

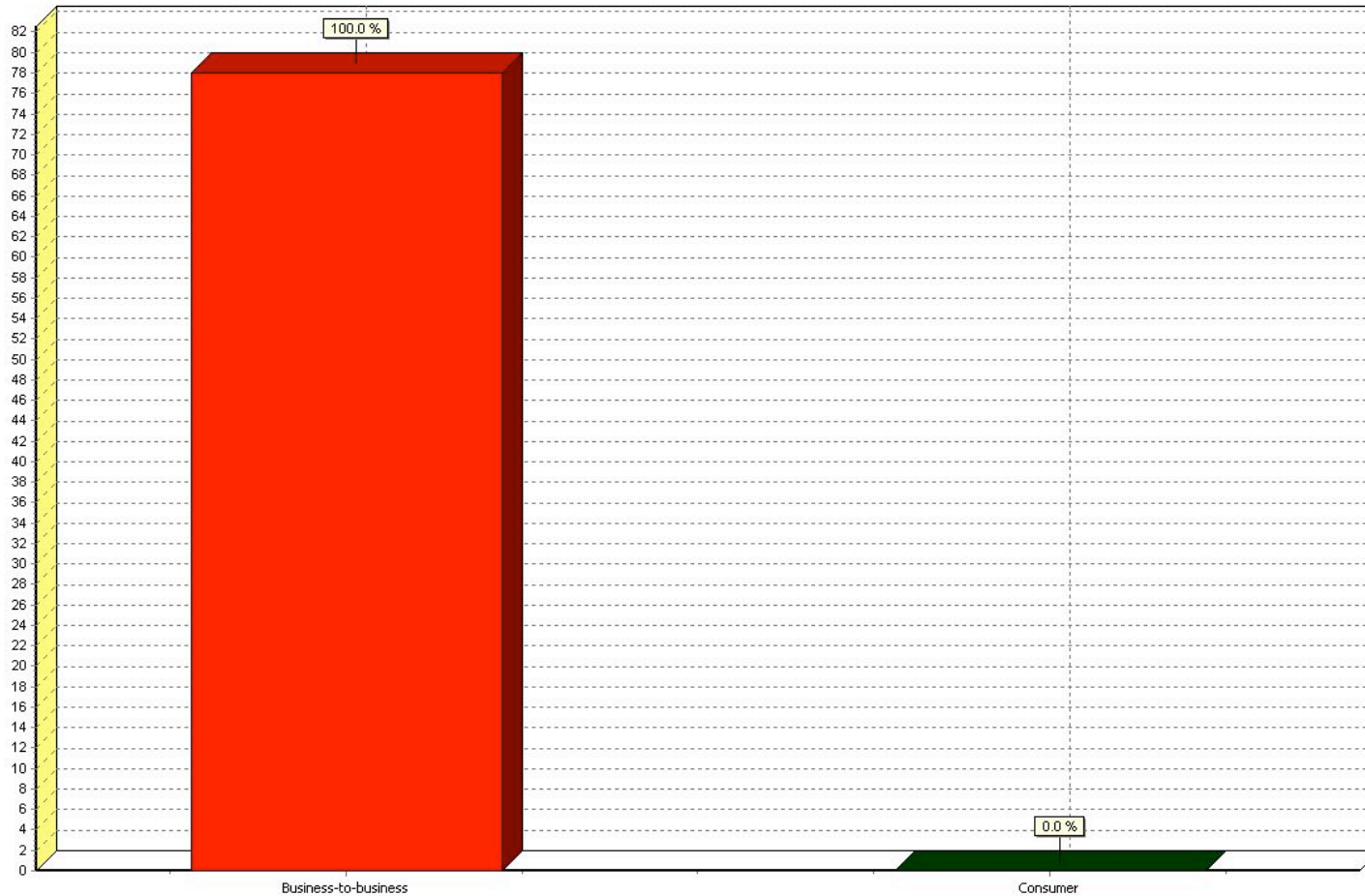


# Survey Results & Analysis for Catalog Mailing and Marketing Survey B2B Responses

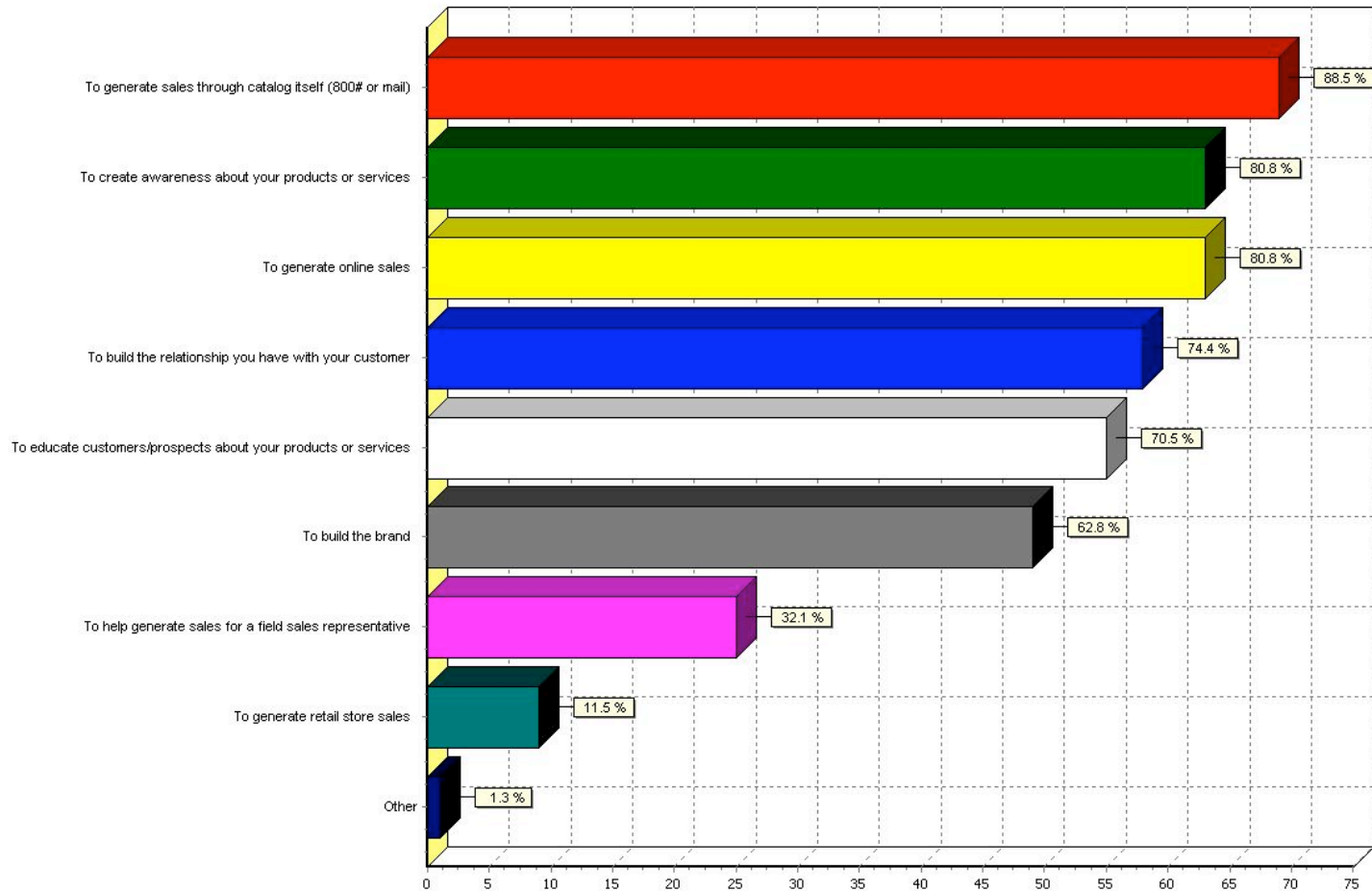
# Executive Summary

This report contains a detailed statistical analysis of the results to the survey titled Catalog Mailing and Marketing Survey . The results analysis includes answers from all respondents who took the survey in the 15 day period from Tuesday, August 21, 2007 to Tuesday, September 4, 2007. 78 completed responses from B2B catalogers were received to the survey during this time.

