



Print is...
Influential





Consider these facts

about the impact of direct mail in marketing:

Print Gets Read: 80% of households either read or scan advertising mail sent to their household.¹

Print is Enticing: Print is #1 in enticing consumers to make a purchase, then television, and lastly email.²

Print Increases Sales: Print has a surprisingly strong ability to influence sales...

76% of internet users surveyed have been directly influenced to purchase an item or service thanks to a direct mail piece.³

75% of 25 to 34-year-olds have made a purchase resulting from direct mail.⁴

62% of 18 to 24-year-olds are also most likely to be influenced by direct mail.⁵

Learn more at
ChoosePrint.org



1 United States Postal Service (2007). Household Diary Study
2 Exact Target, 2009 Channel Preference Study
3 Ibid
4 Ibid
5 Ibid

Print is...Influential
Watch video: Scan the QR code with your smartphone. You may need to get a QR code reader from the app store.

No smart phone?
<http://bit.ly/PrintInfluential>



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