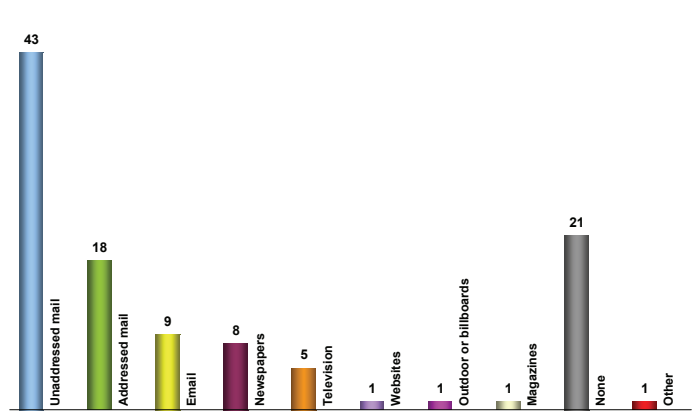




What media should  
**hardware outlets**  
consider to reach their  
customers and prospects?

# CUSTOMER RETENTION PREFERRED MEDIA



Existing customers prefer to receive promotional communications from hardware outlets via:

**43%** Unaddressed mail      **18%** Addressed mail      **9%** Email

### Key demographics

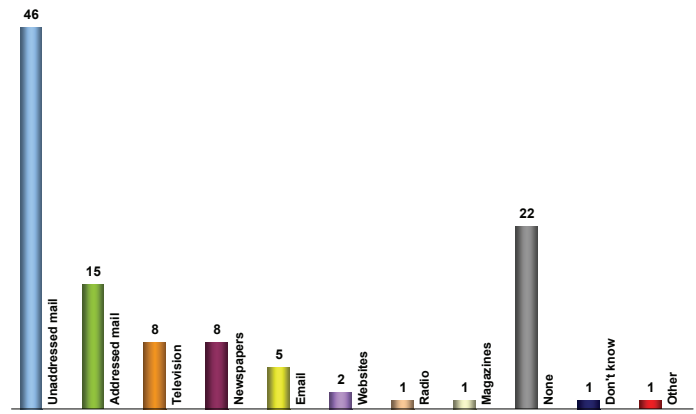
- People aged 18-39 have a higher preference for both addressed mail and email than the average.
- Newspapers are more preferred by those aged over 65.

Base: Hardware retailer customers n = 503

## INSIGHTS

The preference for unaddressed mail suggests that consumers aren't expecting personalised communications from hardware retailers, but could also suggest that this is an expectation based on conditioning over time.

# CUSTOMER ACQUISITION PREFERRED MEDIA



Non-customers prefer to receive promotional communications from hardware outlets via:

**46%** Unaddressed mail      **15%** Addressed mail      **8%** Television

### Key demographics

- People aged 18-29 are more than twice as likely to prefer email than the average.
- Households where income is over \$100k show a higher preference for television than the average.

Base: Hardware retailer customers n = 501

## SPOTLIGHT ON DIRECT MAIL

With addressed mail coming in as the second preference for both existing and prospective customers, the findings suggest that there may be an opportunity for more targeted, personalised communications from hardware retailers.