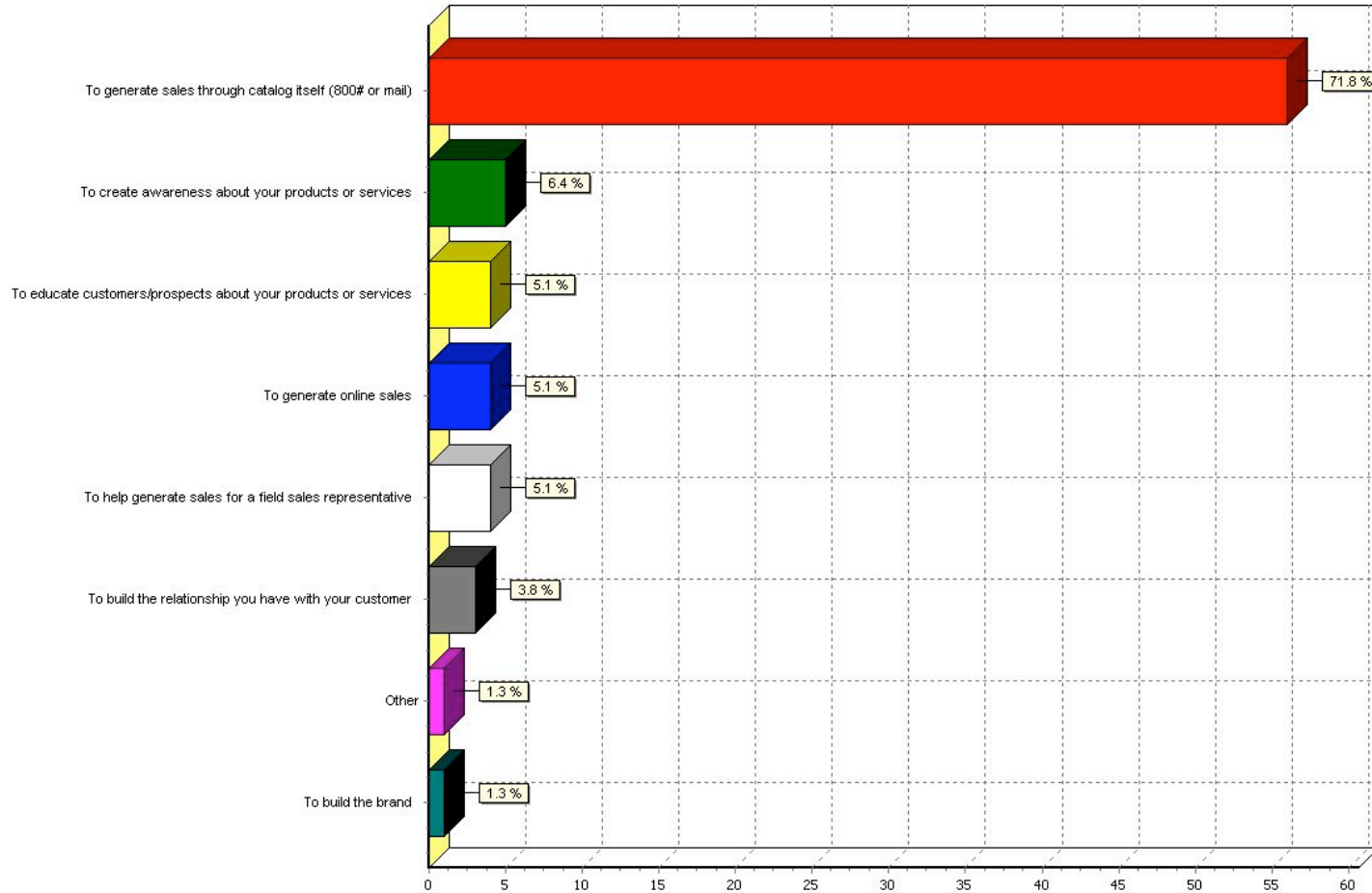
# 1) Is your catalog primarily business-to-business or consumer?



