

Print in the Mix Research Put to Use!

Print in the Mix: A Clearinghouse of Research on Print Media Effectiveness brings together research from a wide-range of credible sources showing print's effectiveness in generating return on investment and drive results—alone and working synergistically with other media.

Some of the ways companies are putting *Print in the Mix's* fact-based information to use:

- "We use *Print in the Mix* research to shape company marketing materials and presentations and to sharpen focus on specific customer issues."
- "*Print in the Mix* has improved the content of our customer newsletter."
- "Because *Print in the Mix's* information is fact-based, our reps are able to talk specifics during the sales process. This has been very helpful in addressing client concerns about the value of the print option and ROI."
- "We feature *Print in the Mix* research in our direct mail and email blasts to keep our customers in the loop."
- "*Print in the Mix's* facts and figures—rather than opinion and anecdotal information—helps solidify us as subject matter experts and a trusted source of industry information."

Put *Print in the Mix's* research to work for you!

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iProspect Search Engine Marketing Integration Study

Conducted by Jupiter Research on behalf of iProspect

“ The study finds that the 45 percent of search engine marketers who are not integrating online with offline marketing efforts are missing the opportunity to take advantage of the offline behaviors of search engine users. ”

In August 2008, close to 300 search engine marketers participated in iProspect's online survey examining the integration of search marketing efforts with offline marketing channels. Objectives of the study included uncovering the extent of online and offline marketing channel integration, revealing search marketing and integration techniques in use, and identifying obstacles to the integration process.

Select Top-Line Results:

- Only 55 percent of search engine marketers report coordinating or integrating their efforts with at least one offline marketing channel. Direct mail is the channel most frequently used.

Offline Marketing Channels Used by Search Engine Marketers

Offline Channel	% of Respondents
Direct mail	34%
Newspaper/magazine ad	29%
TV ad	12%
Radio ad	12%
Billboard/sports venue advertising	7%
Outbound telemarketing	7%
Company store/physical location	5%
Sign on company truck, car, van	2%
Sign on taxi, train, bus	1%
Other	6%

- iProspect's 2007 study "Offline Influence on Online Search Behavior Study" found that 67 percent of online users are driven to perform a search as a result of an offline marketing message, and 39 percent of those offline-influenced searchers ultimately made a purchase. Building upon this, the 2008 iProspect study notes that despite the demonstration of the power of integrating search and offline channels, nearly half (45 percent) of search engine market-

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> iProspect Integration Study *continued*

ers still do not integrate their online marketing efforts with offline channels. The lack of coordination and integration is caused by a variety of factors:

Top Reasons Search Marketers Give for Lack of Integration

Reason	% of Respondents
Don't advertise in offline channels	24%
Lack of budget	19%
Lack of human resources	15%
Didn't think/consider the option	13%
Lack of senior management buy-in/initiative	11%
Separate people manage offline channels/SEM	11%
Don't see benefit of coordination/integration	9%

Integration Techniques Search Marketers Most Frequently Employ

Integration Technique	% of Respondents
Included company web address prominently	84%
Included company name prominently	66%
Used same colors offline that were used online	41%
Included company slogan/tagline prominently	40%
Included product/service name prominently	40%
Used same image/video offline as used online	34%
Offline offer that could be acted on online/offline	30%
Used same keywords offline that were used online	26%
Offline offer that could only be acted upon online	23%

Take Away:

From the report: "The key take-away from this study is that the techniques and practices employed by search engine marketers do not always take advantage of the behavior of search engine users. As a result, under certain circumstances, search marketers are wasting time, effort, and budget that could be better invested elsewhere. Be it the types of digital assets on which search engine marketers focus their optimization efforts, the extent to which they integrate their search marketing campaigns with offline marketing initiatives, the offline channels on which they are focusing their integration efforts, or the techniques they use to integrate their search marketing and offline campaigns – marketers would be well-served to align their efforts to match user behavior. Given the power of offline channels to drive search referrals and purchases, marketers would be wise to diversify their marketing mix to include offline channels." 📌



2008 DMNews/Pitney Bowes Direct Mail Survey

Conducted by Pitney Bowes on behalf of DMNews

“ The DMNews/Pitney Bowes survey shows that targeted direct mail remains a key channel in reaching consumers and influencing their purchase decisions. ”

In September 2008, DMNews and Pitney Bowes conducted an online survey of consumer attitudes and behaviors towards mailed promotional material. Over 1,000 adults from 10 major U.S. metropolitan areas participated. Respondents were equally divided between male and female, and were screened to at least “sometimes” be personally involved in reviewing their mail.

