

PHYSICAL VS EMAIL GREETINGS

For four years running, the responses to Impagination's Great Greeting Survey present a clear message – if you are going to make a personal connection with your customers, physical greetings win hands down over email.

THE SURVEY HIGHLIGHTS:

- **One half of** survey respondents prefer to receive their seasonal greetings in a physical form.
- **Four out of ten respondents** expressed a preference to receive a seasonal greeting that combines a physical piece and email.
- **Nine out of ten** respondents indicated that their favorite greeting was a physical piece that arrived by mail.

While physical greetings are more expensive to produce and distribute than email, customers' clear preference for them appears to be sufficient justification for the additional expense and effort.

If you, or the CFOs in your company, need more justification, consider the high level of retention and "pass along" that favorite greetings received from customers.

- **Seven out of ten** respondents kept their favorite greeting and 75% showed their favorite greeting to other people.

This level of retention and pass-along is exceptional and clearly shows that spending more time, money and effort on "great" greeting pays dividends with your customers.

Impagination has conducted this online survey over the past four years after each holiday season. The statistics for retention and "pass along" have only varied slightly over the past four years.

This year, however, was the first year that combined email/physical greetings were a preference of a significant portion of the sample.

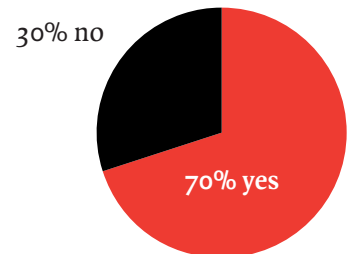
At Impagination, we believe that your customers appreciate and prefer the personal, tactile and sensory experience of a card or other physical communication. And we believe that these findings extend to all elements of your marketing campaign.

If you would like to find out more about this survey or to discuss how Impagination can assist you to develop integrated marketing programs that generate real impact with your customers, please contact **Laural Carr** at (416) 538-3330 or info@impaginationinc.com

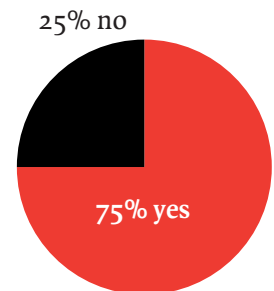
Favorite Greeting arrived by:



Kept Favorite Greeting



Shared Favorite Greeting



impagination inc.

127 Delaware Ave.
Toronto, Ontario
Canada M6H 2S9

p. 416.538.3330
f. 416.530.4577

www.impaginationinc.com