

# Trans Meets Promo . . . Is It More Than Market Hype?

## Report Fast Facts

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## Introduction

The health of the printing industry is heavily reliant upon direct mail and transaction documents. InfoTrends forecasts continued growth for direct mail printing at rates above the overall market. Transaction documents are forecast to decline slightly, but from a large base. With the impact of privacy legislation and the continued adoption of the Internet, it is critical to gain an understanding of the future of direct mail and transaction markets.

The concepts surrounding multi-channel communications have never been more prevalent. Operations executives and marketers have an increasing number of choices in how this information is delivered. In addition to printing, there is the Internet and portable devices. Most organizations face continued competition and constrained budgets, and must communicate in the most effective ways. Those that receive these documents have preferences as well, and this study will provide insight into how these two sets of dynamics will impact the market.

As our most recent study indicated, direct mail is the preferred direct marketing approach, with 60% of respondents stating a preference for direct mail over other types of direct marketing. This study will explore changes in the way that consumers and marketing executives are using alternative media and print communication. Direct mail will be examined from three perspectives:

- Direct mail that is designed to acquire new customers
- Direct mail that is designed to drive loyalty and retention

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- Direct mail designed to expand customer share of wallet (up-selling existing customers)

Transaction documents are vital links between critical business processes and desired outcomes. They fuel the transfer of funds and ensure cash flow. Invoices and statements are the ultimate “mission-critical” documents. As such, they are the one piece of mail that is almost always read. There are also transaction documents or notifications where consumers “opt in” to relationships with suppliers. Organizations are investigating new and more efficient means of producing and distributing these documents, and this has resulted in a new category called “transpromotional” that combines promotional direct mail and transactional. The adoption of transpromotional documents could transform the existing document landscape.

This evolution provides new opportunities for document technology vendors of printing and finishing equipment, as well as providers of software enablers such as document and content management and electronic presentment. It also offers a tremendous opportunity for print service providers in the document outsourcing arena to assist customers in migrating to more productive and efficient operational strategies relative to transactional data flow.

This study will evaluate the transition underway in the corporate world relative to transactional documents. It will consider the longer-term effects of recent events on the perceptions and practices associated with the creation, management, and distribution of transaction documents.

The overall objective of this study is to provide document technology vendors and service providers with critical information to guide the development of product/service portfolios and strategic business planning that is designed to capture revenue from direct mail and transaction-based document applications.

The study will also examine the impact and opportunities for document technologies and services created by the increasing pervasiveness of the Internet as a business tool, the adoption of Customer Relationship Management (CRM) and Marketing Performance Measurement (MPM) solutions, electronic document delivery programs, and the increased availability and accuracy of customer data in medium-sized and large companies in select vertical industries.

## **Project Objectives**

- Identify the current state and future prospects for transaction documents, transpromotional documents, acquisition direct mail, and retention direct mail
- Understand how key IT and organizational initiatives are affecting user requirements for document production and distribution technology and services
- Assess the changing requirements of consumers segmented by typical demographics
- Understand how key marketing executives are assessing marketing channels and evaluating success
- Identify the role that agencies play in statement design and branding initiatives
- Determine customer requirements and the rate of adoption for document technologies and services in key industries
- Assess customer awareness and vendor plans for supporting key technologies

- Assess market opportunities for high speed print technology o High-speed black & white devices (80+ ppm)
- Assess market opportunities for feeding and finishing solutions in support of digital printing print-related solutions
- Profile current and future value-added document services offered and determine the market size and growth potential for each (2008 – 2012)
- Identify and profile the leading suppliers for enterprise document systems and services

