

# Print drives a higher ROI.

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Printing is particularly persuasive as direct mail. Why? Because people gravitate toward print. A total of 38% of households surveyed by the US Postal Service in 2006 found direct mail pieces interesting. That study also found that 85% of mail is either read or visually scanned by recipients.

According to a 2006 Vertis study, 72% of adults replied to direct mail containing a “buy one, get one free” offer. And, 63% of adults responded to direct mail containing a discount coupon, up from 54% in 2005.

Direct mail is also a great way to expand business relationships and keep customers loyal. A study by the Rochester Institute of Technology Printing Industry Center found that 67% of respondents like getting mail about new products from companies they do business with.

