

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

Report Fast Facts

Published: September 2008

Pages: 284

Tables & Figures: 179

Price: Technology Providers:
\$14,995

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Corporate Users: \$7,995

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

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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

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