## Table of Contents

<b>Project Objectives</b> .....	<b>9</b>
<b>Methodology</b> .....	<b>11</b>
Desk Research .....	11
Primary Research.....	12
<b>Executive Summary</b> .....	<b>13</b>
TransPromo: Is It the Perfect Storm? .....	13
Transactional Documents: The Market Opportunity.....	15
Direct Mail.....	17
TransPromo: Blending the Best of Both Worlds.....	19
<i>The Technology Factor</i> .....	19
<i>Multichannel Communications: A TransPromo Plus</i> .....	21
<i>Mobile Communications on the Rise</i> .....	22
<i>TransPromo: Seeking Organizational Alignment</i> .....	23
<i>Meeting the TransPromo Challenge</i> .....	23
Key Findings—Consumer Study .....	25
<i>Transactional Mail</i> .....	25
<i>Direct Mail</i> .....	25
<i>e-Mail</i> .....	26
<i>The Greening of Mail</i> .....	26
<i>TransPromo Communications</i> .....	26
Key Findings—Document Owners’ Study .....	28
<i>Transaction Document Expenditures</i> .....	28
<i>Statements and Bills: The Rest of the Story</i> .....	28
<i>Statement Inserts</i> .....	28
<i>The Cost of Customer Support</i> .....	29
<i>An Inside Look at Transaction Document Production</i> .....	29
<i>e-Presentation Services</i> .....	29
<i>The Value of Design in Transactional Documents</i> .....	30
<i>Envelope Printing</i> .....	30
<i>Transpromotional Printing</i> .....	30
Key Findings—Direct Marketers.....	31
<i>Marketing Practices</i> .....	31
<i>The Cost of Direct Mail</i> .....	31
<i>Direct Marketing Production</i> .....	31
<i>Personalization</i> .....	32
<i>Direct Mail Classified</i> .....	32
<i>Factors Affecting Direct Mail</i> .....	32
<i>Direct Mail Results</i> .....	33
<i>Marketing Operations</i> .....	33
<i>The Value of TransPromo</i> .....	33

Key Findings—Print Service Providers .....	34
<i>Revenues from Operations</i> .....	34
<i>In-Plant Print Operations</i> .....	34
<i>Production Environment</i> .....	34
<i>Envelopes</i> .....	35
<i>Inserts</i> .....	35
<i>Transactional Printing</i> .....	35
<i>Direct Mail</i> .....	35
<i>Transpromotional Communications</i> .....	35
<i>Investment Plans</i> .....	36
<i>Market Views</i> .....	36
Conclusions and Recommendations .....	37
<i>Marketers and Document Owners</i> .....	37
<i>Print Service Providers</i> .....	39
<i>Suppliers to the Industry</i> .....	41
<b>The Consumer Perspective.....</b>	<b>42</b>
Executive Summary.....	42
Key Highlights: Consumer Study.....	43
<i>Transactional Mail</i> .....	44
<i>Direct Mail</i> .....	44
<i>e-Mail</i> .....	45
<i>The Greening of Mail</i> .....	45
<i>TransPromo Communications</i> .....	45
Study Demographics .....	46
Transaction Documents.....	49
<i>Transaction Mail Volumes</i> .....	51
<i>Transaction Document Preferences</i> .....	54
<i>Number of Transaction Documents Received</i> .....	55
<i>Viewing Preferences for Electronic Transaction Documents</i> .....	57
<i>Bill Payment: Driven by Convenience and Simplicity</i> .....	58
<i>Improving the Online Bill Payment Experience</i> .....	62
<i>Other Online Activities</i> .....	63
<i>Statements Attract Attention</i> .....	64
<i>Cell Phone Usage</i> .....	64
Consumer Direct Marketing Preferences .....	66
Direct Mail.....	68
<i>Why Visit an Advertising Web Link?</i> .....	74
<i>Relevance of Direct Mail</i> .....	75
<i>Direct and e-Mail Preferences</i> .....	77
e-Mail Preferences .....	81
<i>The Power of Multichannel</i> .....	86
The Greening of Mail .....	87
TransPromo: Where Is the Market? .....	89
Conclusions and Recommendations .....	93
<i>Marketers and Document Owners</i> .....	93
<i>Print Service Providers</i> .....	93
<i>Suppliers to the Industry</i> .....	93
<b>Transaction Document Owners.....</b>	<b>94</b>
Executive Summary.....	94
Key Highlights: Consumer Study.....	94
<i>Transaction Document Expenditures</i> .....	94
<i>Statements and Bills: The Rest of the Story</i> .....	95
<i>Statement Inserts</i> .....	95
<i>The Cost of Customer Support</i> .....	95

