

Direct Marketing Advisory Board (DMAB)



The Direct Marketing Advisory Board is a standing group with an active membership made up of designated operators of Universal Postal Union member countries and private-sector companies and associations. It functions under the auspices of the UPU Postal Operations Council and is self-financed.

DMAB mission and vision

The mission of the DMAB is to foster the growth of direct marketing through postal services, contributing to economic and market expansion by increasing market knowledge and developing the expertise of postal stakeholders at all levels. Its vision is to empower every member with innovative direct mail and digital marketing solutions that grow enterprises of all sizes in any location.

Created in 1995 as the Direct Mail Advisory Board, its mandate and activities have been renewed at each successive Congress and have evolved over time. Initially focusing on direct mail only, it was remodelled to include other postal direct marketing channels at the 2012 Doha Congress, with the name changed to Direct Marketing Advisory Board to reflect its growing mandate.

Major highlights for 2024

- DMAB tech sessions
- Webinars (Innovation Talks)
- Global Panorama research publication
- Direct marketing seminar
- UPU direct marketing course in French
- Cross-border DMap system review
- Direct marketing case studies



Direct Marketing Services

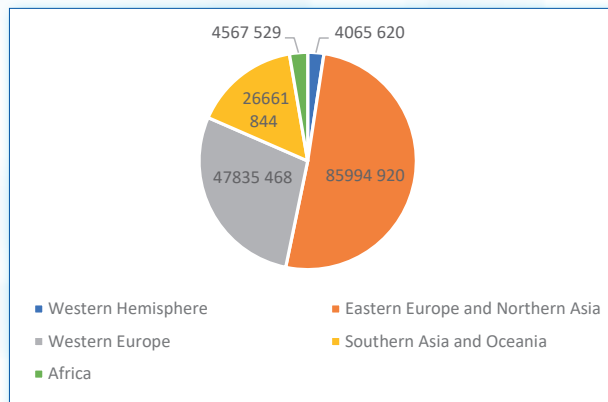
What is direct marketing ?

According to one classic definition, direct marketing is broadly defined as “any database-driven process of directly communicating with consumer or business recipients, whether existing or prospective customers, to obtain a measurable response or transaction via one or multiple channels for the purchase of a specific product or service”. The market context within which direct mail operates has changed considerably over the last decade, as the universe gets increasingly virtualized and digitalized into a metaverse. Today’s multifaceted marketing strategy will comprise a mix of both physical and digital channels, with varying levels of effectiveness.

Tapping into growing cross-border direct marketing opportunities

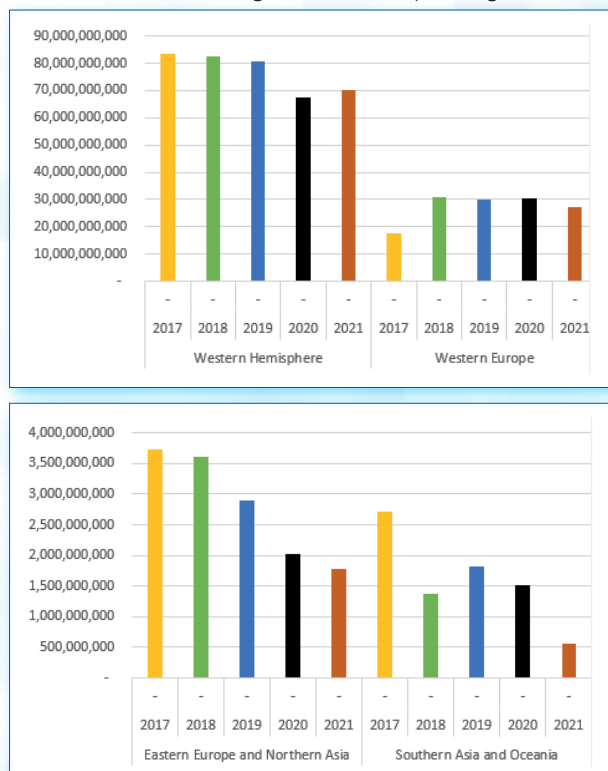
Global trends

Average annual international advertising mail volumes per region (2017–2021)



Regional trends

Domestic advertising mail trends per region

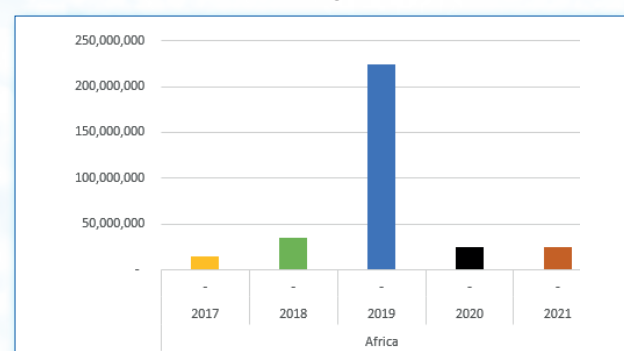


*Figures represent only DOs that reported

Trends analysis

Data from the UPU’s postal statistics database indicates that the volume of annual international direct marketing (169,133,082 items) equates to only 0.2 % of domestic volumes (108,569,650,020 items). The Eastern Europe and Northern Asia region has the highest international direct mail volume, while the Western Hemisphere region records the highest domestic direct mail volume.