## 2) What business objectives does your catalog fulfill? (Please check all that apply.)



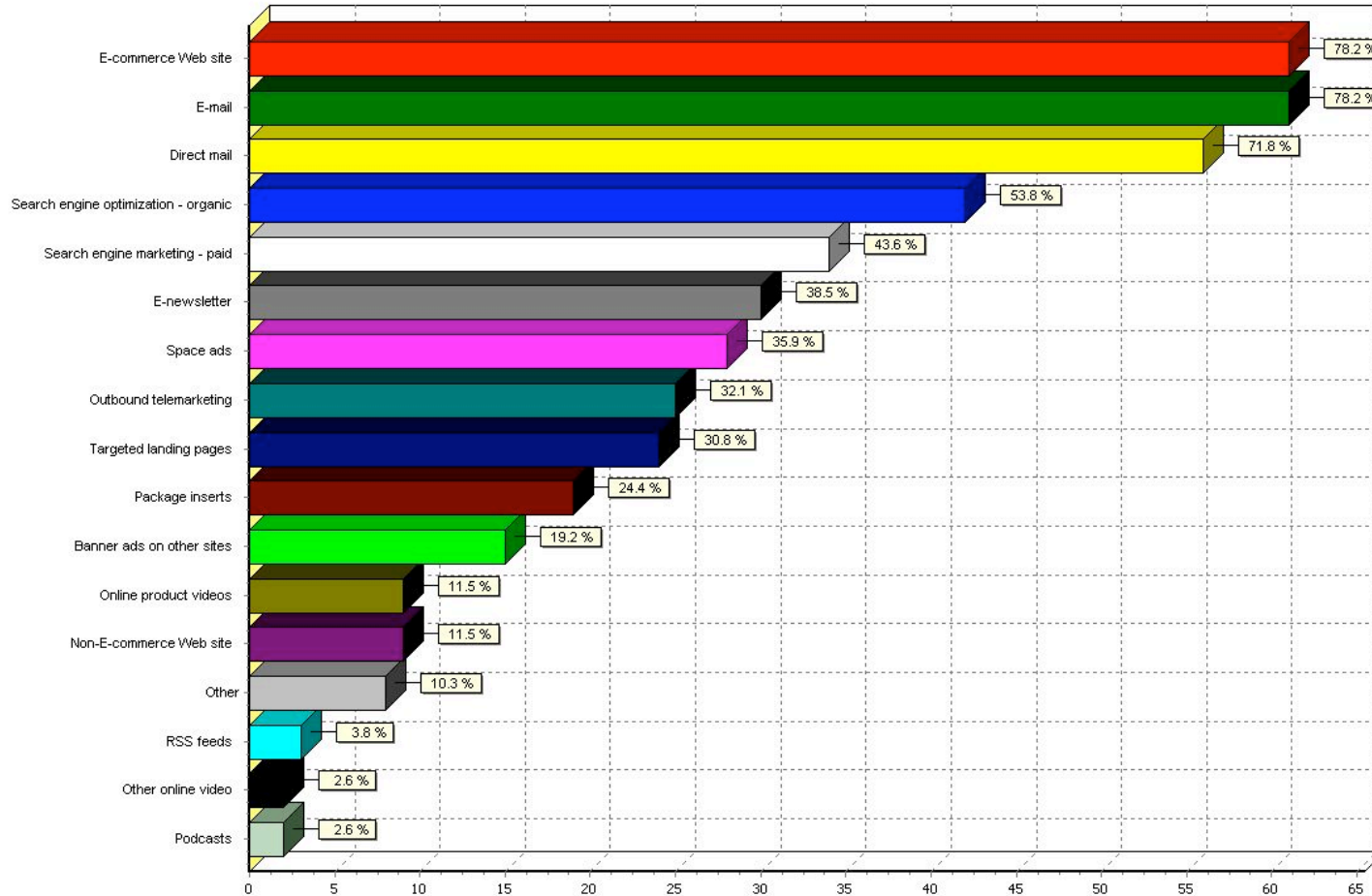
### 3) What is the single most important business objective of your catalog? (Please select just one.)



