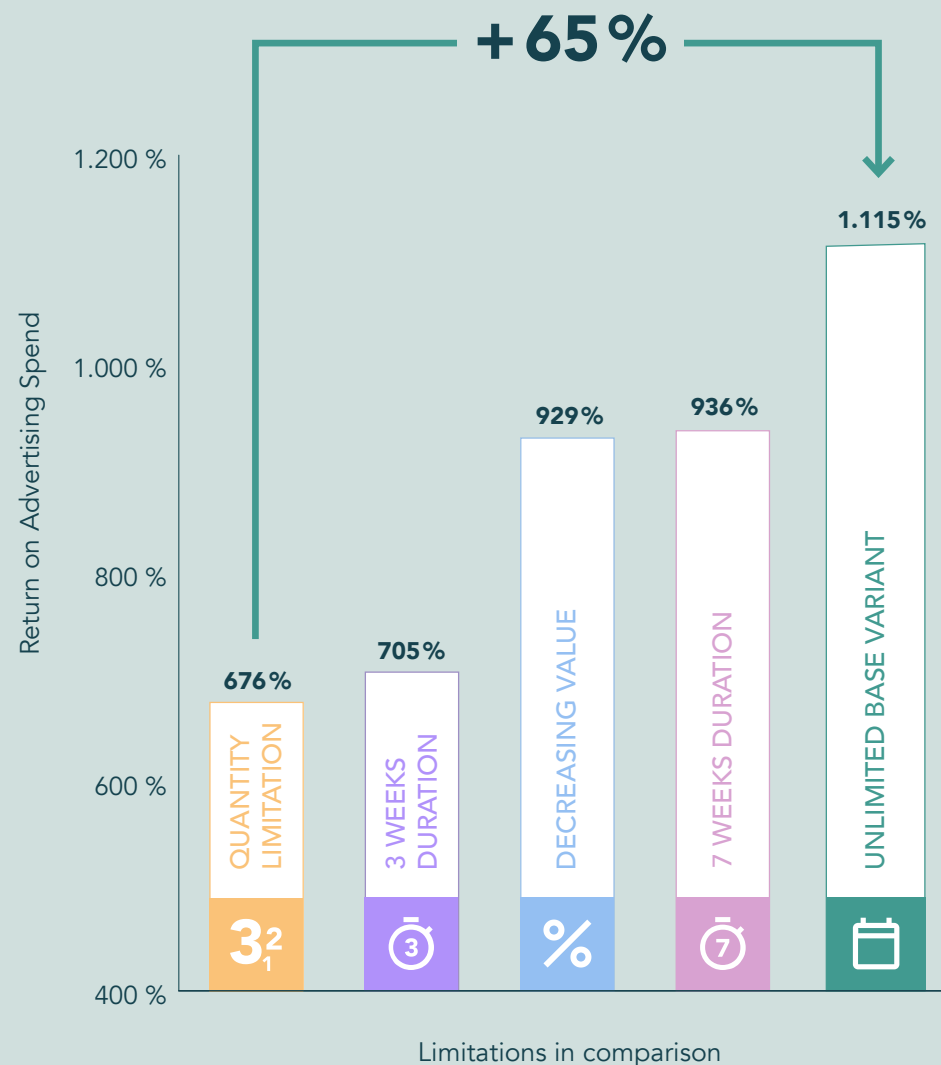
LIMITATIONS IN ROAS COMPARISON

THE LONGER THE DURATION, THE HIGHER THE RETURN ON ADVERTISING SPEND

Looking at the Return on Advertising Spend (ROAS), the base variant is clearly at the top with 1,115% and achieves the best performance. Also in this evaluation, the variant with quantity limitation records the worst result again at 676%, closely followed by the variant with a 3-week duration. The variants with a 7-week duration and value limitation are in the middle with 936% and 929%, respectively.

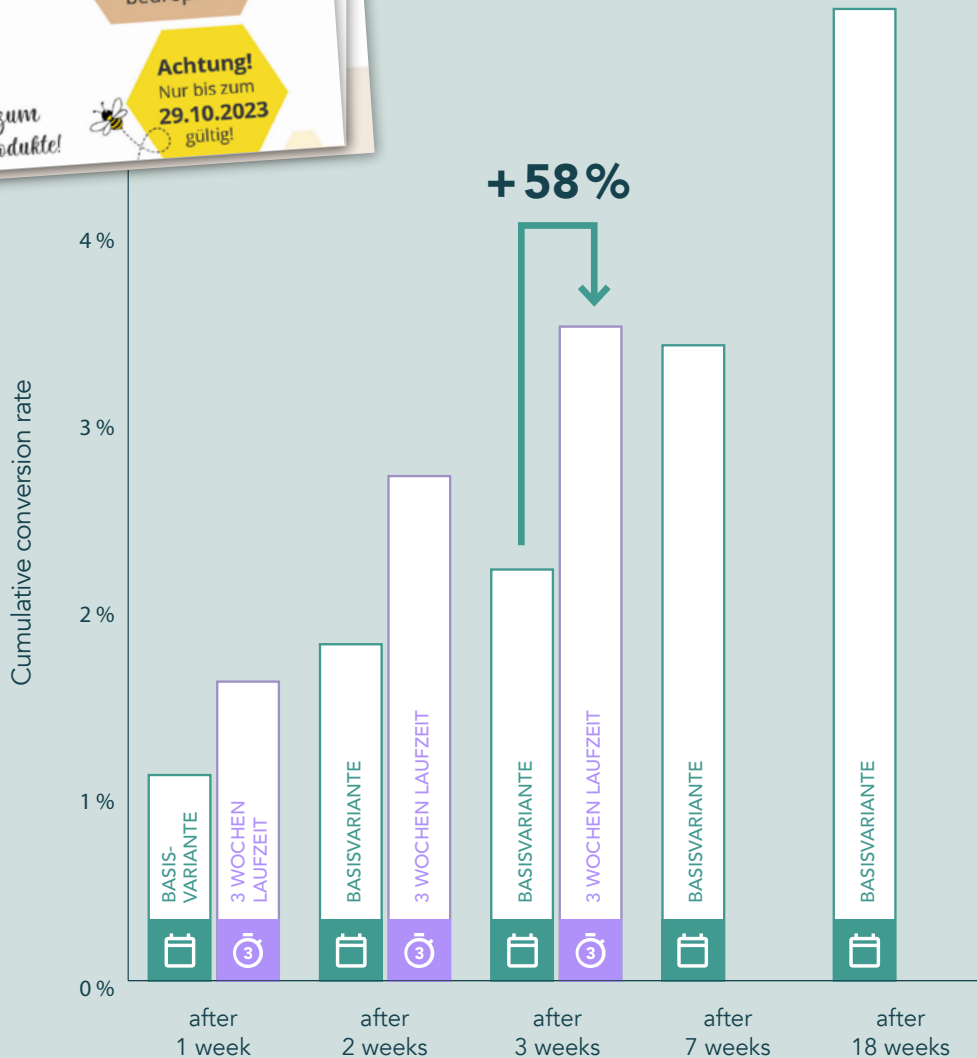
Thus, the base variant performs 65% better than the variant with quantity limitation. However, all five variants record a significantly positive performance, once again proving print mailings to be a powerful advertising medium.