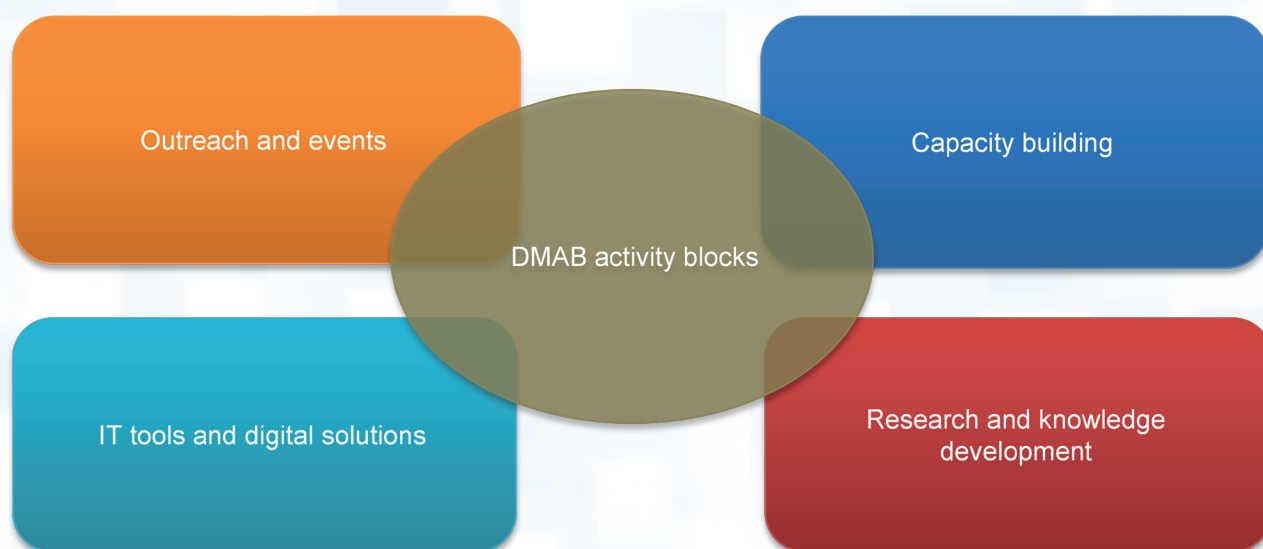
International and domestic direct mail volumes for Africa are generally lower than for other regions. Direct marketing is largely confined to national markets, neighbouring country markets and same language-group markets. Given the rapid growth in cross-border e-commerce, postal operators can support local entities in reaching out to existing and prospective cross-border customers through omnichannel direct marketing campaigns. Studies show a strong correlation between digital marketing tactics and the foreign market growth, performance and competitiveness of large firms and SMEs alike.



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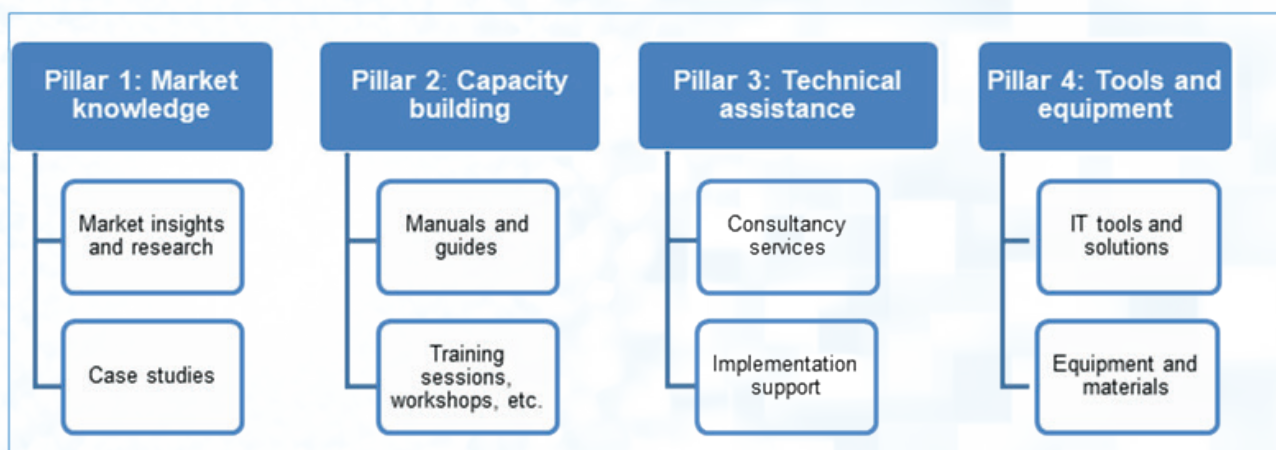
DMAB activities and projects

The current DMAB activities and projects are based on the work proposals of the Abidjan Business Plan approved by the Abidjan Congress in 2021 and are described in detail in the DMAB Business Plan 2022–2025 :



Value proposition

The DMAB strives to provide its members with training, research, communications and networking to promote and support postal direct marketing activities and pre-serve the value and volume of mail. In addition, DMAB members have privileged access to webinars, DMAB Tech sessions, guides, business leads, market insights and case studies on direct mail and digital marketing, especially on cross-border market opportunities and tips. The new, comprehensive set of DMAB value propositions is categorized into four pillars.



DMAB membership

Membership of the DMAB is open to all designated operators of UPU member countries with an interest in fostering the development of direct marketing through postal services. Other wider postal sector players such as advertising, technology, printing and marketing companies and associations may also become “non-postal members” of the DMAB.

Membership fees

Joining fee, payable only once at time of registration

- Postal members joining fee: **2'000 CHF**
- Non-postal members joining fee: **3'000 CHF**

Annual membership fee

- Postal members:
 - Least developed countries: **500 CHF**
 - Other developing countries: **1'500 CHF**
 - Industrialized countries: **2'000 CHF**
- Non-postal members: **2'500 CHF**

Benefits

As a member, you will have access to detailed, relevant, up-to-date information on direct mail markets worldwide, and will have the chance to network and benchmark with fellow members who are key direct marketing industry players and postal executives.

For more information on becoming a member :



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