

THE GREAT CATALOG COMEBACK Why (& How) Refailers Are Embracing Print Catalogs Again

CATALOGS THROUGH THE YEARS









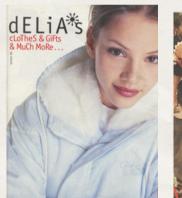






Crystal pleats add elegance to this dress and pantset. $^{5}20_{\,\mathrm{ex}}$

	- christmastmusetech	











Some Of The Best

THE STATS

57% PREFER PRINT CATALOGS OVER DIGITAL ONES

84% OF PEOPLE HAVE PURCHASED AN ITEM AFTER SEEING IT IN A CATALOG

72% OF PEOPLE ARE MORE INTERESTED IN A COMPANY'S PRODUCTS AFTER SEEING THEM IN A PRINT CATALOG 69% HAVE READ A PRINTED CATALOG BEFORE PURCHASING ONLINE

60% OF PEOPLE WHO READ CATALOGS WILL ALSO VISIT A COMPANY'S WEBSITE 77% OF CATALOG RECIPIENTS VISIT A STORE OR WEBSITE BECAUSE OF THE CATALOG

CATALOG MARKETING RESPONSE RATES INCREASED 170% FROM 2004 TO 2018 DIRECT MAIL RESPONSE RATE IS 5.3% VS. 0.6% FOR EMAIL MARKETING

tou Know??

WHY ARE CATALOGS MAKING A COMEBACK? CHANGES IN DIGITAL MARKETING

LULU AND GEORGIA

digital overload

2

emotional connection

omnichannel integration

personalization

enhanced visual & creative

The reason for the Decline is also the reason for the resurgence.

ENHANCEMENTS IN VISUAL & CREATIVE CONTENT



20 BENEFITS OF CATALOG MARKETING

Winstity BRAND VISIBILITY E2 Digital Translation PRINT PREFERENCE Large Content Canvas Easy Viewing Results Tracking Multiple Touchpoints NURTURE EXISTING CUSTOMERS LONG LASTING Cost Effective Breadth Of Products BRAND VOICE AD SPACE LASTING IMPRESSION INFLUENCE PURCHASING

Vostalgia & Vewness

THE FUTURE OF CATALOGS Things To Consider

- tell your brand story
- add content: magalog
- 3 combine catalogs with email strategy hedonic & experiential vs. utilitarian
- test different formats & promotions synch online and catalog databases 7
 - limit frequency
 - add white space
 - maintain descriptions & text measure & track results

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