

2016



VALUE of PAPER & PRINT FAST FACTS

Path to Purchase

The fragmentation of media channels and proliferation of advertising content has resulted in marketers struggling to keep brand messaging relevant to an increasingly discerning, well informed consumer. Consideration of which media channels are of most use to your customers provides an invaluable insight into their purchasing behaviour and ensures initial brand discovery and consideration translates to purchase and brand loyalty.

- Print media including catalogues, magazines, newspapers and addressed mail drive more consumers to websites than any other media channel (Roy Morgan Research, 2015).
- 55% of consumers use print when actively discovering new products and 60% use print media when passively looking 'dreaming' of new products (Fairfax Consumer Study, 2015).
- Print media resonates strongly with millennials who show the highest levels of trust with newspaper, catalogue and magazine advertising formats (Nielsen, 2015).
- Print media is still considered the most useful media channel when making purchasing decisions across 28 of the largest market segments (Roy Morgan Research, 2015).
- Direct Mail has a higher conversion rate than any other channel both for lead-generating offers and one-step 'buy now' offers. Direct Mail's edge becomes even more apparent when it is personalised (PODI, 2014).
- A recent study showed that 47% of consumers are more likely to start an online search after viewing a magazine advertisement (Retail Advertising and Marketing Association, 2015).
- Individuals are far more likely to respond to direct mail if it comes from a company where they were previously a customer. Mail is a great way to win back customers and this should be kept in mind when developing direct mail strategies (DMA, 2015).
- TruelImpact, a leading neuroscience research firm, has proven that Direct Mail outperforms all digital marketing channels. For business owners who need to acquire new customers and drive store traffic, direct mail is conclusively a safer and smarter play (Canada Post, 2015).
- 75% of Australians spend up to 20 minutes per week reading unaddressed catalogues, flyers and brochures that they receive (ACA, 2015).
- According to the Direct Mail Association, 65% of consumers of all ages have made a purchase as a result of Direct Mail (DMA, 2013).
- Over twelve (12) million Australians say Catalogues are the most useful media channel for providing information on upcoming purchases. Catalogues remain the go-to media source for groceries, clothes, toys, alcohol and cosmetics (Roy Morgan Research, 2015).

