Catalogues

An Opportunity for Growth

xerox ®

In a digital world where filling a shopping cart can be done with the click of a mouse, is there a place for printed catalogues? The answer is a resounding 'yes'. In both B2B and B2C markets, printed catalogues have experienced an incredible revival as brands and marketers realise their power to impact consumer behaviour.

Even if you're already well established, this guide will provide new insights into the market landscape, as well as information you can use to enhance your strategic partnership with your clients.

Back in Style and Delivering Profitable Growth

Brands use catalogues as a vehicle to strengthen customer experiences and loyalty while driving online and in-store sales. When catalogues are personalised – either through covers or inserts that feature custom offers, messaging or imagery based on past purchases and personal preferences – the revenues they generate on a per-catalogue basis can be three times greater than static catalogues.[1]

By 2019, more than **40 billion** colour catalogue pages will be printed annually on digital devices in the U.S. and Western Europe – a compound annual growth rate of **29%**.

29% CAGR

2019   **41 billion**[2]

2018
2017
2016
2015

2014   **11.2 billion**
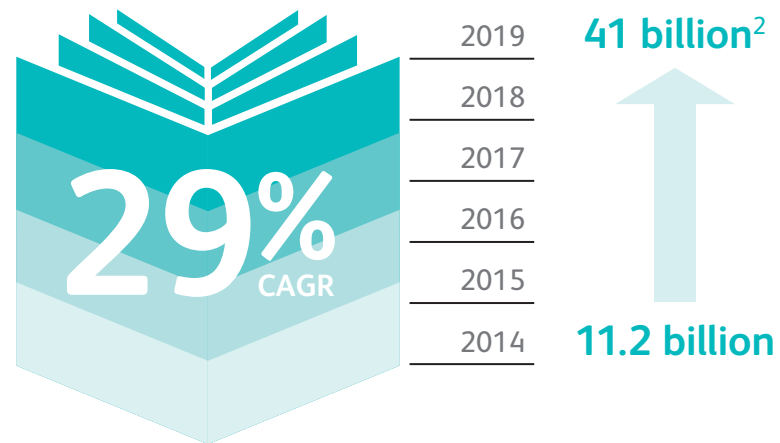
Looking at the Numbers

New production capabilities associated with inkjet technologies, combined with the availability of data, are taking the cost and complexity out of delivering personalised catalogue experiences.

Rather than sending static or versioned catalogues, the economies and capabilities enabled by inkjet printing are making it feasible for retailers to add personalisation and relevancy to catalogue covers, inserts and offers. Depending on mailing circulation, these can be produced either entirely on digital production devices or as hybrid solutions with digital and offset processes.

The end result is a catalogue experience that speaks specifically to the recipient – demanding attention and driving sales. Case in point: studies show that recipients view catalogues for an average of 30 minutes,[1] influencing an average of 2.5 purchases, and with more than 77% of those recipients visiting a retail store due to a catalogue promotion.

2.5 Purchases

[1] *The Mail Moment*, USPS, 2005
[2] Xerox-InfoTrends Catalogue Research, 2015
[3] *Direct Marketing Production Printing & Value-Added Services: A Strategy for Growth*, InfoTrends, 2015
[4] *The Promise of Privacy: Respecting Consumers' Limits While Realising the Marketing Benefits of Big Data*, Forbes Insights, 2013

4

63% of consumers have made a purchase that was influenced by a catalogue.[3]

68% of B2C marketers agree that the catalogues they produce are becoming shorter and more targeted.[2]

65% of Millennials have made a purchase that was influenced by a catalogue.[3]

62% of consumers are willing to trade personal information in exchange for personalised offers.[4]

Playing to Win

Here are four critical insights you can provide to marketers on how to increase the value of their catalogues.

Driving Behaviour and Generating Sales

Despite a greater number of channels for consumers to complete purchases, print still plays a critical role as 69% of consumers consult a printed catalogue before making a purchase online.[1] By creating relevant and targeted experiences, catalogues can drive sales to both digital channels and brick-and-mortar locations.

Doing More with Less

To reduce costs, cataloguers are moving away from large, often costly, generalised catalogues in favour of smaller, more segmented catalogues with fewer pages. These needs are well-matched by production inkjet technologies.

Segmentation and Targeting, A Necessary Reality

More and more brands are opting to send customised catalogues that reflect an individual customer's past purchases or seasonal items in geographic regions. One retailer found personalised catalogues, based on past purchases, stimulated a 51% higher average order value than static catalogues.[2]

Integrating Print with Digital Channels

Omni-channel catalogue marketing (supplementing a printed catalogue with email, Web, mobile and other digital channels) gives consumers an opportunity to interact with their favourite brands on their own terms – boosting traffic, improving the customer experience and ultimately driving revenue. Research has shown this can increase profits by up to 60% over a print-only approach.[3]

[1] Xerox-InfoTrends Catalogue Research, 2015; [2] Reppa Customer Test; [3] Gartner Group and *Leading on the Edge of Chaos*, Emmett C. Murphy and Mark A. Murphy

Critical Insights You Need to Know

Catalogues command attention

69%
of catalogues are opened and read

Average amount of time spent reading a catalogue

30 mins[1]

