

Trans Meets Promo: A European Perspective

Report Fast Facts

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Abstract

This study provides a view of the Western European TransPromo market that has never previously been amassed at this level. This study includes quantitative research on five major economies, namely France, Germany, Italy, Sweden, and the United Kingdom.

The study identifies the current state of and future prospects for transaction documents, transpromotional documents, acquisition direct mail, and retention direct mail from the perspective of consumers, marketers, document owners, and document producers (print service providers, service bureaus, etc.). It evaluates a transition that is underway in the corporate world relative to transactional documents and provides document technology vendors and service providers with critical information to guide the development of product/service portfolios and strategic business planning initiatives.

Data for this study was collected through a blend of primary and secondary research. The primary focus was discussions with marketing executives, document owners, and print buyers to determine current and future plans for direct mail and transactional documents, as well as their perspective on the transpromotional opportunity. These discussions are supplemented by a series of structured interviews with more than 2,000 consumers over 18 years of age. Respondents provided a range of information that would ultimately provide us with an accurate picture of consumer habits and preferences regarding their interaction with transaction documents.

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Headquarters:
97 Libbey Industrial Parkway
Suite 300
Weymouth, MA 02189
United States
+1 781 616 2100
info@infotrends.com

Europe:
3rd Floor, Sceptre House
7-9 Castle Street
Luton, Bedfordshire
United Kingdom, LU1 3AJ
+44 1582 400120
euro.info@infotrends.com

Asia:
Hiroo Office Building
1-3-18 Hiroo, Shibuya-ku
Tokyo 150-0012
Japan
+81 3 5475 2663
info@infotrends.co.jp

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