

Help drive sales on your web site via catalogs.

Be Here.



Help Increase Profit Potential Here.





## Help drive more traffic to your web site by sending catalogs.

Now that we're firmly plugged into the Internet age, some are tempted to question the relevance of Direct Mail – specifically, catalogs – in today's online shopping world. However, definitive research shows that **catalog recipients account for 22% of web site traffic and 37% of e-commerce dollars**. Your **customers rely on catalogs** now more than ever to shop at your web site. Your co-op vendors benefit from the **upswing in online sales** created by catalogs, not to mention the benefit to your own bottom line. Fact is, **catalogs have never been more important** to a retailer's business growth.

## Research by USPS® and comScore told us you have questions:

“What is the impact of catalogs and other Direct Mail programs on my Internet sales?”

“How do catalogs impact the online behavior of various customer segments (e.g., prospects vs. customers from distinct demographic groups)?”

“How does timing of my catalog delivery impact the Internet channel?”

“Do catalogs substantially contribute to my online retail sales?”

## If you mail consumers a catalog, they:

- Could be **twice as likely** to make an online purchase
- Spend **more meaningful time** at your web site
- Could be **more likely to purchase** online with catalog frequency
- Could contribute to a revenue lift of **\$21.1 million per million unique visitors**

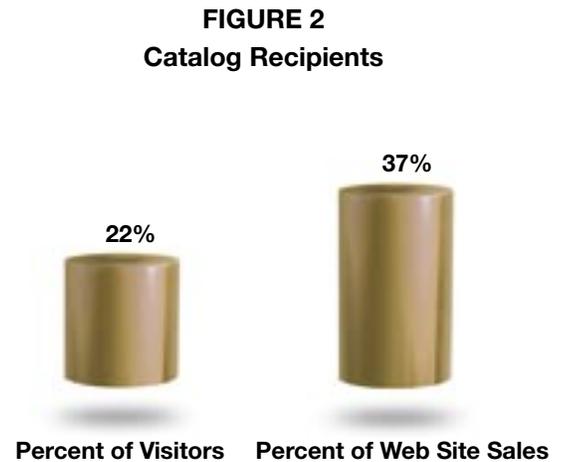
## We connected with web-savvy shoppers for some answers.

comScore surveyed online shoppers – visitors to 40 retail web sites including apparel, department store, home and garden, consumer electronics, and computer hardware and software categories. The study collected over 6,400 responses – providing key insights into how catalogs/Direct Mail affected shoppers' web site visits.

## The facts are in: Catalogs get 'em clicking and shopping.

**Online consumers who received a catalog from any given retailer were nearly TWICE AS LIKELY to make an online purchase at that retailer's web site.** Additionally, they made 15% more transactions than those who did not receive catalogs and their spending was 16% higher.

As shown in Figure 1, the online buyer purchase rate peaked with recipients of catalogs, followed by recipients of flyers (any Direct Mail piece other than a catalog) and non-catalog recipients. Catalog recipients accounted for 37% of a retailer's web site sales even though they only comprised 22% of total visitors (see Figure 2).



Higher purchase frequency and increased dollar value of purchases lead to a powerful conclusion: **Your online customers are motivated by something most everyone likes to see in their mailbox every day – Direct Mail catalogs.**

### **Customers are motivated by catalogs.**

Not only do catalogs help increase your sales, but research shows catalogs also have an important impact on attracting consumers to a web site, keeping them there longer and driving them through the purchase funnel.

In fact, **catalog recipients made 16% more visits, viewed 22% more pages and spent 15% more time at the retailer's site.** These higher levels of online engagement deepened their relationship with the retailer, introduced consumers to more products and increased brand awareness.

Catalogs also drove consumers into secure sessions on web sites more often – with 75% more likely to enter this critical area of a retailer's web site where the transaction process begins.

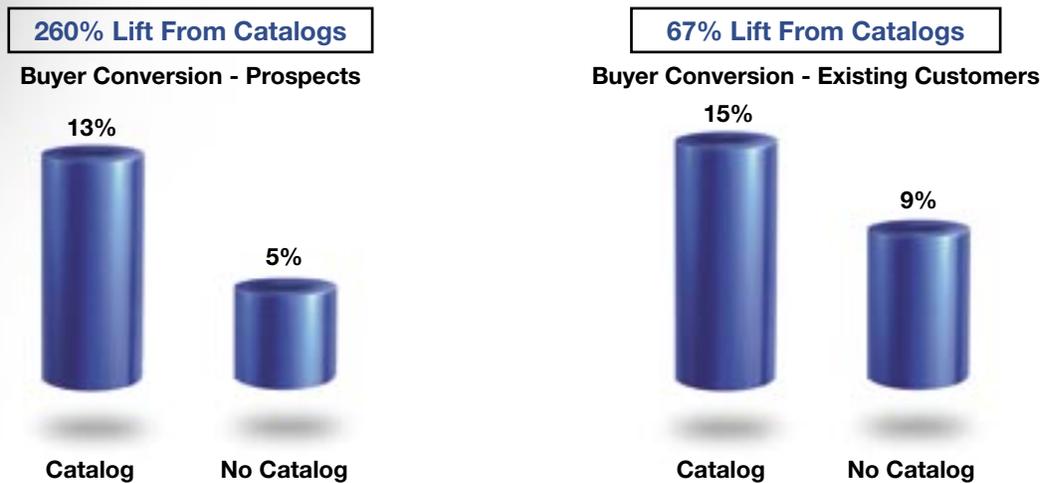
With so much online competition, sending catalogs motivates customers to visit your web site more often, stay longer and get to know you better. Catalogs help customers enjoy a more meaningful online experience and lead them to spend more while shopping.



