



# THE VALUE OF PRINT

## THE RESURGENCE OF CATALOGS

**Print catalogs are a powerful marketing medium, driving higher sales and resulting in more repeat purchases.**

Prominent companies are taking full advantage of this trend by rolling out engaging and distinctive catalogs. Their popularity with consumers is increasing, and businesses are reporting the benefits.

### **CUSTOMERS ACQUIRED THROUGH CATALOGS SPEND MORE MONEY MORE OFTEN**

Recent research on multi-channel marketing undeniably confirms that acquiring customers through the use of printed catalogs statistically increases response rates and average order size and drives repeat purchases.<sup>1</sup>

According to one respondent in Multichannel Merchant's Outlook 2014 survey, "most catalogers are still relying on their print catalog for 80% to 90% of their incrementally new customers." In fact, more than three-quarters of merchant respondents said catalogs were the top choice for the method of prospecting they will use in the next 12 months.<sup>2</sup>

Shoppers who receive a direct mail piece, which then directs them to an online site, spend on average 13% more than those who do not receive a printed piece, and websites supported by catalogs yield 163% more revenue than those not supported by catalogs.<sup>3</sup>

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### **PROMINENT RETAILERS CREATE, UPGRADE AND REVIVE CATALOGS**

Land's End provided a well-known example that prompted the whole industry into taking a closer look at printed catalogs. Faced with the rising cost of print, the clothing retailer stopped mailing catalogs in 2000. The result was a \$100 million loss in sales. After they resumed catalog mailings, Land's End used a pop-up to ask customers if they had seen a catalog before placing their order. 75% said yes.<sup>4</sup>

Other retail giants like JC Penney are resurrecting their catalogs, while Anthropologie is creating a new one, and J. Crew and Restoration Hardware are significantly upgrading theirs. Nordstrom reports that customers who have a multi-channel relationship with the brand spend four times as much as those who do not.<sup>5</sup>

These are well-known national retailers who carefully manage their image and marketing channels. Their decisions to place catalogs at the forefront of their brands is based on mounting evidence that consumers spend more when engaged across integrated channels, including print.

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*“While 11% of marketing emails are opened, the opening rate is 91% for prospecting direct mail.”*

### THREE GREAT REASONS PRINT CATALOGS ARE MAKING A COMEBACK

#### 1. Print catalogs are an excellent way to express a brand's personality.

They engage more senses than web or mobile, offering the smell of freshly printed paper and the tactile experience of flipping through a catalog and carrying it from place to place. Heavy hitters like Williams Sonoma and Restoration Hardware are elevating the photography and editorial content within their “magalogs,” offering inspirational stories, profiles and recipes—right alongside the products shoppers need to achieve those experiences.<sup>6</sup>

#### 2. Print catalogs are convenient and easily navigable.

Shoppers can browse a catalog in their own time and order online when they are ready. Catalogs need not show every item in a retailer's inventory—rather they can showcase the latest or most popular items, driving consumers to the website or store to find similar products tailored to their own tastes.

#### 3. Print leads are less expensive and more effective than email leads.

According to Printing Industries of America, print catalogs carry an average cost per lead of \$47.61, whereas the average cost per email lead is \$53.85.<sup>7</sup> In addition, print is considered to be the “most trustworthy” of media channels, and while 11% of marketing emails are opened, the opening rate is 91% for prospecting direct mail.<sup>8</sup>

Retailers who sense a print catalog could increase traffic and sales can start with a limited print run to test the waters and adjust their marketing strategy accordingly. Rather than a Restoration Hardware-style magalog, send a beautiful and engaging five-page overview of product categories and popular items to pique targeted customers' interest.<sup>9</sup> And—if current research tells the tale—watch the purchases roll in.

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