RETURN ON ADVERTISING SPEND (by limitation)





3-WEEK LIMITATION COMPARED TO THE BASE VARIANT



PERFORMANCE OF THE 3-WEEK LIMITATION

STRONG EFFECT WITHIN A SHORT DURATION

Within its limited duration of 3 weeks, this variant achieves a significantly higher conversion rate than the base variant, showing an increase of 58%.

At many of the participating online shops, most orders occurred even on the last day of redemption.

With just a very short duration of 3 weeks, this variant unfolds a tremendous impact and reaches two-thirds of the performance of the base variant, which is valid throughout the entire campaign period.

KEY PERFORMANCE INDICATORS OF THE 3-WEEK LIMITATION

3,6%
Conversion Rate

92,59€
Average shopping cart

705%
ROAS



7-WEEK LIMITATION COMPARED TO THE BASE VARIANT



PERFORMANCE OF THE 7-WEEK LIMITATION

THE LONGER DURATION BOOSTS PERFORMANCE VALUES

The variant with a 7-week duration also records a higher CVR each week within its campaign period than the base variant; in the seventh week, it is a quarter higher than the latter. The average shopping cart for this coupon variant is the highest at 99.67 euros, which is 2% more than the base variant.

Looking at all performance metrics, the effect of the extended duration is clearly evident. The ROAS of this limitation variant is only 16% below that of the base variant, which was valid for more than twice as long.

KEY PERFORMANCE INDICATORS OF THE 7-WEEK LIMITATION

4,4%

Conversion Rate

99,67 €

Average shopping cart

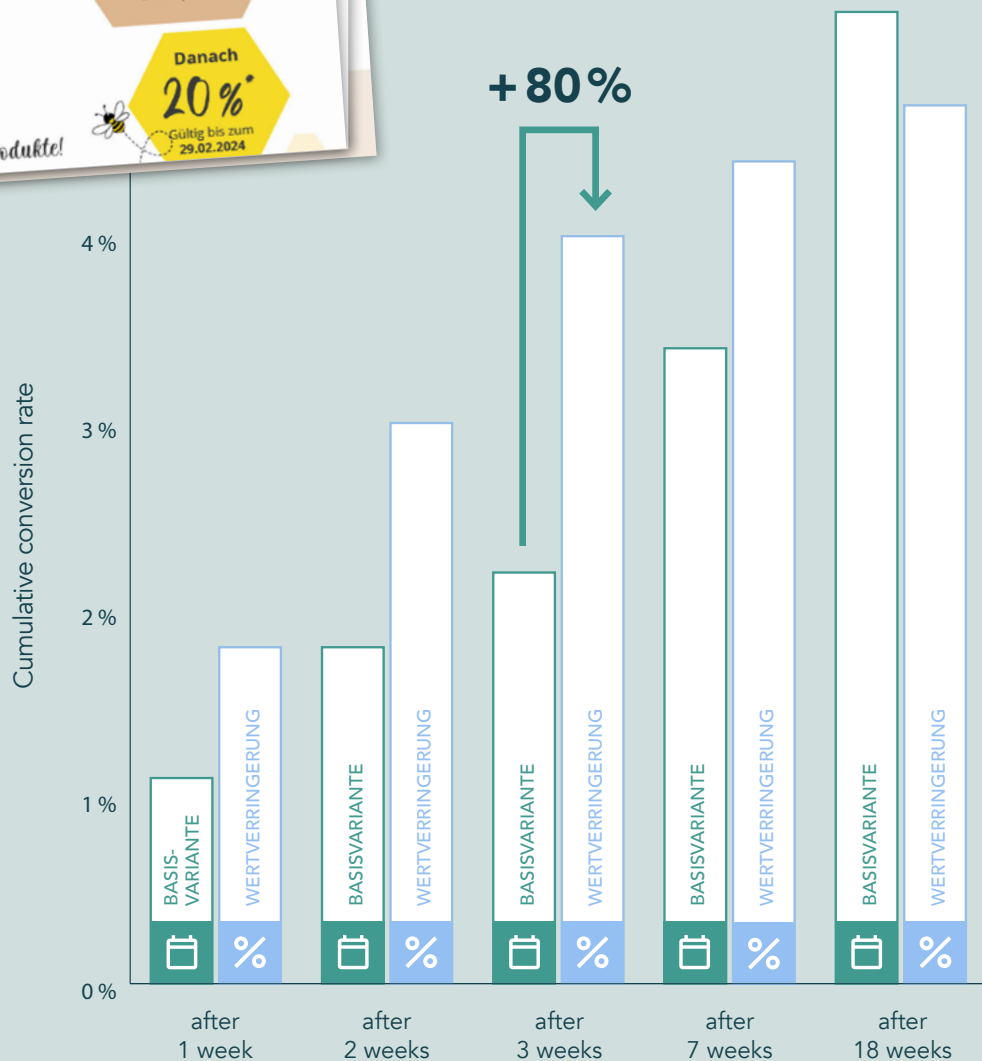
936%

ROAS

Sparnis von 25%* bis zum 29.10.2023!



