



*Drumwright & Co.*

## **Print and Online Catalogs are Complementary**

If you've noticed a sales uptick at your website after you mail a catalog, you're not alone. A survey, conducted in 2007 by comScore Networks, a global leader in measuring the digital age, revealed that direct mail recipients are nearly twice as likely to make a purchase at the sender's website than people who received only an online communication. The poll included almost 5,000 visitors to 135 retail websites.

Other interesting data included:

- \* More than two-thirds of catalog recipients visited the designated website, representing a 163 percent sales increase versus those who did not receive a catalog.

- \* Catalog recipients purchased an average of 4.1 items compared to 3.2 for non-catalog recipients and spent an average of \$88 versus \$69.

An article by Maritz Rewards called "A Powerful Punch: How Print and Online Catalogs Complement Each Other" takes into consideration comScore data, research by the Millard Group and focus group findings conducted by Maritz Rewards. It also includes interesting perspectives by a number of leading multi-channel marketers including eBay, J. Crew and Lands' End among others. The article offers these six reasons to use print and online catalogs together:

- 1) A multi-channel approach caters to all your customers, whether they prefer to use print or online - or both - for their shopping.
- 2) Print catalogs drive users - and sales - to your website where they can order on their own schedule with no worries about being put on hold.
- 3) A print catalog appeals to the browsers in your audience while the online presence still allows them to expedite their ordering.
- 4) Combining the convenience of online with the surprise from print drives add-on sales.
- 5) Each channel offers unique benefits: Portability of a print catalog lets users take it anywhere while the endless space of an online catalog allows retailers to explain infinite features and benefits of a product.
- 6) A recipient's spouse and family can get involved in a print catalog and it serves as a good reminder to order online.