## Other responses:

- To generate sales overall

#### 4) What other types of marketing efforts are you using in conjunction with your catalog program? (Please check all that apply.)



## Other Responses:

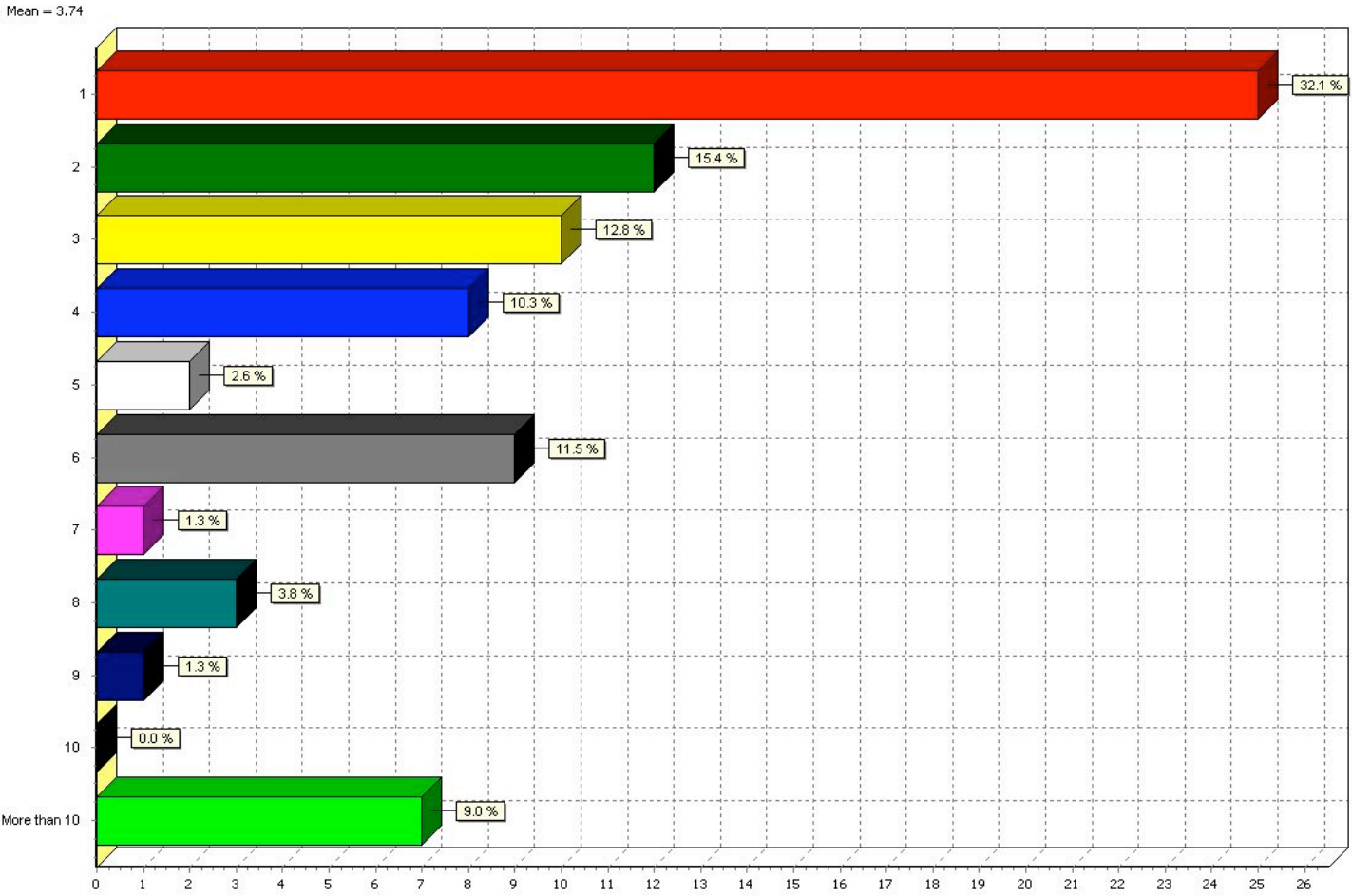
- Radio, gardening newspaper, web site
- Website
- Vertical search engines
- Tradeshows
- Online Press Release Distribution
- TV, Radio
- Lead generation
- Trade Magazine Ads



