



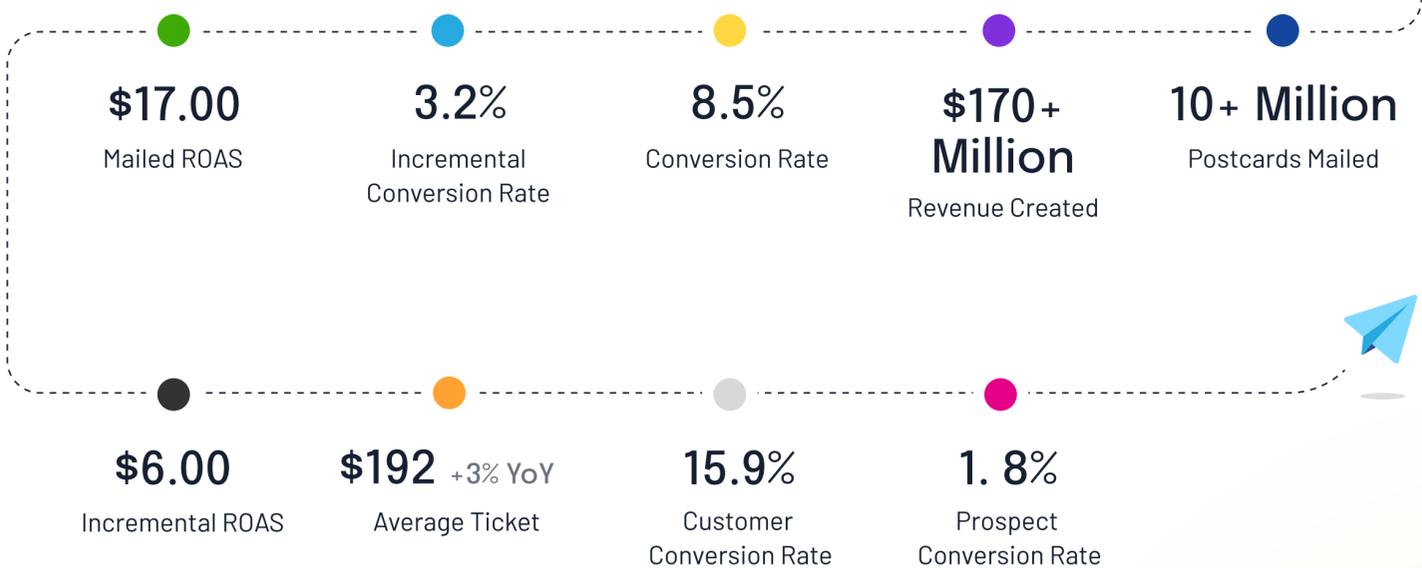
# 2024 Industry Report: Apparel + Accessories

## The Best Of The Best In Targeting For Apparel + Accessories Marketers

With our predictive analytics and proprietary blended database, our Boomerang *direct*® program Apparel + Accessory shoppers most likely to convert. That means you can have a targeted follow-up in the mail *the next day*.

### Results

By leveraging direct mail retargeting, with high quality data insights and targeted messaging, we help Apparel + Accessories brands achieve higher conversions and maximize ROAS.



Our incremental ROAS on these campaigns is through the roof. LS Direct proved that when there's intent, you can leverage that with a direct mail campaign and we're really reaping the benefits of that.



## Download Direct Mail: The Perfect Fit for Apparel & Accessories Marketing

As digital channels become overcrowded, apparel brands are turning to direct mail to stand out – just as Sears did in 1892 with a 25% response rate. Download the playbook to learn how modern brands are using direct mail to stand out and drive revenue.

Get the Playbook