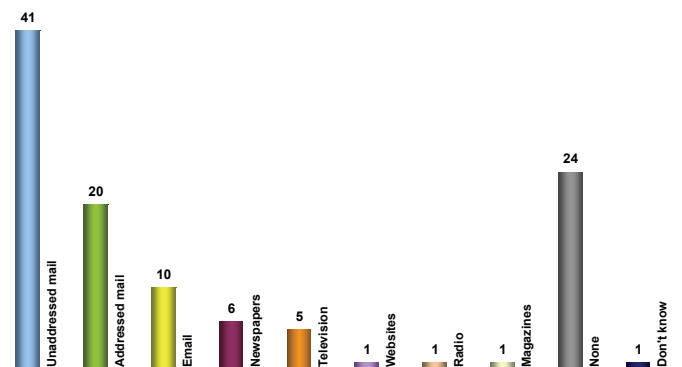




What media should  
**department stores**  
consider to reach their  
customers and prospects?

# CUSTOMER RETENTION PREFERRED MEDIA



Existing customers prefer to receive promotional communications from department stores via:

**41%** Unaddressed mail      **20%** Addressed mail      **10%** Email

## Key demographics

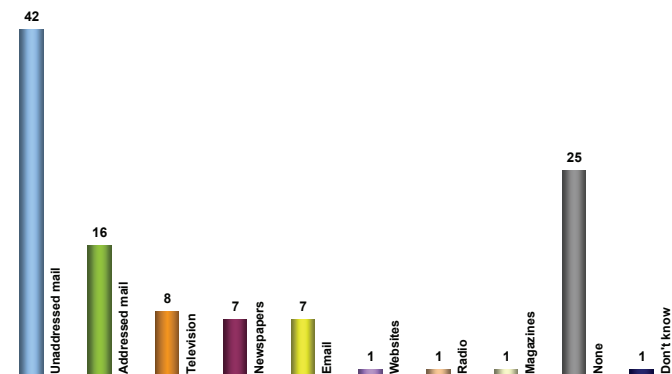
- Preferences across the demographic groups are fairly consistent, with those under 40 years of age and those earning over \$50k marginally more likely to prefer email than other groups.

Base: Department store customers n = 503

## INSIGHTS

Unaddressed mail performs strongly for department stores – both to retain and acquire customers - showing that catalogues are still a preferred way for consumers to view products and communications from department stores.

# CUSTOMER ACQUISITION PREFERRED MEDIA



Non-customers prefer to receive promotional communications from department stores via:

**42%** Unaddressed mail      **16%** Addressed mail      **8%** Television

## Key demographics

- Prospects in rural locations show a higher preference for no communications from department stores, most likely because of the absence of these stores in their local area.
- Only 7% of respondents named email as their preferred channel.

Base: Department store customers n = 501

## SPOTLIGHT ON DIRECT MAIL

Addressed mail was the second most preferred channel, highlighting the opportunity for department stores to increase the relevance of communications by leveraging data from sources such as customer loyalty programs to personalise communications.