Imagining the Future of Print
Why #PrintWins

Why do we need print?¹

- Print creates an emotional connection that no other media can create (35%).
- Print is practical, portable and readable anywhere without compromising the design (35%).
- Because it complements digital media and vice versa (27%).

When examining print in a cross-media context:¹

- 77% said the emotional connection with print is stronger than with other forms of media.
- 69% said QR codes and PURLs are the perfect bridges between print and the internet.
- 69% said response channels (QR codes, PURLs, mobile links) for print media will become even more important.
- 59% said campaigns for lead generation with new customers should always start with print.
- 58% said the convenience of QR code scanning increases the cross-media behavior of the audience.

67% of online searches are driven by offline messages such as printed pieces, with 39% of shoppers making a purchase.²

The top three types of integrated digital and print marketing materials:³

- Brochures (56.1%)
- Direct Mail (52.1%)
- Bills and Statements (41.5%)

Where are print providers seeing increased demand from customers?¹

- 80% of print providers said full-color variable data printing improves speed and productivity.
- 70% of print providers said digital printing enables them to expand business.⁴

By 2018, the digital printing market will grow from $131.5 billion in 2013 to $187.7 billion—a compound annual growth rate of 7.4%.⁴