

Print is...

A Driver of Online Sales



Consider these facts

about why print is key in online sales:

Increases Spending: 13% more is spent by online shoppers who receive a direct mail piece directing them to an online site than by those who do not receive a direct mail piece.¹

Increases Sales: 28% more is spent by online shoppers who receive a catalog associated with an online site than by those who do not receive a catalog.²

Increases Response Rates: 52% average response rate from printed inserts that invited readers to go online if they were interested in the product advertised.³

Increases Search: 67% of online search is driven by offline messages; 39% ultimately make a purchase.⁴

Increases Satisfaction: 78% of consumers report using at least two or more channels to perform purchasing research,⁵ and print is regularly part of this mix.

Learn more at
ChoosePrint.org



1 USPS FY 07 Catalog Whitepaper
2 Ibid
3 Direct Marketing Association Insert Council 2009
4 iProspect Offline Channel Influence on Online Search Behavior Study
5 Art Technology Group, Cross-Channel Commerce: The Consumer View



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