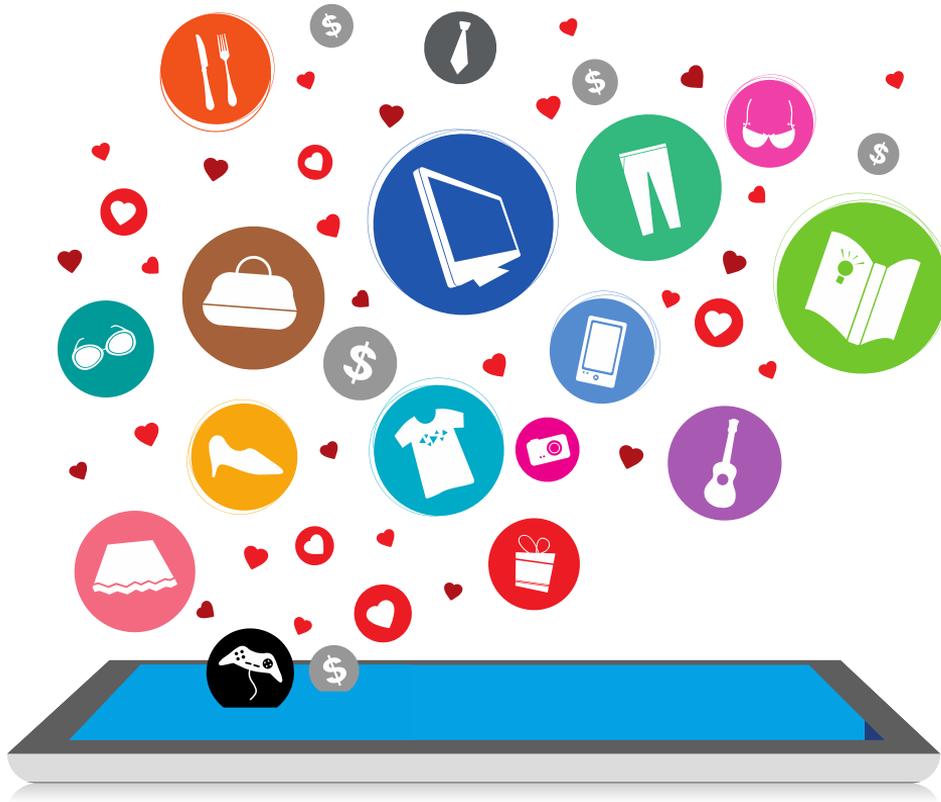


# RETHINK CATALOGS

Bridge Marketing Channels



# IN A CLUTTERED WORLD, CATALOGS STAND OUT



THE NUMBER OF INTERNET USERS, TABLETS, APPS, AND OTHER CONNECTED DEVICES IS INCREASING.

SO IS THE NUMBER OF SHOPPING AND MARKETING CHANNELS.

45% OF RETAILERS SURVEYED CITE OMNI-CHANNEL EFFORTS AS A TOP PRIORITY FOR THEIR BUSINESS IN 2015.<sup>1</sup>

MORE MARKETING OPTIONS MEAN MORE COMPLEXITY.

Catalogs connect consumers  
**BOTH ONLINE AND OFFLINE**

1. Sucharita Mulpuro, "The State of Retailing Online 2015: Key Metrics, Initiatives, and Mobile Benchmarks," Forrester, March 2, 2015. A Shop.org study conducted by Forrester Research.

# BRIDGE THE GAP BETWEEN PHYSICAL AND DIGITAL MARKETING

Catalogs are enhancing digital marketing in a powerful, measurable way, bridging the gap between physical and digital advertising to:

- ★ Create impactful brand experiences.
- ★ Drive sales.
- ★ Increase the value of your customers.

In 2013, the volume of mailed catalogs rose to **11.9 billion in the United States.**<sup>1</sup>

1. DMA 2014 Statistical Fact Book: The Definitive Source for Direct Marketing Benchmarks, Direct Marketing Association, April 2014.





## CAPITALIZE ON THE POTENTIAL OF CATALOGS TO GAIN OPPORTUNITIES

Catalogs can be used  
to enhance—not replace—  
digital experiences  
to increase brand  
awareness and acquisition.

Are you taking advantage  
of all the opportunities  
catalogs have to offer?





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**GIVE CUSTOMERS  
WHAT THEY WANT, AND  
REAP THE BENEFITS**

- ★ Fuel omni-channel marketing experiences.
- ★ Increase brand affinity.

