



Print is...
**A Powerful
Marketing Tool**





Consider these facts

about using direct mail to increase your ROI:

Get New Business: 39% of customers tried a business for the first time because of direct mail advertising.¹

Get Repeat Business: 70% of customers renewed a business relationship because of a direct mail promotion.²

Influence Decisions: 76% of customers have been directly influenced to purchase by direct mail.³

Reach Hispanics: 54% of companies that market to Hispanics say that non-catalog direct mail effectively boosts their response rates for Hispanic customers.⁴

Obtain Donations: 78% of the money donated to non-profit organizations comes from direct mail.⁵

Deliver High ROI: 11 to 1 Return on Investment, on average, for direct mail advertising⁶

Learn more at
ChoosePrint.org



1 2008 DMA/Pitney Bowes Direct Mail Survey
2 Ibid
3 2009 Channel Preference Study
4 2009 DMA/PSA and Zubi Advertising Study
5 2009 Target Analytics Index of National Fundraising Performance
6 DMA, The Power of Direct Marketing, 2008-2009



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