<i>An Inside Look at Transaction Document Production</i> .....	95
<i>e-Presentation Services</i> .....	96
<i>The Value of Design in Transactional Documents</i> .....	96
<i>Envelope Printing</i> .....	96
<i>Transpromotional Printing</i> .....	96
Study Demographics .....	98
Statements and Bills: The Rest of the Story.....	110
Statement Inserts.....	113
The Cost of Customer Support.....	117
An Inside Look at Transaction Document Production .....	121
e-Presentation Services .....	131
The Value of Design in Transactional Documents .....	146
Envelope Printing.....	149
Transpromotional Printing .....	152
Conclusions and Recommendations .....	158
<i>Document Owners</i> .....	158
<i>Print Service Providers</i> .....	159
<i>Suppliers to the Industry</i> .....	159
<b>Direct Marketers</b> .....	<b>160</b>
Executive Summary.....	160
Key Highlights: Direct Marketer Study.....	160
<i>Marketing Practices</i> .....	161
<i>The Cost of Direct Mail</i> .....	161
<i>Direct Marketing Production</i> .....	161
<i>Personalization</i> .....	161
<i>Direct Mail Classified</i> .....	162
<i>Factors Affecting Direct Mail</i> .....	162
<i>Direct Mail Results</i> .....	162
<i>Marketing Operations</i> .....	162
<i>The Value of TransPromo</i> .....	163
Study Demographics .....	164
Marketing Practices .....	171
The Cost of Direct Mail .....	181
Direct Marketing Production .....	186
Personalization .....	196
Direct Mail Classified .....	203
Factors Affecting Direct Mail.....	208
Direct Mail Results.....	213
Marketing Operations .....	216
The Value of TransPromo .....	219
Conclusions and Recommendations .....	224
<i>Marketers and Document Owners</i> .....	224
<i>Print Service Providers</i> .....	224
<i>Suppliers to the Industry</i> .....	225
<b>Print Service Providers</b> .....	<b>226</b>
Executive Summary.....	226
Key Highlights: Print Service Provider Study .....	228
<i>Revenues from Operations</i> .....	228
<i>In-Plant Print Operations</i> .....	228
<i>Production Environment</i> .....	229
<i>Envelopes</i> .....	229
<i>Inserts</i> .....	229
<i>Transactional Printing</i> .....	229
<i>Direct Mail</i> .....	230

<i>Transpromotional Communications</i> .....	230
<i>Investment Plans</i> .....	230
<i>Market Views</i> .....	230
Study Demographics .....	231
Revenues from Operations.....	236
In-Plant Print Operations .....	243
Production Environment .....	247
Envelopes .....	258
Inserts .....	262
Transactional Printing.....	266
Direct Mail.....	270
Transpromotional Communications.....	274
Investment Plans .....	277
Market Views .....	281
Conclusions and Recommendations .....	283
<i>Print Service Providers</i> .....	283
<i>Suppliers to the Industry</i> .....	284

