



PIAMS Weekly News

LOCALLY FOCUSED
SERVING COLORADO SINCE 1922

November 13, 2009

Printing & Imaging Association
Mountain States (303)771-1578
Fax(303)771-2945 www.piams.org



Direct Mail: Top Channel Influencing Customer Purchases



In examining the success of traditional and online media channels in driving purchases,

[ExactTarget's](#) commissioned 2009 Channel Preference Study finds that **for young and old, direct mail directly influenced the purchase of an item or a service more than any other channel.**

The second annual study on the topic of consumers' use of different channels for interpersonal communication and their attitudes toward marketing communications, conducted by [Forrester Research](#) for the on-demand e-mail communications software company finds:

Three of four Internet users surveyed say they were directly influenced to purchase an item or a service thanks to a direct mail piece (76%); TV came in second at 67% and email third at 58%.

In addition:

- Three-quarters (75%) of 25 to 34-year-olds have made a purchase resulting from direct mail. An almost identical number have been directly influenced by a TV commercial
- Young adults, 18 to 24 year olds, are also most likely to be influenced by direct mail (62%), with older consumers even more likely to have made a purchase as a result of this channel. The only exception is for teens, where direct mail-influenced purchases (55%) are second to television commercials (62%).
- Across every age group, email is third on the list of channels evaluated (in terms of percentage of consumers who have made a purchase as the direct result of a marketing message), behind direct mail and television commercials. Teens are least likely to have made online purchases through email (36%).

Data for ExactTarget's 2009 Channel Preference Study was collected between June 12, 2009 and June 17, 2009 through an online survey of 1,579 internet users living in the United States. Individuals in the marketing profession were screened from taking the survey.

The sample was drawn from the TrueSample™ online panel maintained by MarketTools. The sample is stratified according to age with a minimum of 205 respondents in each of seven age ranges. Respondents were invited to participate in the survey through email.

New Federal Poster Required

Employers with more than 15 employees are required to post information about the Genetic Information Nondiscrimination Act of 2008 (GINA), which will be effective November 21, 2009. GINA prohibits the improper use of genetic information in health insurance and employment. Although very few, if any, of our members are directly impacted, the posting is mandated. A printable pdf of the new poster is attached.

Good News as Reported by Dick Gorelick

The Postal Service has made a strategic decision that bodes well for business. It has decided that there is more to be gained from not raising rates on "market-dominant products" in 2010 than in generating additional revenue from rate increases.

Consequently, the Postal Service will not raise rates next year on First Class Mail, Standard Mail, single-piece Parcel Post, and periodicals.

More Insight from Dick "Personalization Test"

Companies and salespeople are always seeking information about the effectiveness of variable data and its uses. Ford Motor Co. has come forward with valuable information. It involves the company's use of direct mail to sell extended warranties to more than twenty-thousand owners of its F-150 trucks. Ford had been using a low-level of personalization, such as a customer's first name and data about the vehicle, but that yielded only a one percent rate of response. The company then tested, using the same format and virtually the same creative input, but inserting data and images relevant to each recipient. There were about forty-thousand possible data combinations. The side-by-side test involved mailings with (a) the basic personalization and (b) the enhanced personalization. The result: the enhanced personalization produced a 35.7% increase in purchases of extended warranties and a 5.7% increase in the response rate. As a result of the test, Ford is planning to send about one million pieces of direct mail to owners of its products whose factory warranties are about to expire.