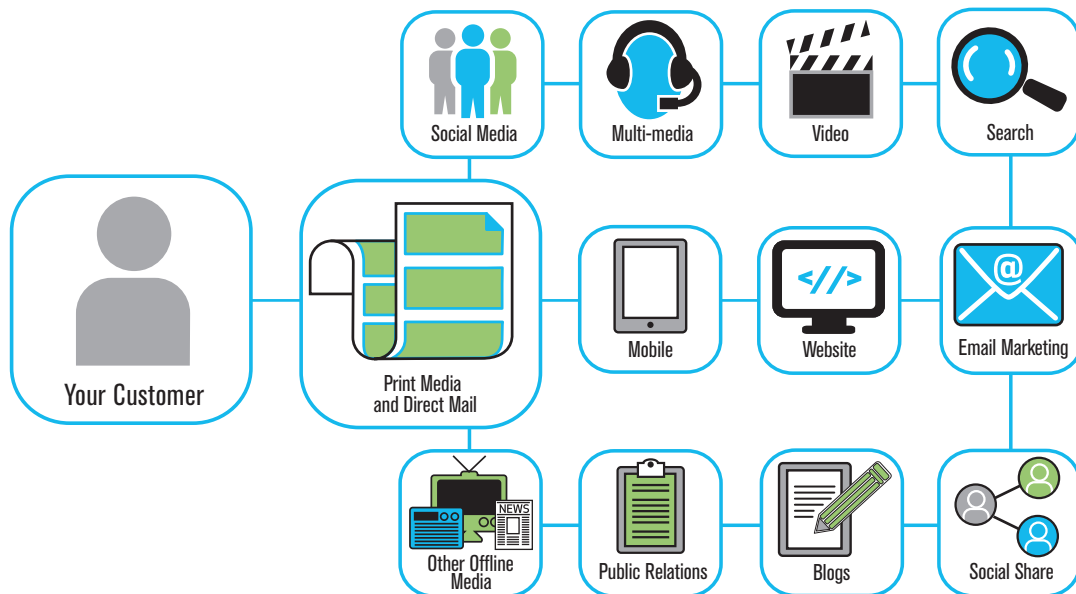


PRINT'S ROLE in the New COMMUNICATION Mix



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Today's print buyers have many communication options beyond print to reach and engage with customers and prospects. Email, social media, video and mobile all present marketers and brand owners with a wide variety of media channels.

Despite an increase in communication options, print continues to play a fundamental role in customer outreach and mission-critical business

activities. A key focus of the research presented here is how print buyers and influencers are using print to strengthen customer communications and combining it with other media types.

In the following pages, you will find key insights from a recent survey of print buyers. To qualify for participation, respondents needed to either purchase or influence print buying.

PRINT in the MULTICHANNEL MIX

Organizations have access to many communication formats and distribution channels to reach audiences. Despite the variety of communication options, print, one of the earliest forms of mass communication, is still a valuable tool for reaching audiences. In the early days of the digital communication formats (e.g., CD-ROMs, internet, personal digital assistants), many experts marked print as an endangered species likely set for extinction.

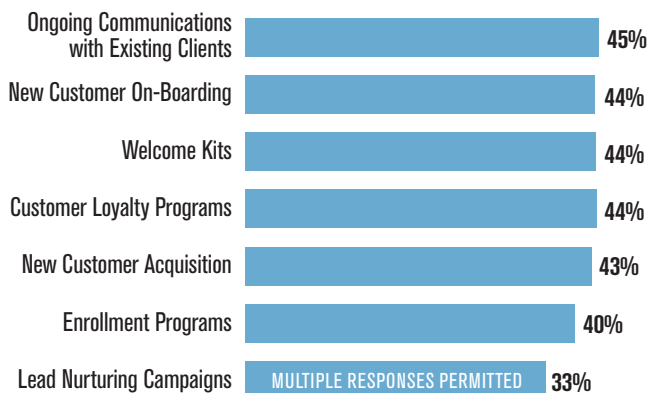
While some communication products better suited for electronic content distribution did migrate to digital-only versions, many did not. As digital printing presses entered the scene and removed some of the previous barriers to organizations using print (e.g., high costs, longer runs), the ability to print affordable, short-run

work gave businesses and consumers with smaller communication budgets the opportunity to consider print communication. Eventually, organizations found that combining communication types and leveraging the unique strengths of each led to greater results.