Select Top-Line Results:

- More than eight out of 10 survey respondents (85 percent) say they review their USPS mail daily.
- Half of all respondents report greater enjoyment reviewing the mail received in their home mailbox versus e-mail. This includes younger consumers, age 18 to 39, with 52 percent reporting greater satisfaction examining their USPS mail versus their e-mail.
- Half of all respondents say they have requested promotional materials from companies over the past six months.
- Two-thirds of consumers surveyed say they are examining their mail more closely for coupons and offers than they did a year ago. Direct mail is the preferred way to receive offers.

Consumers' Preferred Methods for Receiving Promotional Materials

Medium	Preferred Delivery Method
Direct mail	78%
E-mail	63%
Newspaper inserts	52%
Websites	34%

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Fast Fact

Offline Ads More Likely to Make Positive Impression

“ A study examining consumers impressions of advertisements in different media finds that ads appearing in traditional media are “much more likely” to have made a positive impression with consumers than ads running in digital media.

When Advertising Works, conducted by Yankelovich, Inc., Sequent Partners, and the Center for Media Design at Ball State University, analyzed ad impressions across 16 different media platforms. Traditional media included TV, radio, newspapers, magazines, billboards, in-store, and cinema. Digital media included search engines, web portals, e-mail, social networking sites, video-sharing sites, video games, and banner ads.

- Nearly six out of ten respondents (56%), say traditional media ads make a positive impression, compared with just 31% for digital media ads.
- Ads presented in digital media left respondents with a negative impression 21% of the time, as opposed to a 13% negative impression rate for traditional media ads.
- Traditional media ads were more likely to generate word-of-mouth recommendations by consumers than digital media ads, assuming people like the ads.

”

Nationally representative sample of 1,500 U.S. adults, ages 16+.

Sources: Press release, “New Yankelovich Study Reveals Traditional Media Are More Effective Than Digital Media,” June 24, 2008, and New York Times, “Traditional Media Not Dead Yet for Marketing, Study Says,” June 18, 2008.

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<http://printinthemix.rit.edu>


> DMNews/Pitney Bowes Survey *continued*

- The importance and impact of price on the purchase decision is on the rise. Compared to spring 2008, price-sensitivity is up among nearly 70 percent of consumers surveyed.
- Nearly 94 percent of consumers surveyed say they took action on promotional offers and coupons received via direct mail over the past year. Coupons offering discounts on groceries are the most likely to be used, followed by coupons for health and wellness products, entertainment, and electronics.
- The most important consideration for redeeming a coupon is far and away the level of promotional discount (49 percent). The next most important consideration is whether the consumer is currently considering purchase of the promoted product (18 percent).
- One in five consumers say that more than 10 percent of the promotional offers or coupons they receive by mail lead to a purchase.
- Close to 40 percent of respondents say they have tried a new business for the first time because of information received via direct mail. Nearly 70 percent report renewing a relationship with a business because they received a direct mailing or promotional item.
- Respondents state that information received via direct mail often lead to contributing to a non-profit organization for the first time. Across all age groups, approximately four out of ten say they made a donation for the first time thanks to a direct mail solicitation.

Respondents Who Made a First-Time Donation Due to Direct Mail Solicitation

Age Group	% Donating for First Time
50+	44%
40 to 49	41%
18 to 39	37%

Take Away:

The 2008 DMNews/Pitney Bowes survey shows that targeted direct mail remains a key channel in reaching consumers and influencing their purchase decisions. As stated in the December 2008 DMNews article *Staying Power*, "Direct mail induces consumers to touch the offer," and "recipients of mail are receiving, sorting, reading, and using direct mail to make purchasing decisions." 



Fast Fact

Senior Marketers: Top Marketing Trends of 2009

“ Results of the second annual Marketing Executives Networking Group (MENG) survey, *Top Marketing Trends for 2009*, finds Customer Satisfaction and Customer Retention remain the marketing concepts rated most interesting and relevant to the majority of marketing executives surveyed.

Specifically, among the marketing concepts rated as important by most executives, Customer Retention, Marketing ROI, Lead Generation, and Alternative Energy showed the largest increases over last year. Word of Mouth, which had been a top ten trend in prior versions of the survey, dropped to eleventh place for 2009.

MENG is a not-for-profit group comprised of senior marketing professionals, with a title of VP or higher, and spanning all industries and marketing disciplines.

