7 PROVOKING REASONS TO CHOOSE PRINT
When you want marketing that works, the choice is simple.

1. Print builds trust.
   82% of U.S. internet users say they trust print more than digital marketing.

2. Print provides greater returns.
   Direct mail marketing has a 1,300 percent return! U.S. advertisers spend $167 per person on direct mail to earn $2,095 worth of goods sold.

3. Print has greater visibility.
   Direct mail has an open rate of 80-90%! Compare that to the fact that on a good day, only 20-30% of email gets opened.

4. Print creates credibility.
   85% of consumers say they are more likely to shop with a company that uses professionally printed materials such as business cards, signs, flyers or banners.

5. Print brings better engagement through touch.
   Studies have shown that simply touching catalogs, brochures, and direct mail subconsciously increases the perceived value of a brand in the eyes of consumers.

6. Print is easier to read.
   Not only is print more memorable, it also requires 21% less brain power to process - all while still creating a 71% increase in brand recall than digital mediums.

7. Print brings faster results.
   Only 45% consumers will immediately deal with their email. On the other hand, 79% of consumers will act on direct mail immediately.