WERTVERRINGERUNG IM VERGLEICH ZUR BASISVARIANTE



PERFORMANCE WITH VALUE DECREASE

SUSTAINED IMPACT BEYOND THE LIMITATION PERIOD

In the first 3 weeks (duration of the higher value), the CVR of this coupon variant is even 80% higher than that of the base variant. However, the effect extends well beyond the time of the value reduction. Up to the third month, the KPIs surpass those of the base variant (not depicted in the graphic).

Overall, this limitation variant achieves a performance similar to the 7-week variant and performs only slightly worse than the base variant.

Tip: How different coupon values affect the performance of print mailings was the subject of the CMC Print Mailing Study in 2022.

KEY PERFORMANCE INDICATORS OF THE VALUE DECREASE

4,8%
Conversion Rate

91,63€
Average shopping cart

929%
ROAS

%* auf ihre nächste Bestellung!



20%

Dein persönlicher Gutschein-Code*

fBi5943L

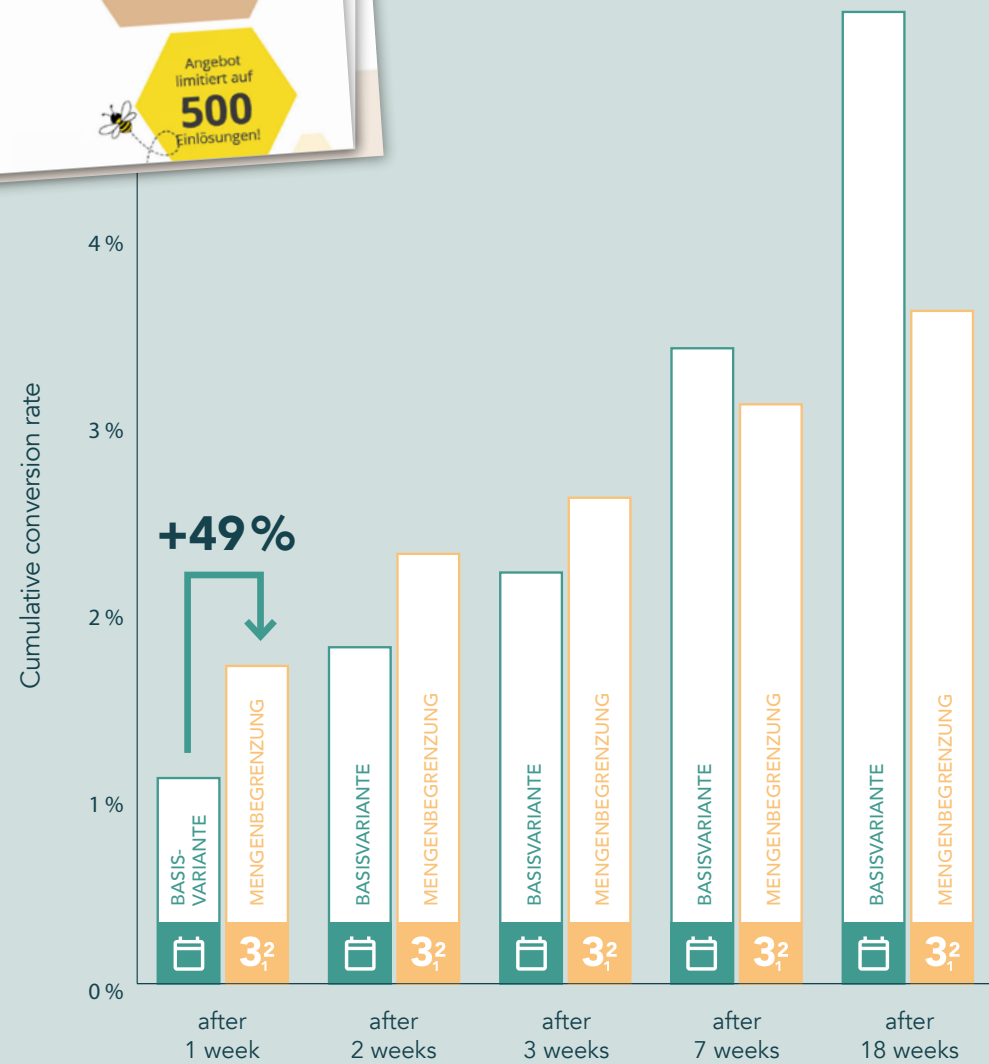
bedrop.de

Angebot limitiert auf

500

Einlösungen!

QUANTITY LIMITATION COMPARED TO THE BASE VARIANT



PERFORMANCE WITH QUANTITY LIMITATION

PARTICULARLY STRONG EFFECT IN THE FIRST WEEK

This limitation variant unfolds its strongest impact immediately after the receipt of the print mailing. In the first seven days, it achieves a CVR that is 49% higher than that of the base variant, thus demonstrating a similarly short-term thrust as the variant with value decrease.

Overall, this variant shows the lowest average shopping cart value and also the lowest ROAS at 676%.

