

PHYSICAL VS EMAIL GREETINGS

For eight 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.

SURVEY HIGHLIGHTS

- **84%** of respondents indicated that their favorite greeting was a physical piece that arrived by mail.
- **57%** of survey respondents prefer to receive their seasonal greetings by mail.
- **33%** of respondents expressed a preference to receive a seasonal greeting that combines a physical piece and email.

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

If you or the CFO in your company need further justification, consider the high level of retention and "pass-along" that favorite greetings received from customers – over 76% showed their favorite greeting to other people, and 67% kept their favorites.

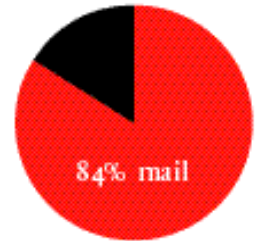
This level of retention and pass-along is exceptional and clearly shows that spending time, money and effort on tangible communications pays dividends with your customers – dividends that can extend to other elements of your marketing.

Impagination has conducted this online survey over the past eight years after each holiday season, and the statistics for retention and pass-along continue to be significant.

There is a growing preference for both a mailed and emailed greeting, up 3% over last year, which indicates to us that savvy communicators are ensuring their message is received by using multiple media.

If you would like to find out more about this survey or to discuss how Impagination can assist you to build your firm's persona into a marketing program that generates lasting impact with your customers, please contact **Laural Carr** at **416.538.3330**, **1.877.538.3330** or **info@impaginationinc.com**

Favorite Greeting arrived by



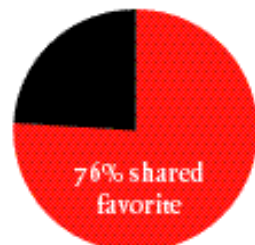
Preferred Combined Greeting



Kept Favorite Greeting



Shared Favorite Greeting



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