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WHY WEDNESDAY WORKS

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WHY WEDNESDAY WORKS: THE STRATEGIC ADVANTAGE OF MIDWEEK IN-HOME DIRECT MAIL

SUMMARY

Direct mail continues to outperform digital-only marketing tactics in terms of engagement, recall, and response rate. While much attention is given to creative, targeting, and offer design, one of the most overlooked variables in campaign performance is timing. This white paper presents research-backed evidence that targeting a Wednesday in-home delivery is the most effective strategy. It also outlines how The Mailworks' proprietary Targeted Delivery™ system enables businesses to precisely execute this timing with consistency across the United States.

The Power of Direct Mail is Amplified by Timing

According to the Data & Marketing Association (DMA), direct mail response rates average 4.4%, compared to 0.6% for email and as low as 0.1% for social media ads. Physical mail is opened by 90% of recipients (vs. ~20–30% for email) and often remains in the home for up to 17 days, giving it a longer opportunity to influence decision-making (DataAxleUSA, 2024; Baesman, 2023).

Timing has a direct impact on visibility, website visits, and conversions. A single day's difference in delivery can mean the difference between peak engagement and a missed opportunity.

Why Wednesday Is the Most Strategic In-Home Day

Wednesday consistently emerges as the most effective day for in-home mail delivery, offering a balance of timing, psychological readiness, and alignment with weekend buying behavior.



- **Midweek attention spans are higher**—consumers have cleared Monday's backlog and are more open to messaging.
- **Campaigns timed around Wednesday allow for urgency-driven calls to action** (e.g., "Offer Ends Sunday").
- **Mail delivered earlier in the week risks being overlooked**; mail delivered too late in the week may not be acted upon until the following week. (Third Angle, 2024; USPS Delivers, 2023)



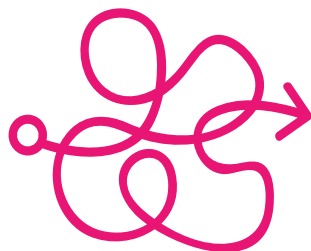
The Importance of Time-Sensitive Offers

Urgency-based marketing tactics—such as limited-time offers, exclusive deals, or event-specific campaigns—are proven to drive higher conversion rates. According to Direct Marketing News Group (DRMG), campaigns that include expiration dates or short-term offers often see response lifts of 20–40%. However, for these tactics to be successful, the offer must arrive at the right moment.

This makes timing control essential. A perfectly crafted promotion is meaningless if it arrives late. Targeted Delivery™ allows clients to confidently use time-sensitive messaging, knowing their piece will land within a narrow window centered around Wednesday.

The Problem with Standard Mail Delivery

Most marketers using USPS Marketing Mail face one major problem: **you don't know exactly when your message will arrive**. Delivery timelines range anywhere from **3 to 21 days**, depending on where the recipient lives, what day the mail was dropped, and how USPS is operating that week.



This Variability Causes Chaos for Businesses:

- You can't time your campaign effectively.
- Sales teams don't know when to staff up.
- Offers arrive too early or too late to be effective.
- **And worst of all?** You can't measure what worked—because your timing is unpredictable.

This lack of control leads to **lower response rates, wasted budget, and missed revenue opportunities**. It's a guessing game—and that's no way to run a serious campaign.

The Mailworks Solution: Targeted Delivery™

The Mailworks developed Targeted Delivery™ to provide clients with unprecedented control over in-home timing. Our system processes over 1.8 million pieces per week with a delivery window anchored around Wednesday. Clients select their desired in-home week, and we reverse-engineer all deadlines accordingly.

Key Details: We've developed a proprietary logistics system designed to eliminate guesswork and deliver results.

Our Targeted Delivery™ model isn't about logistics—it's about outcomes.

targeteddelivery™

**HERE'S WHAT
IT GIVES YOU**



- **Control:** You choose when your mail arrives. We make it happen.
- **Consistency:** Your campaign hits homes in a 3-day window—centered on the most effective day of the week: Wednesday.
- **Confidence:** You can align sales, staffing, digital ads, and fulfillment around a predictable response curve.



THE ALTERNATIVE:

Local Entry, NDC Entry, and Delivery Variation

Mailers historically have had three main entry options for USPS Marketing Mail: local entry, NDC (Network Distribution Center) entry, and SCF (Sectional Center Facility) entry.

Local Entry—dropping mail at the nearest local post office or SCF—offers simplicity but comes at a cost of **variability**. Delivery times range from **3 to 21 days** depending on the final destination, making it difficult to coordinate national campaigns. For example, mail dropped in Albany, NY, may reach neighboring states within 3 days but take more than 10 days to arrive in California. This inconsistency **undermines the timing precision** needed for time-sensitive offers.

NDC Entry, used frequently by smaller mailers, has served as a middle ground. There are currently **29 NDCs** across the U.S.—regional USPS hubs one level above SCFs in the mail processing hierarchy. Mail entered at an NDC typically delivers within **3 to 5 days**, offering **moderate control** with fewer logistical requirements compared to distributing to all 195 SCFs. This strategy has been ideal for shops handling **one large mailing at a time** or with insufficient volume and infrastructure to support nationwide SCF-level distribution.

However, as of **July 2025**, this method will no longer be viable. The **USPS is eliminating the NDC entry discount**, meaning the cost of transporting mail to these centers will no longer be offset by postage savings. For many mailers, this will increase operational costs without delivering any delivery-time benefit in return.

By contrast, **The Mailworks has already solved this challenge**. We **consolidate and truck mail directly to all 195 SCFs nationwide**, bypassing the delivery unpredictability of local entry and the soon-to-be outdated NDC method. This SCF-level entry strategy reduces **delivery time to 1–3 days** and ensures consistent in-home arrival nationwide—enabling clients to execute **national campaigns with precision**, regardless of geography.

RESULTS:

Predictable, Profitable Performance

Brands that consistently use Wednesday as their delivery anchor experience:

- More predictable response curves
- Higher performance from time-sensitive offers
- Stronger alignment with staffing and digital activation windows
- Increased ROI through message urgency and consistency



CONCLUSION

The day your mail arrives can determine the success or failure of your campaign. Wednesday-targeted delivery allows brands to align their creative, operations, and digital channels around a predictable moment of engagement.

The Mailworks' Targeted Delivery™ system offers the accuracy and nationwide reach needed to execute this strategy flawlessly—every week, 52 weeks a year.

References

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