KEY PERFORMANCE INDICATORS OF THE QUANTITY LIMITATION

3,6%
Conversion Rate

87,38€
Average shopping cart

676%
ROAS

CVR COMPARISON

LIMITATION ENHANCES PURCHASE IMPULSE

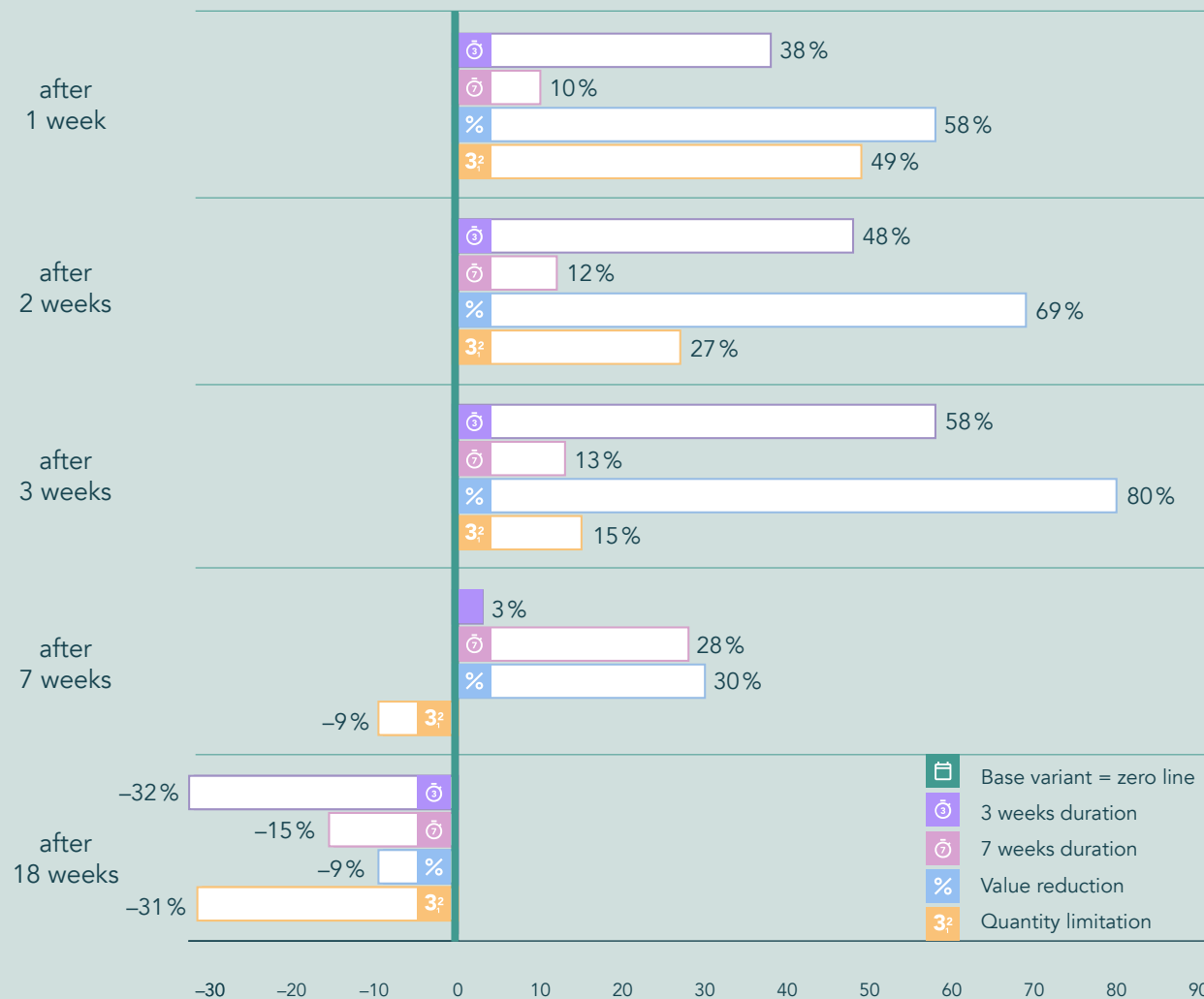
It is intriguing to observe the deviations of all four limited variants from the base variant (zero line) over time. Value reduction, 3-week, and quantity limitation variants immediately set a strong impulse and increase the CVR by up to 60% compared to the base variant. The 7-week limitation variant unfolds its effect more slowly. Given its longer duration, the initial impulse here is apparently not as strong.

The quantity limitation variant starts strongly with an increase of 49% but then loses impulse strength. It likely benefits initially from the fear-of-missing-out effect but dips in the second week as recipients presumably see fewer chances.

The coupon variants with 3 and 7 weeks duration as well as with value limitation show a continuous increase in CVR over their durations compared to the base variant. After 7 weeks, the impulse strength of all variants significantly decreases. The quantity limitation even falls below the base variant. From the 14th week, the CVR of all limitation variants falls below that of the base variant.

CVR INCREASE OF ALL TEST VARIANTS

(compared to the base variant)