Drive behaviour

Response rates:[2]

📖 Catalogues → **4.3%**

✉ Direct Mail → **3.7%**

@ Email → ● **0.2%**

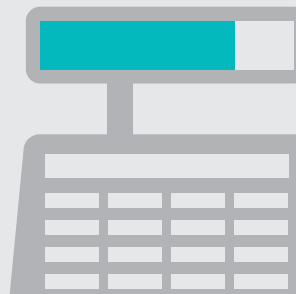💻 Display Advertising → • **0.02%**

Influence purchasing

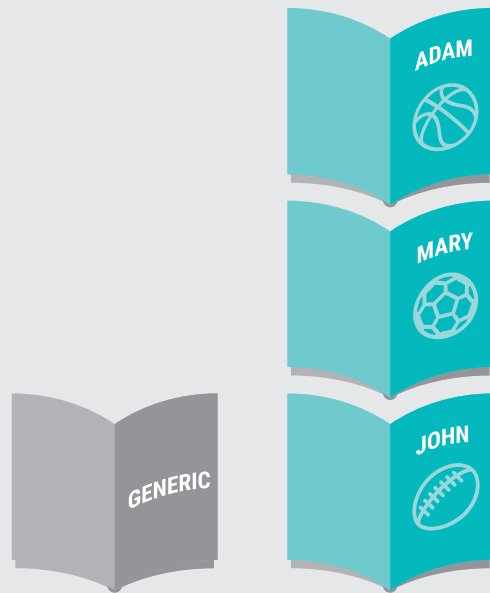**63%** of consumers were influenced by a catalogue to make a purchase

77% visited a retail store due to products or promotions in a catalogue

Mean number of purchases influenced by printed catalogues

2.5

Customisation fuels results

GENERIC

ADAM
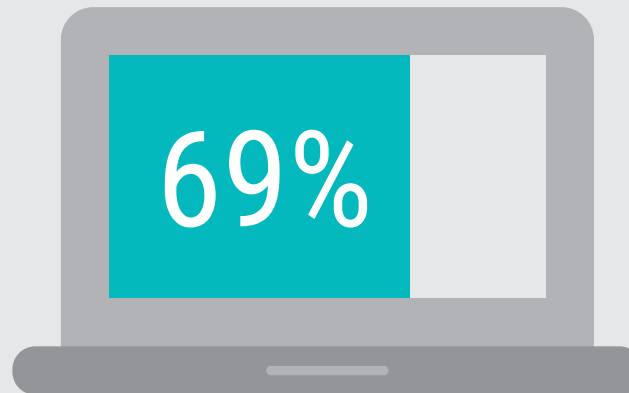
MARY

JOHN

3x

Revenue per catalogue is greater with customisation[3]

In a multichannel world, print plays a critical role

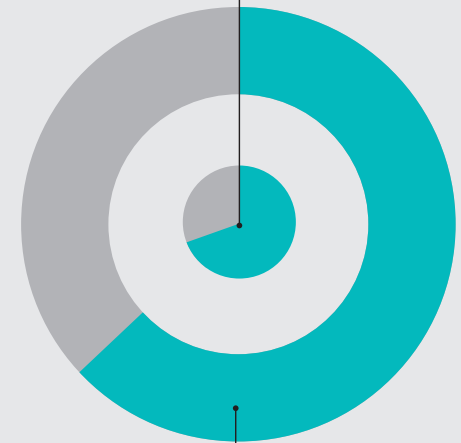**57%** Prefer printed catalogues over digital/electronic catalogues

69%

Consult catalogues before purchasing online[3]

Cataloguers need help evolving

68%
Looking to shorten and target catalogues[3]

60%
Plan to use more targeting[3]

Getting in the Game

How can you collaborate to maximise return on investment? Here are four critical must-haves.

1

It Starts with Data

> **Build** the competencies to offer scalable, integrated print and digital solutions. Work with customers to understand the data they have, the data they can get and how it can be analysed. The ability to deal with data will drive bottom line results for your client base.

2

Become a Relevant Player

> **Invest** in the right tools and technologies to meet the new technical demands for catalogue manufacturing. Successfully competing in this market requires cost competitiveness, quality, speed and the ability to handle personalisation.

3

Quality Colour Matching

> **Deliver** consistent colour so every page truly represents the products being sold. This can be achieved through colour management tools that ensure consistent, accurate and repeatable colour. Additionally, the Xerox® Rialto® Inkjet Press and select Xerox® Impika® Inkjet Presses are Fogra certified to assure stability, quality and colour fidelity.

4

Engage the Market

> **Share** the power of an integrated omni-channel catalogue strategy and the impact relevant and targeted print can have. Demonstrate the benefits of personalisation and how catalogues can speak to a specific audience – a change from the days when they advertised to the masses.

Transformation in Action

Proving Inkjet Personalisation Works for Catalogues

Germany
Bonprix

www.bonprix.de

Opportunity

Bonprix, with 32 million customers across 29 countries, wanted to understand the potential impact personalising the catalogue with more targeted content could have on overall ROI.