## Catalogs lift sales. Across the board.

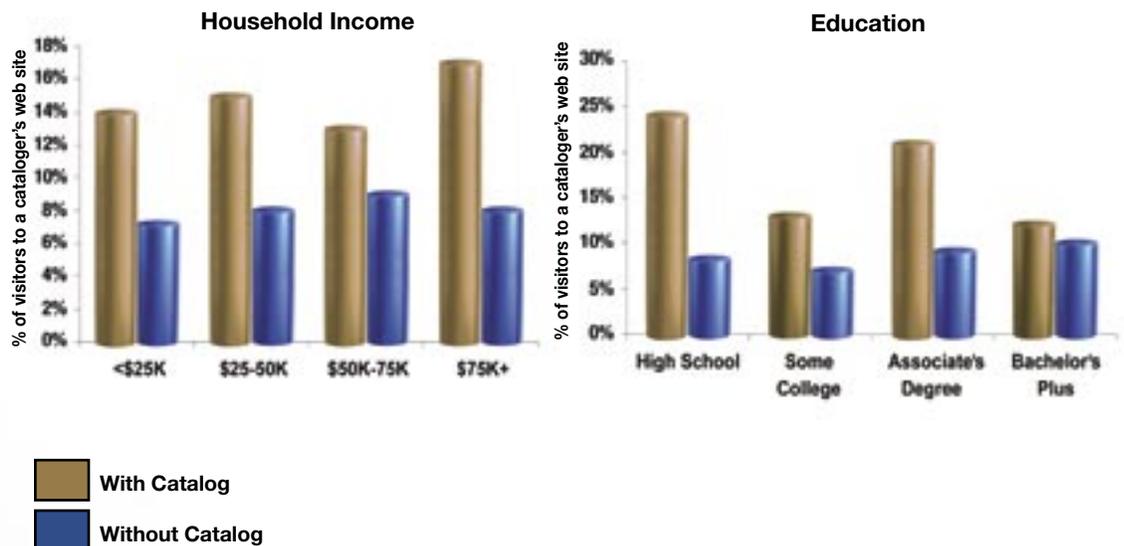
Another powerful insight discovered by the study: **Catalogs play a decisive role in driving conversion (percentage of catalog recipients who visited the cataloger's web site and made a purchase) for BOTH prospects and existing customers.** As shown in Figure 3 below, the rate increase was most dramatic among new customers, where the conversion rate was about 260% higher than for non-recipients. Even among current customers, the conversion rate was an impressive 67% higher.

FIGURE 3



Catalogs were also shown to transcend demographic groups. In Figure 4 below, you'll see that **catalog recipients across the board were more likely to buy from the retailer's web site – regardless of household income, geography or education.**

FIGURE 4



Surprised? Don't be – just about everyone loves to look through your catalogs. And this research proves that catalogs drive more people to your web site.

### Recent catalog mailings help pump up even more sales.

The research also showed that **catalogs received within the last 30 days drive more people and create more online sales** compared with those mailed more than a month prior. As seen in Figure 5, the more recent the catalog, the more transactions were made at the web sites.

**FIGURE 5**



Timing is everything – including the frequency of your catalog mailing. It keeps your online business top of mind and gets more consumers to your web site faster.

### Direct Mail and the Internet make a powerful team.

Research shows that, when working together, Direct Mail and the Internet could provide a powerful financial impact. **Even web sites other than those analyzed by comScore for this study showed catalog recipients were 7% more likely to make online purchases in general** – with an increase in spending of 16% or more.

The simple chart below illustrates that the expected value for the catalog recipient group is higher. (Expected value is determined by the total dollars spent at the web site by catalog recipients divided by the total number of catalog recipients visiting that site.)

	Site Visitors	Buyer Conversion Rate	Dollars per Buyer	Resulting Revenue
Without Catalogs	1 Million	8%	\$224	\$17,900,000
Actual Result with Catalogs	1 Million	15%	\$260	\$39,000,000

### Revenue Lift: \$21.1 Million

*This estimate will vary by industry category.*

Based on our study, we project 1 million consumers who were unaided by the influence of a catalog would likely purchase \$18 million in products. With a catalog, these same consumers would likely purchase \$39 million...over twice the amount.

#### Direct Mail and the Internet: an online partnership for tomorrow.

Catalogs...a quaint reminder of a different era? Not quite. Direct Mail catalogs are more relevant and important than ever before. Opening a **high-speed channel to new and existing online customers** (regardless of demographic group), catalogs drive them to your web site often, motivating them to spend additional time and money.

Stay connected. Keep the **power of Direct Mail** working for your online business. For more information, contact your USPS representative or visit [usps.com/directmail](http://usps.com/directmail).