Increase in CVR percentage compared to the base variant

In cooperation with



ROAS COMPARISON

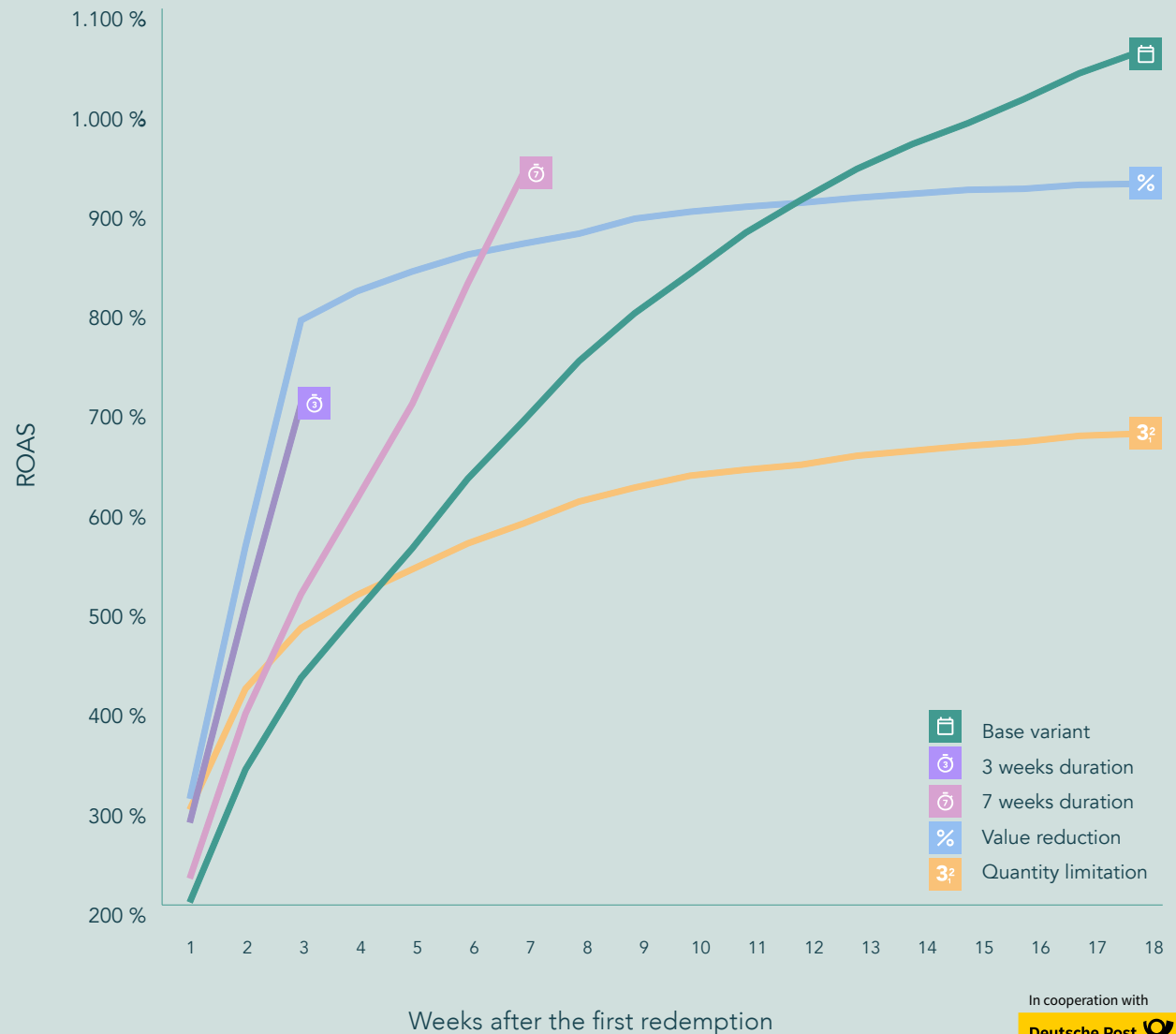
STRONG IMPULSE POWER ALSO DRIVES REVENUE UP

A look at the return on advertising spend (ROAS) confirms the pattern seen in the CVR comparison of all variants. The coupon variants with 3-week duration and value limitation quickly drive the ROAS to a relatively high level of over 700% by the third week. The coupons with value limitation further increase by 18% to a ROAS of 929%.

The variant with quantity limitation shows a more restrained trajectory. After the first seven days, it matches the 3-week and value limitation variants with nearly 300% ROAS. Afterwards, the comparatively lower average shopping cart and lower conversion rate lead to a much faster increase in ROAS than seen with the other test variants.

The ROAS trajectory of all other variants is significantly less volatile. Although the base variant ultimately achieves a higher ROAS than all limited variants, it only catches up after a longer duration: the value limitation variant after twelve weeks and the 7-week limitation after thirteen weeks.

ROAS OF ALL TEST VARIANTS OVER TIME



FOCUS TOPIC

RFM ANALYSIS



„Online shops are greatly affected by the weaker economy and declining consumer mood. In this context, activating existing customers is crucial to prevent drops in sales – and once again, print mailing proves to be a strong lever for this. The RFM analysis confirms that it is crucial to reach out to customers shortly after a purchase to turn them into regular buyers.“

Christian Hain & Robert Käfert
Gründer & Geschäftsführer | Collaborative Marketing Club – CMC GmbH

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RECENCY

This value provides information about the time elapsed since the most recent order of a customer. The less time that has passed since someone last purchased at an online shop, the higher their score value.



FREQUENCY

This value provides information about the number of a customer's past orders. The more often a person has purchased from a company in their customer history, the higher their customer value.



MONETARY VALUE

This value provides information about the average shopping cart value of all a customer's orders. The higher a person's shopping cart value, the higher their score value/customer value.

RFM ANALYSIS

THE METHOD FOR CUSTOMER SCORING BASED ON RFM ANALYSIS

RFM analysis is a scoring method that calculates the likelihood of purchase and customer value across different target group segments. Thanks to RFM analysis, marketing actions, such as print mailings, can be very accurately and cost-efficiently directed towards customer value-selected target groups.

