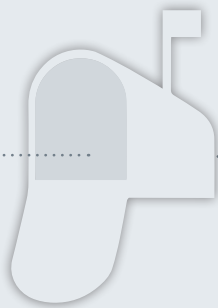


# Drive Traffic & Inspire Purchase

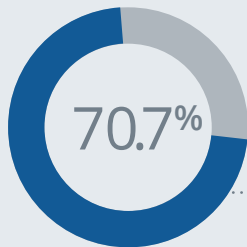
CATALOG

**More than 77%**  
of recipients visit a retail store due to a catalog promotion.<sup>5</sup>



"Our catalog drives more people to our website than any other means, **including Google.**"

— Glen Edelman, Vice President eCommerce, Wine Enthusiast Companies



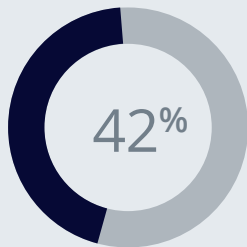
The catalog "open rate" is 70.7% – the percentage of households that report that they **read, browse or set aside to read later.**<sup>4</sup>

**107.1 million**

U.S. shoppers bought an item from a catalog in 2018.<sup>1</sup>



More than 1 in 5 consumers **spend over \$500 annually** on catalog-inspired purchases.<sup>1</sup>

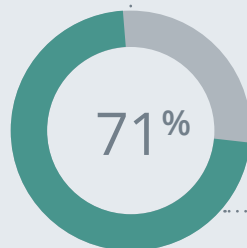


42% of consumers use catalogs to help them **shop in-store and online.**<sup>1</sup>



"Our research has shown that our customers, particularly when it comes to shopping for home merchandise, still prefer to browse a traditional print piece, but will then go online or in-store to purchase an item."

— Kate Coultas, Senior Manager Corporate Affairs, National Department Store



71% of purchases **influenced** by a **printed catalog** were made online.<sup>3</sup>

http://www. |



Major apparel retailer distributes 59 million catalogs annually, contributing to

**46.5 million website visits.**<sup>2</sup>

<sup>1</sup> QUAD/GRAPHICS CUSTOMER FOCUS® RESEARCH STUDY 2018

<sup>2</sup> DULUTH TRADING COMPANY ANNUAL REPORT 2017

<sup>3</sup> INFOTRENDS STUDY DIRECT MARKETING PRODUCTION PRINTING & VALUE-ADDED SERVICES: A STRATEGY FOR GROWTH

<sup>4</sup> 2018 DMA STATISTICAL FACT BOOK

<sup>5</sup> XEROX.COM, "THE NEW POWER OF PRINTED CATALOGS, CARRO FORD, MARCH 2018

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