

## 6TH GREAT GREETING RESPONSE PHYSICAL VS. EMAIL GREETINGS

For six years running, the responses to Impagination's Great Greeting Survey present a clear message – if you are going to make a personal connection with your customers, physical greetings win hands down over email.

The survey highlights:

- **Nine out of ten** survey respondents prefer to receive their seasonal greetings in a physical form (an increase of over 20% from 2007).
- **Nine out of ten** respondents kept their favorite greeting and 90% showed their favorite greeting to other people (up over 15% from last year).
- **Three out of ten** respondents expressed a preference to receive a seasonal greeting that combines a physical piece and email (no change from 2007).



impagination inc.

127 Delaware Ave.  
Toronto, Ontario  
Canada M6H 2S9

p. 416.538.3330  
f. 416.530.4577

[www.impaginationinc.com](http://www.impaginationinc.com)

While physical greetings are more expensive to produce and distribute than email, customers' clear preference for them appears to be sufficient justification for the additional expense and effort.

If you, or the CFOs in your company, need further justification, consider the high level of retention and pass-along that favorite greetings received from customers – 90% showed their favorite to other people.

This level of retention and pass-along is exceptional and clearly shows that spending more time, money and effort on great greetings pays dividends with your customers.

Impagination has conducted this online survey over the past six years after each holiday season and the statistics for retention and pass-along continue to rise.

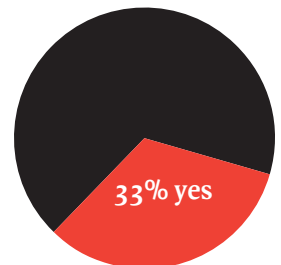
At Impagination, we believe that your customers appreciate and prefer the personal, tactile and sensory experience of a card or other physical communication. And we believe that these findings extend to all elements of your marketing campaign.

If you would like to know more about this survey or how to refocus your marketing plans to maximize your budget and ensure powerful impact with your customers, contact **Laural Carr** at **416.538.3330** or **1.877.538.3330** or email us at **info@impaginationinc.com**

Favorite Greeting arrived by:



Preferred Combined Greeting



Shared Favorite Greeting