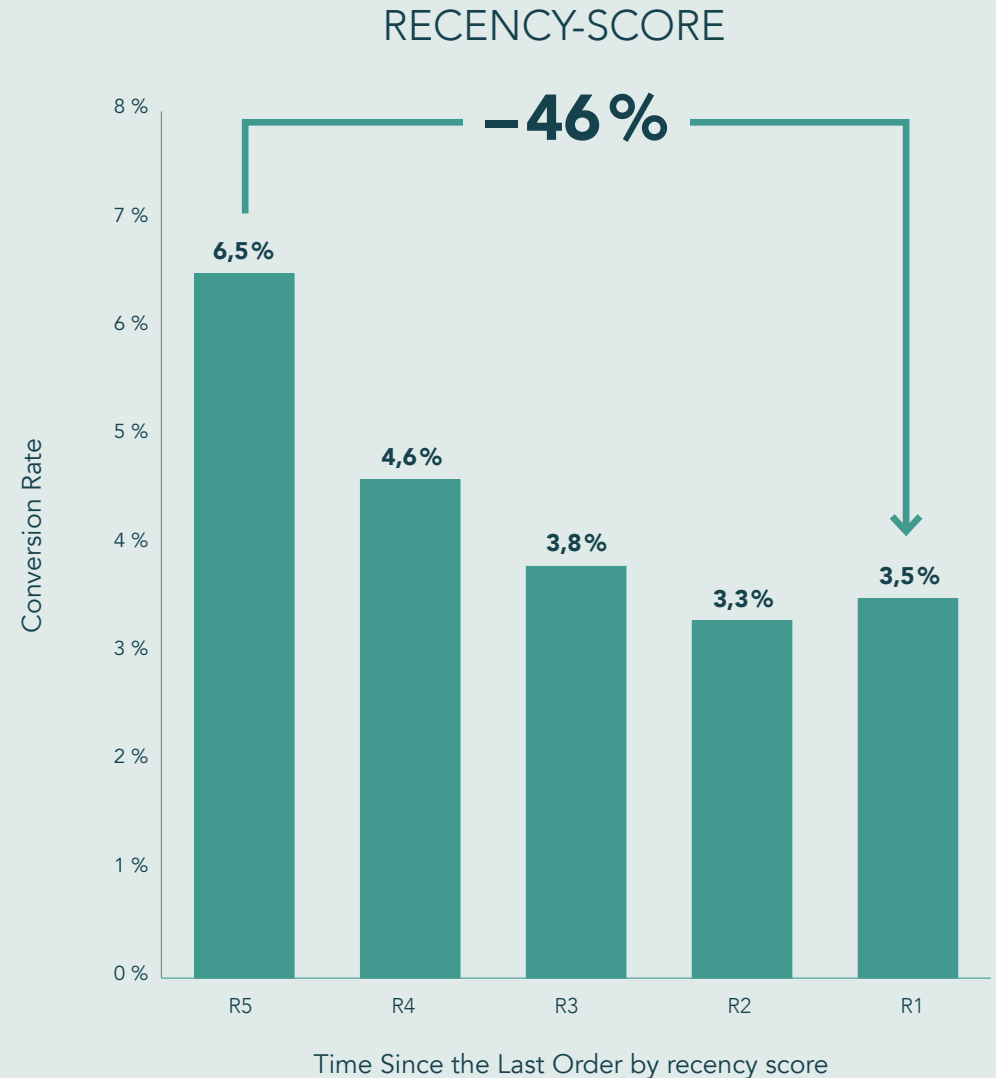
For customer segmentation, three metrics are considered: „RECENCY“ (time since last purchase), „FREQUENCY“ (purchase frequency), and „MONETARY VALUE“ (value of the shopping cart). Each of these metrics is divided into scoring values from 1 to 5. Score 5 is given to the best customers according to the criteria set, while Score 1 marks the relatively worst customers. The scores are determined and assigned based on the historical order data of a shop.

For the CMC Print Mailing Study 2024, the score values for each existing customer of the participating online shops were determined before the dispatch of the print mailings to be able to compare the influence of all three metrics across shops.

