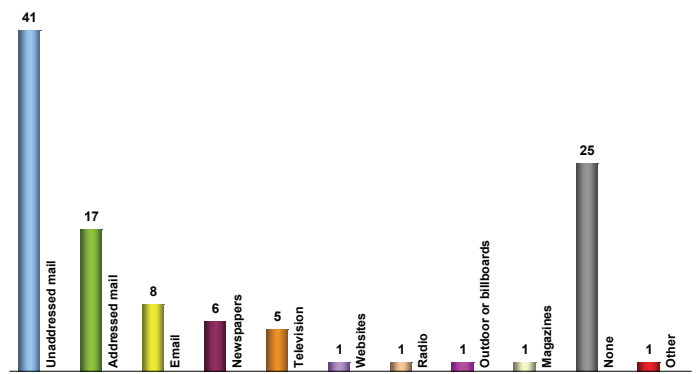




What media should  
**home whitegoods retailers**  
consider to reach their  
customers and prospects?

# CUSTOMER RETENTION PREFERRED MEDIA



Existing customers prefer to receive promotional communications from whitegoods retailers via:

**41%** Unaddressed mail  
**17%** Addressed mail  
**8%** Email

### Key demographics

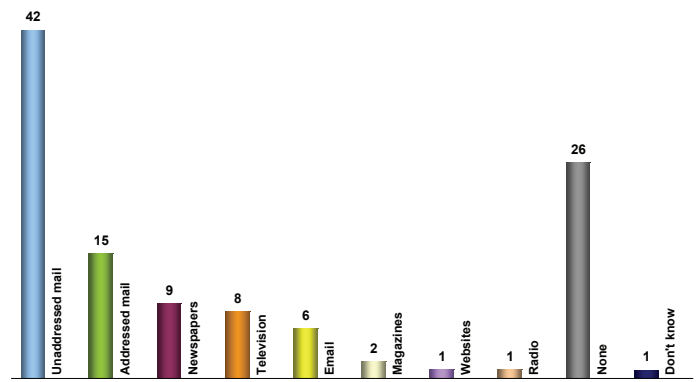
- People aged 18-39 show a higher preference for email than the average, though their overall preferences are consistent.
- Potentially due to their life stage, people aged over 65 are more likely to request no communications from whitegoods retailers.

Base: Whitegoods retailer customers n = 503

## INSIGHTS

Like many retail industries, the preference for unaddressed mail is consistent with the actual activity by retailers, and reinforces the use of catalogues. As a considered, durable purchase, it is perhaps surprising that customers do not have a higher expectation of personalised communication from the retailer.

# CUSTOMER ACQUISITION PREFERRED MEDIA



Non-customers prefer to receive promotional communications from whitegoods retailers & manufacturers via:

**42%** Unaddressed mail  
**15%** Addressed mail  
**9%** Newspapers

### Key demographics

- People aged 30-39 are more likely to prefer addressed mail than the average.
- Similar to existing customers, those aged over 65 have a higher incidence of "none" in their preferences.

Base: Whitegoods retailer customers n = 501

## SPOTLIGHT ON DIRECT MAIL

With addressed mail the clear second preference for both groups, this suggests an opportunity for those retailers with strong databases to deliver more targeted communications.