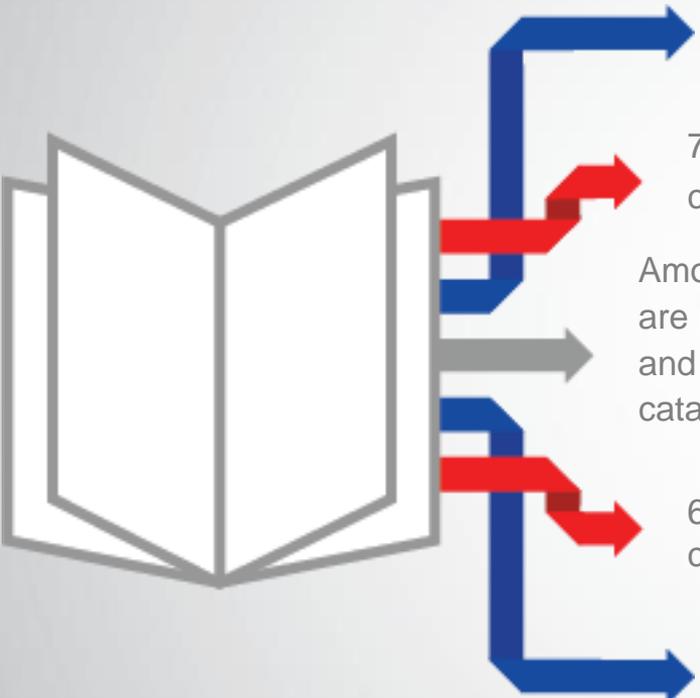


A man with dark hair and a beard, wearing a light blue button-down shirt over a white t-shirt, is smiling and looking towards the camera while holding an open magazine. The background is a bright, modern interior with a white wall and a light switch.

## **STAY ON TARGET—ALWAYS— WITH CATALOGS AND BIG DATA**

- ★ Deliver relevant, highly targeted experiences.
- ★ Create valuable connections with your consumers.

# STATISTICS SHOW CATALOGS BOOST ENGAGEMENT



According to a 2011 survey, consumers who received catalogs spend \$850 per year on catalog purchases.<sup>1</sup>

77.7% of merchants surveyed intend to use catalogs to prospect new customers.<sup>2</sup>

Among those surveyed who receive catalogs by mail, about three catalogs are received per week. Two-thirds of these catalogs received are opened up and looked at, with half of respondents opening up and looking at all of the catalogs they receive.<sup>3</sup>

65% of distributors surveyed who produce a catalog for their customers found that catalogs are an effective channel.<sup>4</sup>

A survey found that the 2012 conversion rate for catalog and call center retailers was 5.1%, an increase from 4.7% in 2011.<sup>5</sup>

1. "Catalogs: The Consumers' Point of View," American Catalog Mailers Association, 2012.

2. Daniela Forte, "Catalogs Settle Into a New Role," *MCM Outlook 2014: Catalog*, Multichannel Merchant, 2014.

3. "Catalogs: The Consumers' Point of View," FGI Research, 2012.

4. Jonathan Bein and Jim Tenzillo, "Print Catalogs: Why They Are Alive and Well," Real Results Marketing, November 16, 2011.

5. Kevin Woodward, "Catalogers book the highest conversion rate in the Top 500," Internet Retailer, April 29, 2013.



# ARE YOU READY TO...

- ★ Strengthen your brand identity?
- ★ Humanize your brand?
- ★ Promote specific groupings of products in an organized, approachable way?
- ★ Break through the clutter?
- ★ Get higher conversion rates, increased measurability, and improved ROI?
- ★ Bring out the best of each channel you've invested in?

# CASE STUDY: WILLIAMS-SONOMA

Williams-Sonoma is a leader in lifestyle home furnishings, finding success in the digital age with its catalog as the primary driver for sales.

- ★ 35 years using omni-channel marketing
- ★ Revenue: \$5 billion<sup>1</sup>
- ★ 25% to 30% of orders come from mobile
- ★ 50% of all emails opened on smartphones



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“We are finding nothing that can drive the revenue better per contact than a catalog can.”<sup>1</sup>

**–Pat Connolly,**  
*chief strategy and business  
development officer for  
Williams-Sonoma*

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1. Daniela Forte, “How Williams-Sonoma Finds Success in the Digital Age,” Multichannel Merchant, October 6, 2014.

# SPECIAL-INTEREST CATALOGS HELP YOU REACH NICHE AUDIENCES



Catalogs can reach, target, and convert more customers.<sup>1</sup>

1. Robin Mellery-Pratt, "Why Catalogues Survive in a Digital Age," Business of Fashion, April 30, 2015.



CATALOGUE FOR  
**PHILANTHROPY**



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**CATALOGS INVITE  
OTHERS TO GIVE BACK**

- **Annual contributions:**  
More than \$3 million<sup>1</sup>
- **Amount raised since  
2003:** \$28 million<sup>1</sup>
- **Nonprofits:** About 70<sup>1</sup>
- **Audience:** 20,000  
individuals in the  
Washington area<sup>1</sup>

# INCORPORATE INNOVATIVE TRENDS FOR OPTIMAL RESULTS

- ★ Special edition
- ★ Custom
- ★ Smart stickers





—★—

Put a piece of your  
brand experience  
**IN YOUR  
CUSTOMERS' HANDS**

Rethink how catalogs  
can be an integral part  
of your omni-channel  
marketing experience.

—★—

**THANK YOU.**