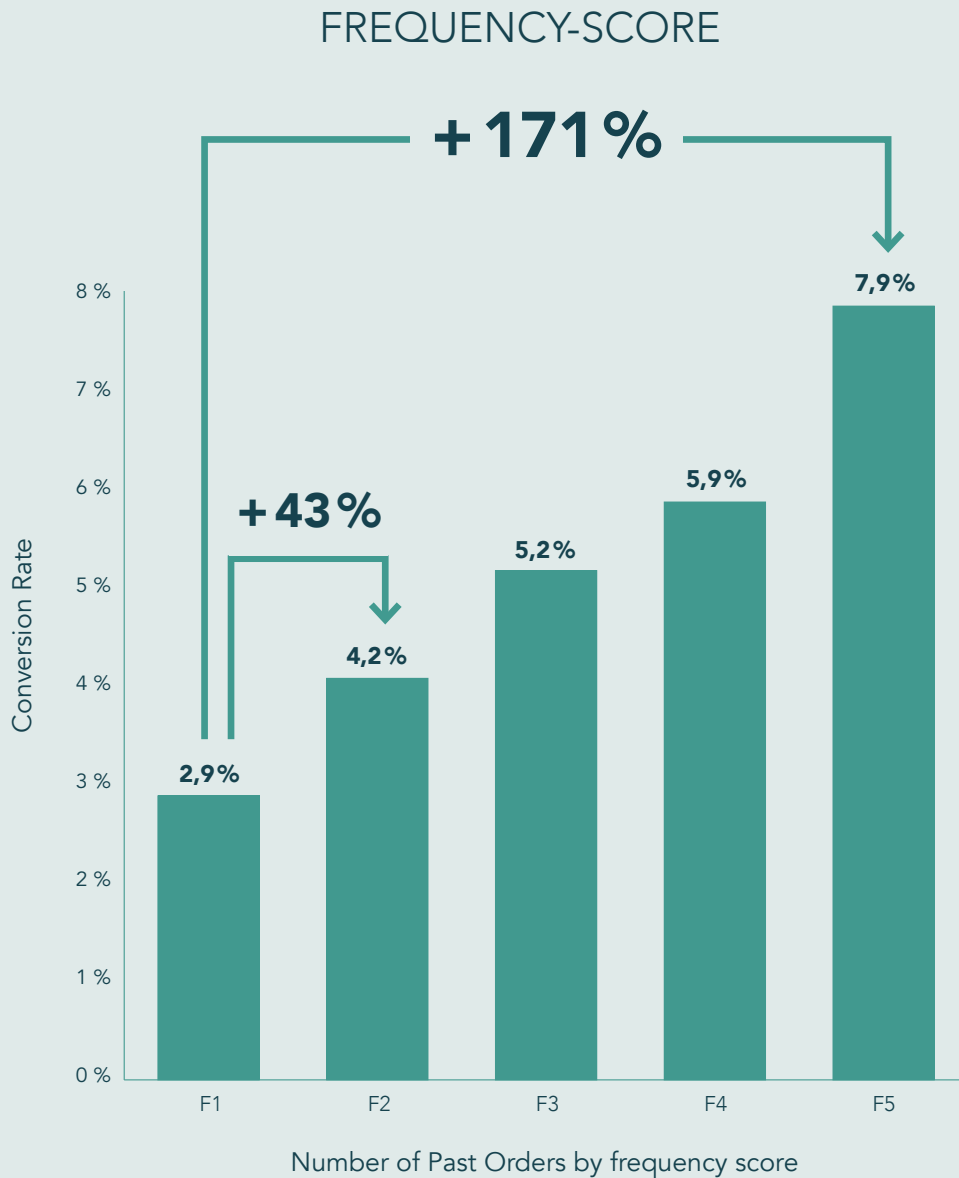
DEVELOPMENT OF CONVERSION RATE BY RECENCY SCORE

DON'T WASTE TIME: PRINT MAILINGS ARE MOST EFFECTIVE SHORTLY AFTER A PURCHASE

The CMC Print Mailing Study 2024 confirms: advertising letters have their greatest impact when sent not too long after a purchase to customers. At this time, the shopping experience in the online shop is still fresh in memory, and the willingness to make another purchase is high. With each month that passes after a purchase, this memory fades, and the response rate decreases: according to the current study, by 46% after 12 months. This means that print mailings are most effective when the preceding purchase was not too long ago.



The **recency score** groups customer segments based on the timing of the most recent order, where score value R5 represents the shortest elapsed time, and score value R1 represents the longest time since the previous order. The overall period considered includes only orders within the past twelve months.



The **frequency score** groups customer segments by the number of past orders of a customer, where score value F1 represents a single past order, and score value F5 represents five or more orders.

DEVELOPMENT OF CONVERSION RATE BY FREQUENCY SCORE

CUSTOMER LOYALTY PAYS OFF:
THE HIGHEST CONVERSION RATES
ARE AMONG LOYAL CUSTOMERS

Loyal customers respond particularly strongly to activating print mailings; this is also confirmed by the seventh edition of the CMC Print Mailing Study. Compared to one-time buyers who place their second order after receiving a print mailing, customers with five or more previous orders generate, on average, a conversion rate almost three times higher.

The customer lifecycle thus offers significant potential. Online retailers should motivate their customers to make repeat purchases as quickly as possible because: The more frequently a customer shops at an online store, the more effective activating print mailings are.

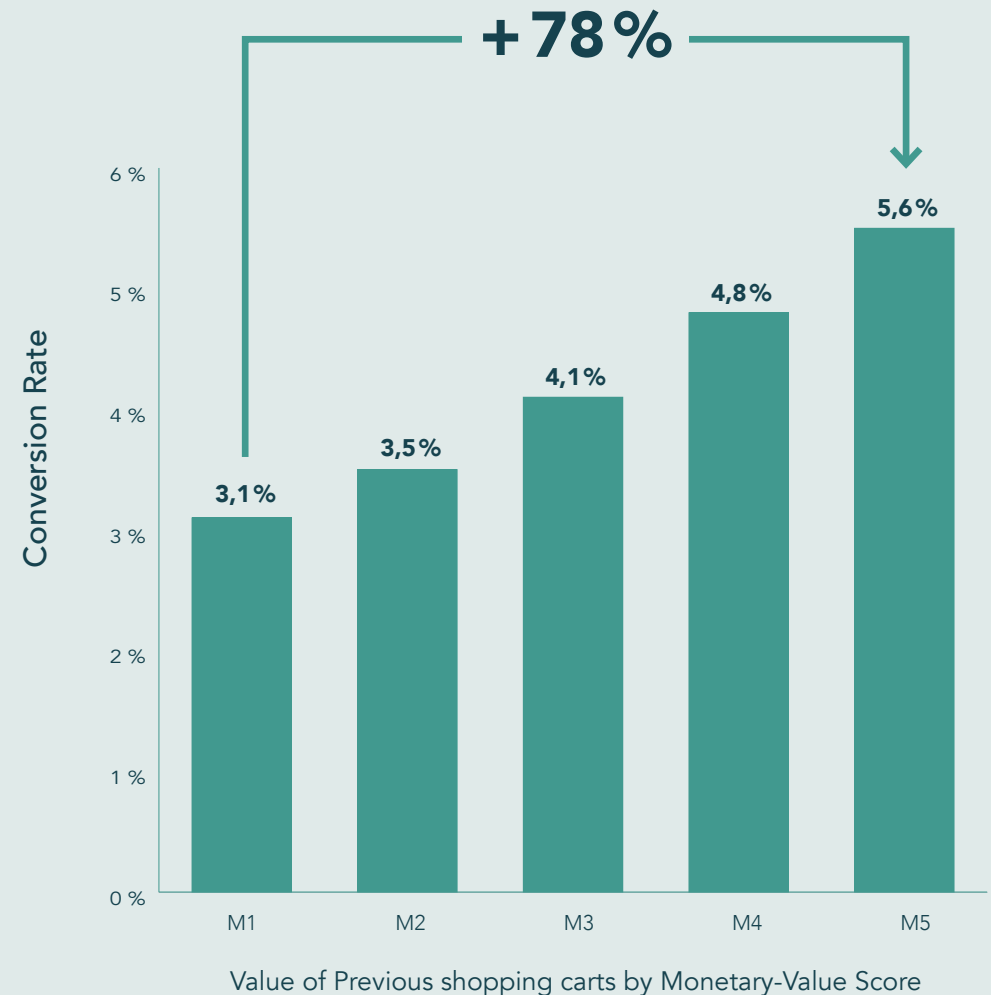
DEVELOPMENT OF CONVERSION RATE BY MONETARY-VALUE SCORE

TOP CUSTOMERS ACHIEVE ALMOST DOUBLE THE CONVERSION RATE

The more money someone has spent in the past at an online shop, the more likely they are to respond to a print mailing from that online shop with a repeat purchase. The response rate to print mailings is especially higher among customers who have previously spent more money per order. The customer group with the highest average shopping cart (M5) has an average CVR 78% higher than that of the group with the lowest average shopping cart (M1).

