

innovative catalog and multipage formats fill a key role in 21st century marketing.

multipage catalog formats continue to be the best driver of customer sales for many enterprises. advances in digital printing techniques now allow increased specific relevancy in communication to best customers, while expressing the richness of the marketer's brand and assortment.

"Most importantly, the catalog remains the best vehicle for telling the story of your brand and assortment."

catalogs continue to be the most powerful direct sales vehicle.

Smart use of the multipage format can drive more customer sales than any other marketing vehicle. Traditional multichannel merchants derive 70%–80% of sales from catalog mailings. Retailers with comprehensive customer databases find multipage vehicles their most productive communications to their best customers. Pure e-commerce companies adding catalogs to the mix see higher conversion to multiple purchases, more cross-category trial, and greater lifetime sales.

the catalog vehicle's mission has changed and continues to evolve.

- No longer are successful catalogs simply a showcase of the best of this season's merchandise. Successful catalogs now serve as powerful online drivers, enticing the customers to their website to see even more products and special offers. The catalog must work to not only encourage calls and visits as it always has, but to ensure the customer does not slip off to competitive websites.
- The imperative for new catalogs today is to drive the customer precisely to the online content that is right for them. With smart URLs, quick checkout, great product categorizations, and more, you can drive customers to the place on your website that has the benefits they want.
- Huge leaps in printing technology have made the role of customer data even more important. Historically, catalog mailers used customer data only to determine who would receive a preset number of static printed versions of their catalog. Today's technology allows customization and personalization of not simply offers and names, but of images, copy content, and more. After years of promise, the technology now exists to create a truly 1:1 shopping experience for your consumer in print.

the economic and brand rationals to opt for a multipage format are strong.

Compared to other formats of direct mail, from a purely economic perspective, opting for a multipage format spreads the cost of postage over additional printed "real estate." Postage expense adds nothing to the customer experience. Choosing a multipage format can decrease postage costs from 70%–80% of the total cost of a mailing to less than 40%.

More importantly, the catalog remains the best vehicle for telling the story of your brand and assortment. It is a showcasing vehicle that allows for long-form storytelling through images and copy content. The stories can encompass the why-to-buy along with what to buy. When properly deployed with digital and short-form DM in your contact streams to customers, catalogs can help elevate short-term sales, lifetime value, and stickiness to your brand.

SolutionSet
100 Shoreline Hwy
Mill Valley, CA 94941
P 415.289.1110
F 415.289.0120

www.solutionset.com
<http://blog.solutionset.com>