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5 Stats that Show Print Still Matters (A Lot)

Think print is starting to "lose its cool" in the age of digital marketing? Actually, the opposite is true. With the growth of digital, print has solidified its place as a channel that marketers cannot ignore. Here are five print marketing statistics that every marketer should know.

1. Some customers can only be reached by print. Even in today's digital age, there are still large groups of consumers who cannot be reached through digital channels. According to the Pew Research Center, 11% of Americans have no Internet access at all, and among certain populations, such as older Americans, rural Americans, and those without high school diplomas, this number is significantly higher. (Source: Pew Research Center, 2018)

2. Many consumers use print and digital coupons equally.

Who doesn't like a deal? While some consumers prefer digital coupons for their convenience and immediacy, 41% of shoppers use print and digital coupons equally. (Valassis, 2017).

3. Direct mail is the number one driver for online fundraising.

According to MobileCause, donors are three times more likely to give online in response to a direct mail appeal than an e-appeal. (MobileCause 2018)

4. Consumers spend more time with direct mail. According to a widely cited study on the neuroscience of print, people spend 118% more time considering direct mail than they do digital mail. (CanadaPost, 2016)

5. Millennials love direct mail. Nearly half (47%) of Millennials look forward to checking their mail every day. In a digital world, even the most digitally embedded crave human connection. (United States Postal Service, 2016)

There is a reason that print remains the bedrock of today's most successful marketing campaigns. Email, mobile, and social media all have important places in the mix, but print remains the cornerstone of truly successful multichannel marketing for a reason.