DYK
DID YOU KNOW SERIES

PRIVACY AND PRINT

WHY ADVANCES
FOR DIGITAL PRIVACY
ARE DRIVING
MARKETERS TO PRINT

Sylvamo

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DID YOU KNOW?

WHAT IT MEANS FOR MARKETERS

The new privacy features that Apple rolled out with iOS 15 are forcing marketers to rethink the digital strategies with which they've grown comfortable in recent years. From a "Hide My Email" feature that allows users to sign up for apps and websites using a randomized email address to a Mail app feature that will keep marketers from knowing which emails were opened, these changes are gradually making the data that digital marketers collect less reliable as more users upgrade to the latest iOS. And it's not just Apple — Google has announced that it intends to block third-party cookies from tracking users of its Chrome browser, and both changes come on the heels of the 2016 rollout of GDPR, the European Union's groundbreaking data privacy law.

LESS RELIABLE DIGITAL MARKETING MAY MEAN MORE PRINT

In the wake of these changes, print marketing may see a big bump as marketers look to connect with their audiences in more reliable ways. The buzzword these days: first-party data, or data that a brand collects directly from its customers — with consent! — and owns. But even first-party data won't prevent hidden IP addresses or inflated email open rates, which makes reaching customers across multiple channels more important than ever.

SOURCES

[1] https://www.goinspire.co.uk/whitepapers/converting-abandoned-baskets/
[2] https://www.fundera.com/resources/direct-mail-statistics

With less reliable digital data, marketers are looking for ways to meet their conversion goals by leveraging the benefits of other channels. Many of them are turning to print to...

REACTIVATE ABANDONED CARTS
For online retailers, abandoned carts are a huge issue, amounting to trillions of dollars a year in lost revenue. Over the last decade, abandoned cart emails have been shown to reliably recoup some of those lost sales, but it turns out that adding an abandoned direct mail touchpoint can double reactivation.

INCREASE REFERRALS
Salespeople know that one of the easiest ways to convert a new customer is through a referral from an existing customer, and direct mail is a great way to tap into those referrals. Plus, by using variable data print to create personalized referral codes, marketers can easily measure the effectiveness of the promotion just as they would have via a digital channel.

UPSELL AND CROSS-SELL
Direct mail open rates can reach up to 90%, and response rates range from 5 to 9 times higher than other advertising channels. Knowing this, marketers who are concerned about the shifting digital advertising terrain can leverage the customer lifecycle and purchase data they already have to run high-performing print campaigns while strategizing for the next omnichannel frontier.

RESOURCES

Looking for a high-quality stock that will stand up to the mail? Check out Accent Opaque Cover in four basis weights (65, 80, 100 and 120 lb.) and three finishes (Smooth, Super Smooth and Vellum) by visiting **www.accentopaque.com/cover**.