Today, marketers and brand owners communicate with customers across channels, and print is a core component of that mix. Survey respondents report print is an essential component of many types of multichannel communication campaigns, and it's most commonly used in communications with existing customers and the onboarding of new ones.

This graph shows the customer communication outreach/campaigns that survey respondents support with print.

Multichannel Customer Communications Including Print



Q. Which of the following customer communication outreach/campaigns do you support with multichannel communications that include print?

N=230 Print Buyers and Influencers

Source: Canon Sponsored *Print in the Eye of the Buyer*, 2020 NAPCO Research Study

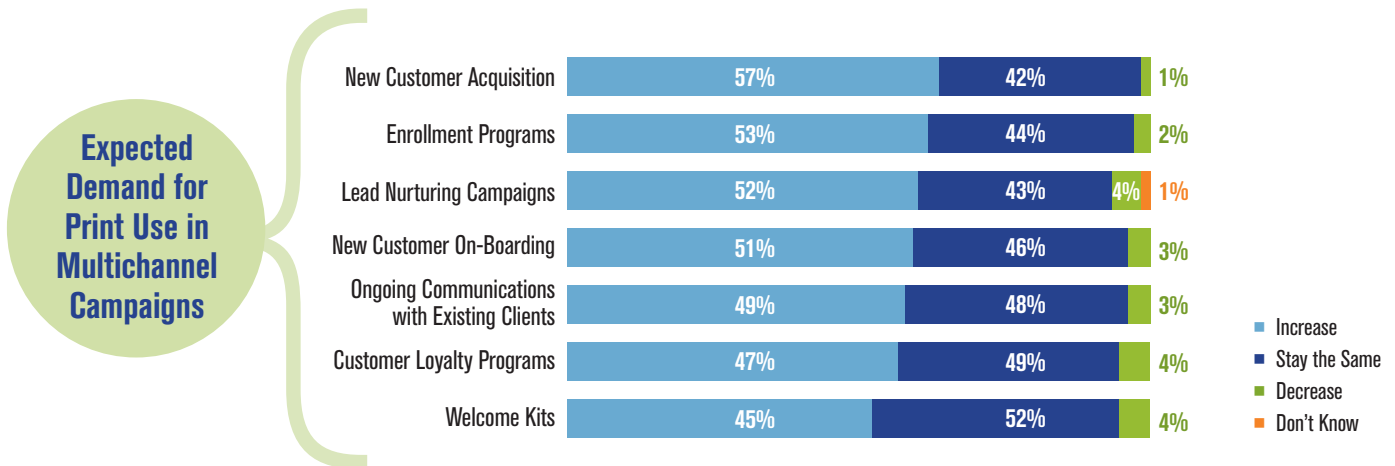
Other Key Findings

- Those with greater experience are more likely to use print in multichannel communications than those with less experience.
- In nearly all types of customer outreach programs offered by survey respondents, those with five or more years of experience report using print more in multichannel communications.

PRINT DEMAND is GROWING or HOLDING STEADY

Survey respondents were asked if they expect print usage in each type of multichannel campaign used by their organizations to increase, stay the same, or decrease. Over half of respondents say they expect the print component for new customer

acquisition, enrollment programs, lead nurturing and new-customer on-boarding to increase in the future. Overall, buyers expect their use of print in multichannel campaigns to increase or hold steady, with only a few expecting decreases.



Q. Do you expect your use of PRINT in multichannel campaigns you currently execute to increase, stay the same or decrease?

N=Varies, Base 217 Print Buyers and Influencers

Source: Canon Sponsored *Print in the Eye of the Buyer*, 2020 NAPCO Research Study

Other Key Findings

- While more experienced buyers report a higher incidence of using tools to measure print's effectiveness, the top response across all experience levels was customer feedback (62%).
- Response rate (51%) and rate of action taken (45%) rounded out the top three metrics used.

The VALUE of PRINT

There are many reasons organizations use print:

Print is tangible. It stands out among the overwhelming volume of digital messages, and you can't delete it without touching it.

Print is trusted. Direct mail offers higher levels of trust than email. By receiving messages on paper, people can't get computer viruses or scammed as easily as with digital options.

Print is versatile. The expansion of communication options offers organizations more choices, but it hasn't diminished the value and use of print. Print buyers and influencers are using print in combination with other media types to leverage each communication channel's unique advantages.



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