



Spread the word about print. Post this prominently.

Be prepared

When clients say:

“Digital media’s lower response is offset by its lower cost.”

Tell them:

Actually, it’s not an “either/or” situation, because print is a major driver of online sales...

75%

• **75% of consumers use catalogs** to browse and research products, and 31% have a retailer’s catalog handy when they make an online purchase.¹

+20%

• **Direct mail is far more persuasive** than digital media, with a 20% higher motivation response rate.³

78%

• **78% of consumers react to direct mail immediately;** when they’re interested, 44% visit the brand’s website and 34% search online for more information about the product.²

\$7.45

• **Magazine ads increase sales.** The average positive ROI for every media dollar spent on magazine ads is \$7.45.⁴

And share these resources from the ChoosePrint.org website:

¹ *Why Do E-Commerce Companies Send Print Catalogs?* (article from Free Resources page)

² *Print Drives Online Sales* (ChoosePrint website page)

³ *A Bias for Action: The neuroscience behind the response-driving power of direct mail* (study from Research page)

⁴ *Print Is a Key Stimulus* (postcard from Free Resources page)

