

Mobilize At-Home and In-Store Print

In an age when most ad spending is directed toward digital, companies wonder if print is dying and whether or not to invest.

Studies conducted by Canada Post and the U.S. Postal Service revealed that print ads resulted in **70%** higher brand recall and took **21%** less mental effort to process than digital ads. The studies also concluded consumers had stronger emotional responses to products – and more often desired to purchase them – with print over digital ads.



OPPORTUNITIES IN PRINT PERSIST



\$2.3B

is how much U.S. grocery store suppliers and retailers are forecasted to spend in 2020 on in-store ads

91%

of consumers use print coupons they received in the mail, up 5% since 2017

71%

of consumers take time to read inserts received in their mailboxes

MILLENNIAL SHOPPERS RESPOND TO PRINT ADS

91%

of millennials pay attention to direct mail advertising

84%

of millennials take time to look through their mail

69%

of millennial parents select paper/printed coupons to take with them on shopping trips



LIFECYCLE OF AN INSERT

85%

of consumers save print inserts

40%

of consumers hold onto inserts until they make the final purchase

38%

of consumers bring inserts to the store

DELIGHT CUSTOMERS WITH CONNECTED PRINT



Scan & Shop

Enhance images in your catalog or circulars with Digimarc to enable a new era of connected print.



Scan & Engage

Enhance your print and instantly connect shoppers to digital content such as reviews, videos, websites, coupons and more.



Scan & Convert

Connected print allows you to create new connection points with your shoppers and encourage mobile sales.

LEARN MORE ABOUT DIGIMARC FOR CONNECTED PRINT >

The Digimarc Platform for Connected Print

The Platform seamlessly connects at-home print such as retail catalogs and large format materials including in-store displays to digital content. Retailers, printers and other businesses can deliver social media, videos and offers directly to shoppers' mobile devices, and better understand the effectiveness of print campaigns with unprecedented data about readers' interactions.

Sources
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