Transformation

While the retailer employs a multichannel approach that spans online, print and retail, it is their printed catalogue that represents their most critical channel – 220 million copies are distributed annually with 69% of online shoppers consulting the catalogue first.

Bonprix did a test programme using 300,000 catalogues with personalised front and back covers featuring targeted offers based on customer profiles and past purchase information. The custom covers were produced using a Xerox® CiPress® 500 Production Inkjet System. The body contained static content that was produced using traditional web offset technology.

Key results included 500% higher response rates from current customers and 400% higher response rates from inactive customers.

Personalised Catalogue With Magazine Feel Builds Brand Loyalty

Netherlands
Hollandridderkerk

www.hollandridderkerk.nl

Opportunity

To further embrace the Lexus mantra of providing customers a red-carpet experience, dealers in the Netherlands knew their standard vehicle brochure wasn't enough; they needed a high-impact piece. Working with printer Hollandridderkerk, Lexus transformed the buying process into an unforgettable journey.

Transformation

To create a lasting and impressionable experience, Hollandridderkerk partnered with the Lexus Netherland (Louwman & Parqui B.V.) to produce highly personalised catalogues that were sent to potential buyers after leaving the showroom.

The 1:1 catalogue, My Next Lexus, is customised to each buyer and features the specific Lexus model including options, accessories, branded content and sales rep contact information. Dealers can personalise and order the catalogue using the XMPie® uStore®. Pieces are printed on the Xerox® iGen4® Press, with Xerox® FreeFlow® Core automating a touchless workflow process.

For Hollandridderkerk, the continued success of this piece demonstrates the value of personalised communications, bolstering the printer's reputation as an expert in delivering cross-media campaigns.

Empowering Transformation

With a robust portfolio of digital technology, automation offerings and business development support, Xerox is driving transformation in the catalogue market.

Here's just a sampling for your consideration. See more at **www.xerox.co.uk/production.**

Cross-Media Solutions and Workflow Automation

With our award-winning Xerox® workflow portfolio and working collaboratively with our partners, we have assembled the industry's most comprehensive array of workflow solutions to help you capture catalogue opportunities.

- **XMPie® Circle** is a cloud-based solution for planning, managing and automating your multichannel marketing campaigns.

- **XMPie® PersonalEffect®** turnkey systems provide powerful, out-of-the-box solutions for professional-grade graphic art variable data print applications, best-in-class Web-to-print storefronts and multichannel communications that bridge print with digital media. PersonalEffect Enterprise Platforms provide bespoke solutions for high-end, demanding requirements.

- **Xerox® FreeFlow® Core** automates and integrates the processing of print jobs, from file preparation to final production, for a touchless workflow that reduces time and costs.

- **Xerox® FreeFlow® Digital Publisher**, a digital publishing software solution, can help you meet the diversified needs of publishers by complementing print with electronic communications simultaneously, using a single, unified workflow.

- **Xerox® IntegratedPLUS Finishing Solution** transforms your most challenging job stream into efficient, highly automated and predictable production with one-touch prepress and automatic finishing setup.

- For input data streams, composition, prepress and more, you'll find solutions from Chemistry by Solimar to fit your specific needs and unique business environment.

  Visit **www.xerox.co.uk/workflow**.

Xerox® Trivor™ 2400 Inkjet Press

Xerox® Impika® Inkjet Presses

Market-Leading Technology

- **Xerox® Trivor™ 2400 Inkjet Press** maximises productivity and offers automated image quality advancements inside a highly flexible system. The result is a press that delivers the quality and reliability your business depends on today, while providing scalable options to protect your investment for the future.

- **Xerox® Impika® Inkjet Presses** provide a flexible range of solutions to meet all your inkjet needs, while offering scalability to ensure your investment is protected in the future.

- **Xerox® CiPress® Production Inkjet System** uses waterless ink technology that produces consistent and vibrant colour on a range of low-grade and lightweight offset papers, helping to simplify production and reduce mailing costs.

- **Xerox® iGen® 5 Press** delivers world-class quality and benchmark productivity for high-volume production environments.

> **i** Visit **www.xerox.co.uk/production.**

Business Development and Professional Services

The Xerox® ProfitAccelerator® programme, with a portfolio of 100+ tools, resources and training services, is designed to support your efforts from sales and marketing, business planning, operations and new application development. Other services help to:

- Design an optimised workflow tailored to your requirements

- Leverage digital technologies for profitable growth

- Incorporate targeted messaging to drive loyalty and sales

> **i** Visit **www.XeroxDigitalHotSpot.com.**

Xerox® CiPress® Production Inkjet System

Xerox® iGen® 5 Press

Discover more opportunities in this Market Segment Series.

| Catalogues | Digital Packaging | Direct Mail | Marketing Service Provider | Photo Publishing | Publishing | Transactional Marketing |

This series provides insights and practical advice on how to thrive in seven business-boosting markets for print providers. See more at **www.xerox.co.uk/applicationseries.**

We're Xerox.

Xerox helps print providers work better by combining people, processes and technology in more efficient and cost-effective ways.

To find out more, visit **www.xerox.co.uk/production.**

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