### List of Figures

Figure 1: TransPromo Growth Forecast.....	15
Figure 2: Number of Bills and Statements Generated for Customers in a Month.....	17
Figure 3: Percentage of Advertising Spend by Media .....	18
Figure 4: Direct Marketing Channels Used .....	19
Figure 5: The Phases of Digital Color Production .....	21
Figure 6: Multichannel Marketing Campaign Management.....	22
Figure 7: Age of Consumer Respondents .....	49
Figure 8: Highest Education Level of Respondents .....	50
Table 1: Transaction Mail Sent and Received in the U.S.....	53
Table 2: Bill Payment Trends by Method (USPS) .....	54
Table 3: Bill and Statement Volumes by Industry (USPS) .....	55
Figure 9: Preferred Way to Receive Transaction Documents.....	56
Figure 10: Plans to Change Number of Bills Received Online.....	58
Figure 11: Location on the Internet Where Documents Are Viewed.....	59
Figure 12: Percentage of Bills Regularly Paid by Method.....	60
Figure 13: Obstacles Associated with Online Payment and Presentment.....	61
Figure 14: Primary Reason for Paying Bills by a Certain Method.....	62
Figure 15: Method of Payment .....	63
Figure 16: Changes in Payment Habits.....	64
Figure 17: Aspects of Online Bill Payment that Could Be Improved.....	65
Figure 18: Time Spent Reviewing Monthly Statements in the Mail.....	66
Table 4: Advertising Mail by Mail Classification (USPS) .....	71
Figure 19: Number of Direct Mail Pieces Received Each Month .....	72
Figure 20: Number of Direct Mail Pieces Received Each Month with a Personalized URL.....	73
Figure 21: How Often Web Site is Visited .....	74
Figure 22: Reason to Visit a Web Site on a Direct Mail Piece .....	76
Figure 23: Percentage of Items Received that are Personalized and Useful .....	77
Figure 24: Type of Direct Mail Preferred .....	78
Figure 25: Contacting Without Permission via Direct Mail .....	79
Figure 26: Reason to Open Unsolicited Mail.....	80
Figure 27: Frequency of Response to Direct Mail Marketing.....	81
Figure 28: Whether Respondents Opt Out of Direct Mailings .....	82
Figure 29: Contacting Without Permission via e-Mail.....	84
Figure 30: Number of Marketing Related e-mail Messages Read .....	85

Figure 31: Reason to Read Marketing Related e-mail Messages..... 86

Figure 32: Agreement with Statement..... 88

Figure 33: Preference for Recycled Paper ..... 90

Figure 34: Percentage of Bills that Include Promotional Material on the Statement..... 92

Figure 35: Types of Mail Discarded without Opening or Reading..... 94

Figure 36: Function of Respondents Related to Transaction Documents..... 102

Figure 37: Industries Represented (1)..... 103

Figure 38: Industries Represented (2)..... 103

Figure 39: Company Size (Employees)..... 104

Figure 40: Respondent Title ..... 105

Figure 41: Area of Responsibility..... 106

Figure 42: Transaction Document Expenditures ..... 108

Figure 43: Number of Bills and Statements Generated for Customers in a Month..... 109

Figure 44: Expected Change in Spending on Printed Transaction Documents..... 110

Figure 45: Expected Change in Spending on Electronic Transaction Documents ..... 111

Figure 46: Percentage of Transaction Budget by Document Type ..... 112

Figure 47: Percentage of Recurring Bills and Statements ..... 114

Figure 48: Percentage of Recurring Bills and Statements by Interval..... 115

Figure 49: Use of Advertisements with Transaction Documents ..... 117

Figure 50: Respondents' Views on Inserts..... 118

Figure 51: Cost of Adding a Marketing Insert to an Envelope..... 119

Figure 52: Number of Support Calls Per Month ..... 121

Figure 53: Average Cost per Customer Support Call..... 122

Table 5: The Impact of Reduced Call Center Volume..... 123

Figure 54: Percentage of Transaction Document Spending by Category..... 125

Figure 55: Percent of Transaction Document Spending with External Service Providers ..... 126

Figure 56: Percentage of Transactional Printing by Method ..... 127

Figure 57: Digital Color in Transactional Printing..... 128

Figure 58: Reasons for Using Digital Color in Statements..... 129

Figure 59: Percentage of Print Volume That Is or Will Be Digitally Printed in Full or Process  
Color - Mean ..... 130

Figure 60: Expected Change in Transaction Print Volume - Mean ..... 131

Figure 61: Limitations with Paper-Based Processes..... 132

Figure 62: Opinion on the Future of Statements ..... 133

Figure 63: Year Service Will Be Added..... 135

Figure 64: Primary Motivation for Making Documents Available Online ..... 136

Figure 65: Discontinued Physical Print and Mail for Customers Opting for Internet..... 137

