

# TRUMPETING THE EFFECTIVENESS OF PRINT

Sellers need to promote the fact that print marketing offers a tangible and tactile experience, engaging customers on a sensory level that digital mediums can't replicate. With its high trustworthiness, better response rates, and strong brand recall, print marketing holds significant value in capturing attention, driving conversions, and creating lasting impressions.



## TRUSTWORTHINESS

56% of customers find print marketing to be the most trustworthy type of marketing.



## RESPONSE RATE

The response rate of printed direct mail marketing is 37% higher than email direct marketing.



## READABILITY

More than 92% of 18 to 23-year-olds found printed content easier to read rather than digital.



## HOUSEHOLD ENGAGEMENT

80% of households read or browse their print advertising mail.



## PURCHASE INFLUENCE

62% of consumers who responded to direct mail in the past three months made a purchase.



## AD-BLOCKING

At least 47% of customers report using ad-blocking technology when browsing online.



## RETURN ON INVESTMENT

The average return on printed direct mail campaigns is 1,255%.



## PERSONALIZATION

70% of Americans say mail is more personal than the internet.



## BRAND RECALL

Brand recall for direct mail ads was 70% higher among study participants exposed to direct mail ads and digital ads.



## OPEN RATES

80-90% of direct mail gets opened, while only 20-30% of email gets opened.



## WEBSITE VISITS

4% of customers visit a brand website after receiving direct-mail marketing, 10% more than those who receive an email.

Source: [printisbig.com](http://printisbig.com), American forest & paper association, small business trends, choose print, two sides