

## PHYSICAL VS. EMAIL GREETINGS

For five 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

- **Six out of ten** survey respondents prefer to receive their seasonal greetings by mail.
- **Three out of ten** respondents expressed a preference to receive a seasonal greeting that combines a physical piece and email.
- **Six 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 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 80%** showed their favorite greeting to other people.

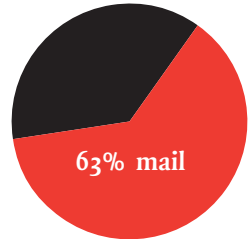
This level of retention and pass-along is exceptional and clearly shows that spending more time, money and effort on great greetings pays dividends with your customers.

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

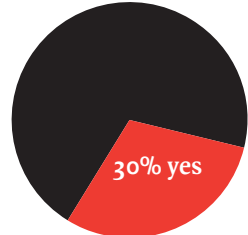
Your customers appreciate and prefer the personal experience of a card or other physical object of communication and we believe these findings extend to all elements of your marketing campaign.

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 lasting impact with your customers, please contact **Laural Carr** at **(416) 538-3330** or **info@impaginationinc.com**

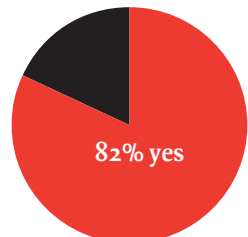
Favorite Greeting arrived by:



Preferred Combined Greeting



Shared Favorite Greeting



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