Once again, it should be noted that due to the different product range structures of the participating online shops, the influence of the Monetary.

MONETARY-VALUE-SCORE



The **monetary value score** classifies customer segments based on the height of their average shopping cart. Score M1 represents customers with very low average shopping carts, while Score M5 represents those with very high average shopping carts per order. In cooperation with I

KEY STATEMENTS OF THE CMC PRINT MAILING STUDY 2024

PERFORMANCE

Print mailings have a strong impact in activating existing customers. Despite the economic downturn at the turn of the year 2023/2024, they achieved an average conversion rate of 4.3%. The study repeatedly confirmed the long-lasting activation performance of print mailings and their positive effect on shopping cart values.

Thus, the advertising letter asserts sustainable performance. itself as a profitable advertising medium with The usage rate of print mailings is only slightly lower among younger target groups than among older ones.

IMPACT OF LIMITATION

The limitation of coupons has a strong impact on the performance of print mailings. Particularly, limiting a discount to a short period of just three weeks or indicating that the quantity is limited triggers a strong purchasing impulse and evidently enhances the fear of missing out on an offer. This leads to a significant increase in CVR – but naturally, only within the scope of the limitation.

Over the entire study period of more than four months, the base variant without limitation exerts a stronger effect on CVR, average shopping cart, and return on advertising spend.

RFM ANALYSIS

Regular communication and a good customer relationship pay off. As in previous years, the RFM analysis provides important insights for the planning of print-mailing campaigns:

The evaluation of the recency score shows that print mailings have their greatest impact when sent as soon after a purchase as possible to the customer.

The frequency score demonstrates that print mailings particularly arouse buying interest among top customers.

And for customers with a high average shopping cart, the CVR is almost twice as high as in the group with the lowest average shopping cart.

CONCLUSION

RECOMMENDATIONS FOR YOUR MARKETING

- ✓ Print mailings are an ideal tool to activate existing customers. Through postal means, companies can reach their customer base in compliance with data protection regulations without needing an additional double opt-in.
- ✓ Limitations are suitable for achieving short-term effects: For instance, someone looking to quickly boost sales to clear inventory can create a strong impulse with time limitations of 3 weeks, quantity restrictions, or decreasing value. In a time-limited campaign, possibly in conjunction with other advertising mediums, a voucher limited to the campaign duration (such as seven weeks) can significantly enhance performance during this phase.
- ✓ Print mailing with unlimited or multi-month duration unfolds the strongest impact because it generates orders over a long period. A look at the results of the RFM analysis shows: Regularly contacting your customer base can consistently boost sales
- ✓ Those new to dialogue marketing should test the first print-mailing campaigns with promising customer groups first – for example, repeat buyers or customers who have made purchases in the past twelve months.
- ✓ It is worthwhile to analyze the existing customer base ahead of a campaign – for instance, using an RFM model – and to divide it into different segments. This way, companies can plan campaigns more efficiently and achieve better conversion rates.
- ✓ Essential customer data such as addresses, as well as other purchase history details (see RFM model), should always be up-to-date, error-free, and readily accessible within the company.





This year, the CMC Print Mailing Study will again examine the impulse effect of print mailings in activating existing customers.

- ✓ Up to 50,000 print mailings per participant to existing customers
- ✓ Dispatch of print mailings: Oct./Nov. 2024
- ✓ Full-service implementation of the campaign by CMC
- ✓ Performance-based cost-per-order billing

SIGN UP EARLY!

PRE-REGISTRATION NOW OPEN!

1. Scan the QR code or visit us at www.collaborativemarketingclub.com
2. Fill out the contact form
3. Submit your pre-registration



IMPRINT

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Collaborative Marketing Club – CMC GmbH is a Berlin-based dialogue marketing agency specializing in print mailings and package advertising, with a focus on performance marketing and conversion rate optimization. CMC develops marketing initiatives for new and existing customer engagement and implements them in full service from conception to execution. Projects include addressed and partially addressed print mailings, and the secondary brand Insert Optimizer as a marketplace for online booking of package inserts.

Founded in 2015 by Robert Käfert and Christian Hain, Collaborative Marketing Club was one of the „3 Companies To Watch“ at the OMR Festival 2019 with its campaign tool, Insert Optimizer. The team has since implemented campaigns for over 250 e-commerce companies.

For more information, visit www.collaborativemarketingclub.com

Deutsche Post – The Post for Deutschland

Post & Paket Deutschland is a division of the DHL Group with about 187,000 employees. Its core business is the national mail and parcel service – i.e., transporting, sorting, and delivering letters and parcels. The division is a leader in the field of ecological and social sustainability and is represented in Germany under two brands:

Deutsche Post is the largest postal service provider in Europe and the market leader in the German letter market. This business segment primarily encompasses the product segments of letter communication, dialogue marketing, and press services. Deutsche Post's product and service offerings include the processing and delivery of physical documents as well as a broad digital portfolio in its product segments.

DHL is the world's leading brand in logistics. In the field of parcel logistics, DHL Paket is the market leader in Germany. The division is the service provider of choice for shipping and receiving customers in online commerce. A variety of flexible service options make it easier for customers to receive and send parcels. DHL Paket also operates the largest network of parcel machines (pack and post stations) in Germany.

In 2023, **DHL Group** generated a revenue of more than 81.8 billion euros. With investments in green technologies and a commitment to society and the environment, the group makes a positive contribution to the world. By 2050, DHL Group aims to achieve net-zero emissions logistics.

For more information, visit www.dpdhl.de