Be Here.

Get More Customers Here.

Drive Sales on Your Web Site Via Catalogs.
Drive 16% more traffic to your web site via 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 its 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.

If you mail consumers a catalog, they:

• Are twice as likely to make an online purchase
• Spend more meaningful time at your web site
• Are more likely to purchase online with catalog frequency
• 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 catalog/Direct Mail affected shoppers’ web site visits.

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. Overall, their online spending was 16% higher while they were making 15% more transactions when compared to those who did not receive catalogs.
As shown in Figure 1, the online buyer purchase rate peaked with catalog recipients, followed by flyers (any Direct Mail piece other than a catalog) and non-receivers. 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 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 make 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 excite customers 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**

![Chart showing 260% Lift From Catalogs and 67% Lift From Catalogs](chart.png)

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**

![Chart showing Household Income and Education](chart2.png)

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 pump up more sales.

The research also concluded that **catalogs received within the last 30 days drive more people and created 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**

<table>
<thead>
<tr>
<th>Buyer Purchase</th>
<th>Transactions per Buyer</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 30 Days 16%</td>
<td>&lt; 30 Days 1.6</td>
</tr>
<tr>
<td>&gt; 30 Days 10%</td>
<td>&gt; 30 Days 1.4</td>
</tr>
</tbody>
</table>

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 potent team.**

Research shows that, when working together, Direct Mail and the Internet provide a powerful financial impact. **Even web sites analyzed by comScore other than those in 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 group (total dollars spent at the web site by catalog recipients divided by the total number of catalog recipients visiting that site) is higher.

<table>
<thead>
<tr>
<th>Without Catalogs</th>
<th>Actual Result with Catalogs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site Visitors</td>
<td>1 Million</td>
</tr>
<tr>
<td>Conversion Rate</td>
<td>8%</td>
</tr>
<tr>
<td>Dollars per Buyer</td>
<td>$224</td>
</tr>
<tr>
<td>Resulting Revenue</td>
<td>$17,900,000</td>
</tr>
<tr>
<td>Lift</td>
<td>$21.1M Difference!</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenue Lift: $21.1 Million</td>
<td></td>
</tr>
</tbody>
</table>

Consider this: The additional revenue lift with actual catalog recipients (those who we know received a catalog and the amount they spent) equaled $21.1 million per million unique visitors.

**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 more of your best online customers – both new and existing customers, regardless of demographic group – drives them to your web site more often, motivating them to spend more time and more money.

Stay connected. Keep the potent power of Direct Mail working for your online business. For more information, contact your USPS representative or visit usps.com.