Figure 66: How Documents Are Available via the Internet..... 138

Figure 67: Initial Spending to Get Internet Presentment System Operational ..... 139

Figure 68: Percentage of Customers that Use/Will Use Internet Presentment - Means..... 140

Figure 69: Rate of Adoption of Presentment ..... 141

Figure 70: Reason for Internet Presentment Not Being Adopted Quickly..... 142

Figure 71: Effect of Electronic Presentment on Paper Usage..... 143

Figure 72: Type of Transaction Documents that are Good Candidates for Internet Presentment..... 144

Figure 73: Return on Investment Target Timeframe ..... 145

Figure 74: Ability to Meet Financial Parameters for Internet Transaction Documents (2008) ..... 146

Figure 75: Ability to Meet Financial Parameters for Internet Transaction Documents (2006) ..... 147

Figure 76: Reaction to Postage Increases ..... 148

Figure 77: Importance of Factors in the Design of Printed Statements or Bills ..... 150

Figure 78: Importance of Factors in the Design of Electronic Statements or Bills ..... 151

Figure 79: Percentage of Total Envelope Printing by Process..... 153

Figure 80: Percentage of Total Envelope Printing by Process in 2010..... 154

Figure 81: Premium for Targeted Transpromotional Documents - Means..... 156

Figure 82: Importance of Benefits of Transpromotional Documents (2008) ..... 157

Figure 83: Importance of Benefits of Transpromotional Documents (2006) ..... 158

Figure 84: Percentage of Transpromotional Printing by Method.....	159
Figure 85: Inhibitors to Transpromotional Documents .....	160
Figure 86: Function of Respondents Related to Direct Marketing Campaigns .....	168
Figure 87: Industries Represented .....	169
Figure 88: Company Size (Employees).....	170
Figure 89: Respondent's Title.....	171
Figure 90: Area of Responsibility.....	172
Figure 91: Technology Adoption.....	173
Table 6: U.S. Advertising Spending by Medium, 2005-2007 .....	175
Figure 92: Marketing Channels Used .....	176
Figure 93: Mean Percentage of Marketing Campaign that is Both Printed Direct Mail and Web Marketing.....	178
Figure 94: Estimated 2008 Marketing Spending by Medium .....	179
Figure 95: Percentage of Marketing Campaigns that Include Mobile Devices .....	180
Figure 96: Marketing Spend, Direct versus Mass Media .....	181
Figure 97: Estimated 2008 Direct Marketing Expenditures.....	182
Figure 98: Percent of Direct Marketing Budget by Channel.....	183
Figure 99: Average Cost per Direct Mail Campaign.....	185
Figure 100: Average Cost of a Typical Direct Mail Piece (Excluding Postage) .....	186
Figure 101: Percentage of Direct Mail Piece Costs.....	187
Figure 102: Percentage of Direct Mail Spending for Return Mail.....	188
Figure 103: How Printing and Internet Direct Marketing Programs are Managed .....	190
Figure 104: Percentage of Direct Mail that is/will be Full Digital Color.....	191
Figure 105: Use of Digital Full Color in Direct Mail.....	192
Figure 106: Primary Reason Digital Color is Not Used .....	193
Figure 107: Percent of Direct Mail Spending with External Service Providers .....	194
Figure 108: Primary Factor in Selecting External Direct Mail Service Provider .....	195
Figure 109: Advertising/Design Agency Roles in Direct Mail .....	196
Figure 110: Percentage of Direct Mail Spending by Vendor Type .....	197
Figure 111: Percentage of Direct Mail Pieces Personalized .....	200
Figure 112: Complexity of Personalization.....	201
Figure 113: Estimated Improvement in Response Rate with More Personalization .....	202
Figure 114: Response Improvement Required for Re-Engineering .....	203
Figure 115: Improvement in Additional Metrics with Improved Personalization.....	204
Figure 116: Obstacles to Increasing the Use of Personalization .....	205
Figure 117: How Direct Mail is Used .....	207
Figure 118: Percentage of Direct Mail by Category .....	208
Figure 119: Percentage of Direct Mail by Postal Category .....	209
Figure 120: Percentage of Direct Mail using Stamps .....	210
Figure 121: Limiting Factors for Direct Mail.....	212
Figure 122: Inhibiting Factors for Direct Mail.....	213
Figure 123: Factors Influencing Bringing Direct Mail Production In-House.....	214
Figure 124: Importance of Factors in Outsourcing Direct Mail.....	215
Figure 125: Tracking Effectiveness of Direct Mail Campaigns.....	217
Figure 126: Response Rate Expectations.....	218
Figure 127: Use of a Marketing Campaign Dashboard.....	220
Figure 128: Marketing Operations Tool Sets Used .....	221
Figure 129: Promotional Messages in Transaction Mail .....	223
Figure 130: How Promotional Messages Are Included .....	224
Figure 131: Importance of TransPromo Benefits .....	225
Figure 132: Inhibitors to TransPromo Adoption.....	226
Figure 133: Annual Investment Plans .....	229
Figure 134: Consideration of Purchasing an Ultra High-Speed Production Digital Color Device (respondents with 20+ employees) .....	230
Figure 135: Company Size (Number of Employees).....	235