Top Marketing Trends and Buzzwords (% of Top-Box, "Very Important")

#	Trend	2009 Report	2008 Report	Inc/Dec.
1	Customer Satisfaction	79%	75%	4%
2	Customer Retention	76%	65%	11%
3	Marketing ROI	65%	53%	12%
4	Brand Loyalty	61%	55%	6%
5	Segmentation	61%	58%	3%
6	Quality	56%	54%	2%
7	Search Engine Optimization	48%	42%	6%
8	Competitive Intelligence	43%	43%	0%
9	Data Mining	43%	35%	8%
10	Lead Generation	43%	33%	10%

Survey of current Marketing Executive Networking Group (MENG) members conducted by Anderson Analytics. The emailed questionnaire, sent Nov. 15 2008 to 1,800+ active members, pulled a 36% response rate (643 respondents).

Source: MENG, "Marketing Executives Networking Group Releases Second Annual Top Marketing Trends for 2009", January 5th, 2009.



Fast Fact

InfoTrends' Latest TransPromo Findings

“ In 2008, InfoTrends surveyed consumers, direct marketers, and print service providers about the use of direct mail, transaction documents, e-Presentment, and transpromotional documents. Select results from “Trans Meets Promo... Is It More than Market Hype?”:

- Consumer still prefer to receive bills via the mail; 44 percent of consumers surveyed state they prefer mail with an additional 18 percent preferring to receive transactional documents via mail and the Internet.
- Consumers surveyed say they review statements an average of two to three minutes each. One of five consumers spends five minutes or more per statement.
- Seven out of 10 direct marketers who include promotional messages in transactional documents say they are printing at least some of those messages directly on the statement.

Source: As reported by The Digital Nirvana, “Will Trans Meet Promo in 2009?”, January 16, 2009.

Fast Fact

ROI: Direct Marketing Driven Sales v. Non-Direct Marketing Sales

“ For 2008, every \$1 spent on direct marketing advertising resulted in \$11.63 in direct marketing driven sales, on average. Conversely, every \$1 spent on non-direct marketing advertising resulted in average sales of \$5.24.

By 2013, direct marketing ROI is expected to improve to \$12.30 per ad dollar spent. Non-direct marketing ROI is expected to remain flat at \$5.23 in sales per ad dollar spent.

Source: The Direct Marketing Association (DMA), *The Power of Direct Marketing, 2008-2009*.

About Print in the Mix

Established with a generous grant from The Print Council, *Print in the Mix: A Clearinghouse of Research on Print Media Effectiveness* is housed at Rochester Institute of Technology and is published by the Printing Industry Center at RIT.

Print in the Mix is a unique resource whose mission is to collect and summarize reputable research demonstrating the role of print as a viable information medium in the marketing mix.

Joining us in this unique endeavor are faculty and staff from universities coast-to-coast who study printing industry trends. Together we review research from a variety of academic and industry resources, distill the quantitative facts, and detail how the research was done in order to present top-line synopses for use by media specifiers, print providers, and others as they make the case for "print in the mix."

Visit Print in the Mix at <http://printinthemix.rit.edu>

Visit the Printing Industry Center at RIT at <http://print.rit.edu>

About The Print Council

The Print Council is a business development alliance formed by leaders in the graphic arts industry whose goal is to influence and promote the greater use of print media. Through education, awareness, market development, advocacy, and research, The Print Council serves the industry to develop, maintain, and increase the market for printed goods. In addition, the Council works closely with industry associations, ongoing initiatives, and relevant user groups that share common goals.

For more information, please contact Executive Director Ben Cooper at 202-973-5977 or bycooper@wms-jen.com.

Visit The Print Council at <http://theprintcouncil.org>



About the Print in the Mix Newsletter

The Print in the Mix Clearinghouse publishes its printed newsletter three times a year and issues an e-newsletter monthly. Subscription is free. To register, please visit us at:

<http://printinthemix.rit.edu>

Print Council Members: Additional copies of the printed newsletter are available upon request. Please visit the Clearinghouse web site and click on "Contact Us".

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Printed on Centura®, 100 lb. silk text from NewPage. Centura is manufactured in North America and contains 10% post-consumer fiber. Centura is chain-of-custody certified by three independent third party certification systems (FSC, SFI and PEFC).

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U.S. Postage
PAID
Rochester, NY
Permit No. 626

The logo for 'Print in the Mix' features the word 'Print' in a dark purple font, 'in the' in a smaller dark purple font, and 'mix' in a large, bold, lime green font. Above the 'mix' text, there are several curved, parallel lines in the same lime green color that sweep upwards and to the right, resembling a stylized circuit board or a signal path.

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