



[firstName],
Print is...
Personal

Consider these facts

about target marketing and response rates:

A study comparing consumer response rates to a variety of direct mail techniques demonstrated that color and personalization can drive response rates much higher than the industry standard of 2 to 4 percent...

Tier 1: 1.0% Response Rate

Black and white piece with no personal information

Tier 2: 1.5% Response Rate

Black and white piece with personalization, or full-color piece with no personalization

Tier 3: 2.0% Response Rate

Full-color piece with name-only personalization

Tier 4: 6.5% Response Rate

Full-color piece with deeper personalization, combined with content that is specific to the recipient.

[firstName]
Learn more at
ChoosePrint.org

SOURCE: InfoTrends/CAP Ventures, "The Impact of Color in Graphic Design,"
April 27, 2005. Via Print in the Mix



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