

PRINT POWER!

Your Key to Unbeatable Retail Success



IN THE DIGITAL AGE, PRINT CIRCULARS REMAIN A VITAL TOOL IN RETAIL MARKETING, ACCORDING TO VERICAST STUDIES. DISCOVER WHY CONSUMERS STILL VALUE THESE ADS AND HOW RETAILERS CAN EFFECTIVELY USE THEM.



LASTING TANGIBLE IMPACT!

Consumers hold on to grocery circulars an average of **3.5 days**

Vericast Awareness-to-Action Study, February 2023, (n = 1,825)



CUT OUT THE DOUBT!

75%

of consumers trust printed circulars

Vericast Awareness-to-Action Study, June 2023, (n = 1,818)
(of those who use printed grocery store circulars to plan grocery shopping)

ULTIMATE DOORBUSTER!

65%

look for coupons, discounts, and deals to offset higher prices

Vericast Awareness-to-Action Study, February 2023, (n = 1,825)

CAPTIVATING DEALS!

70% regularly view direct mail ads¹

40% spend more time reading mailed promotions²

¹Vericast Awareness-to-Action Study, August 2023, (n = 1,809)
²Vericast Awareness-to-Action Study, February 2023, (n = 1,825)



FOMO!

71%

would miss printed circulars if their grocery stores didn't send them

Vericast Awareness-to-Action Study, June 2023, (n = 1,818)
(of those who use printed grocery store circulars to plan grocery shopping)

TRAFFIC BUILDER!

46%

plan their shopping based on coupons and special offers

Vericast Awareness-to-Action Study, June 2023, (n = 1,818)

WEEKLY SAVINGS PLANNER!

69%

use printed circulars to plan grocery shopping

Vericast Awareness-to-Action Study, February 2023, (n = 1,825)

BIG SAVINGS AHEAD IN 2023!

In the second half of 2023, Vericast is set to distribute 1.4 billion Save Direct Mail Packages.

48%

of U.S. households are projected to be recipients of these packages

86%

of estimated Save packages will include grocery circulars

126 million

grocery circulars, on average, are distributed each week

VERICAST HAS YOUR PRINT CIRCULAR NEEDS COVERED!

RETHINK THE ROLE OF PRINT: THE POWER IS IN YOUR HANDS!

The digital wave is undeniable, but the role of print in your retail marketing strategy is irreplaceable. Your key to unlocking the power of print circulars is right here.

Let's start the conversation.

Learn more: Vericast.com/DirectMail

