



THE GREAT CATALOG COMEBACK

Why (& How) Retailers Are Embracing Print Catalogs Again

CATALOGS THROUGH THE YEARS



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

Did You Know??

WHY ARE CATALOGS MAKING A COMEBACK? CHANGES IN DIGITAL MARKETING

- 1 digital overload
- 2 emotional connection
- 3 omnichannel integration
- 4 personalization
- 5 enhanced visual & creative



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

ENHANCEMENTS IN VISUAL & CREATIVE CONTENT

**TELL
BRAND
STORY**

**PERSONAL
&
TARGETED**

**LIFESTYLE
&
EDITORIAL**

**MORE
WHITE
SPACE**

CURATION



20 BENEFITS OF CATALOG MARKETING

Audience Targeting
SYMBIOSIS

Versatility

BRAND VISIBILITY

EZ 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

Strengthen Brand
drive traffic

Nostalgia & Newness

THE FUTURE OF CATALOGS

Things To Consider

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



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ADAPT OR DIE.

Brad Pitt AKA Billy Beane
Moneyball