Figure 136: Respondent's Title..... 236

Figure 137: Activities in Company ..... 237

Figure 138: Type of Printing Operation ..... 238

Figure 139: Annual Revenues (excluding in-plant operations) ..... 240

Figure 140: Percentage of Total Revenue by Application ..... 241

Figure 141: Annual Revenues from Transaction-Related Services (excluding in-plant operations).. 242

Figure 142: Annual Revenues from Direct Mail Services (excluding in-plant operations) ..... 243

Figure 143: Expected Change in Income from Direct Mail (including in-plant operations) ..... 244

Figure 144: Impact of Postage Costs on Business ..... 245

Figure 145: Total Annual Page Volume – In-Plant Operations ..... 247

Figure 146: Page Volume by Application – In-Plant Operations ..... 248

Figure 147: Expected Change in Transaction Document Income..... 249

Figure 148: Transaction Printing Job Size ..... 251

Figure 149: Approach to New Technology ..... 252

Figure 150: Type of Equipment ..... 253

Figure 151: Black & White Digital Printers ..... 254

Figure 152: Digital Full Color Printers ..... 255

Figure 153: Preferred Digital Color Technology ..... 256

Figure 154: File Type/Data Stream Preferences..... 257

Figure 155: Services Equipped to Provide (1)..... 258

Figure 156: Services Equipped to Provide (2)..... 259

Figure 157: Services Equipped to Provide (3)..... 260

Figure 158: Percentage of Envelope Printing by Process (2008) ..... 262

Figure 159: Percentage of Envelope Printing by Process (2010) ..... 263

Figure 160: Envelope Types for Direct Mail ..... 264

Figure 161: Opinions on Inserts ..... 266

Figure 162: Cost of Inserting ..... 267

Figure 163: Number of Inserts in an Average Statement..... 268

Figure 164: Costs Associated with Transaction Documents..... 270

Figure 165: Percent of Revenues from Digital Printing of Transactional Documents by Use of Color (2008)..... 271

Figure 166: Percent of Revenues from Digital Printing of Transactional Documents by Use of Color (2012)..... 272

Figure 167: Percent of Direct Mail by Process (2008)..... 274

Figure 168: Percent of Direct Mail by Process (2012)..... 275

Figure 169: Variable Data Direct Mail by Type of Fields..... 276

Figure 170: Benefits of TransPromo ..... 278

Figure 171: TransPromo Inhibitors..... 279

Figure 172: Annual Investment Plans ..... 281

Figure 173: Equipment Budgeted for Purchase in Next 12 Months..... 282

Figure 174: Purchase of Ultra High Speed Digital Color Production Devices..... 283

Figure 175: Agreement with Statements ..... 285

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