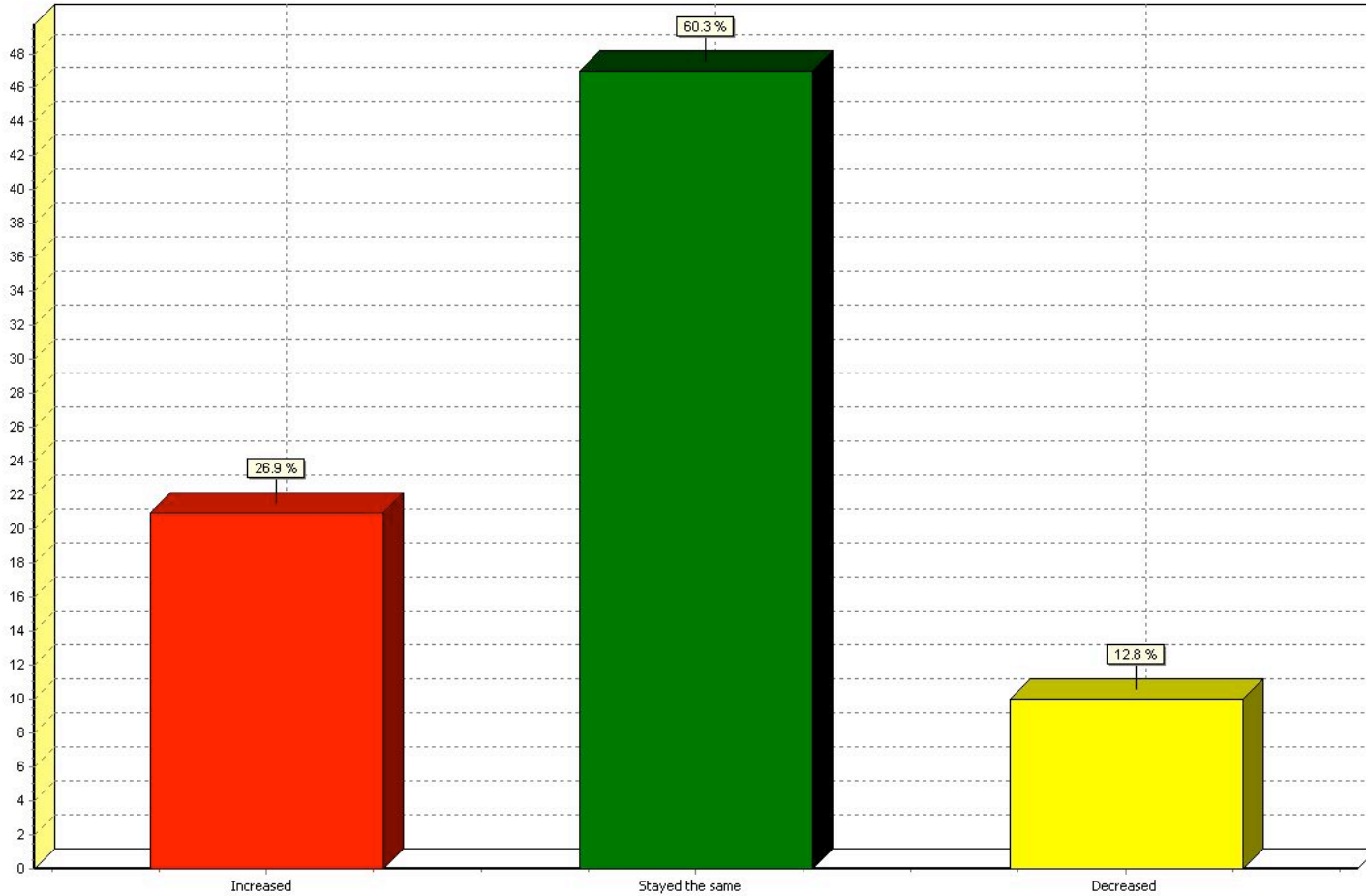
## Comment responses:

- Our catalog is once every two years

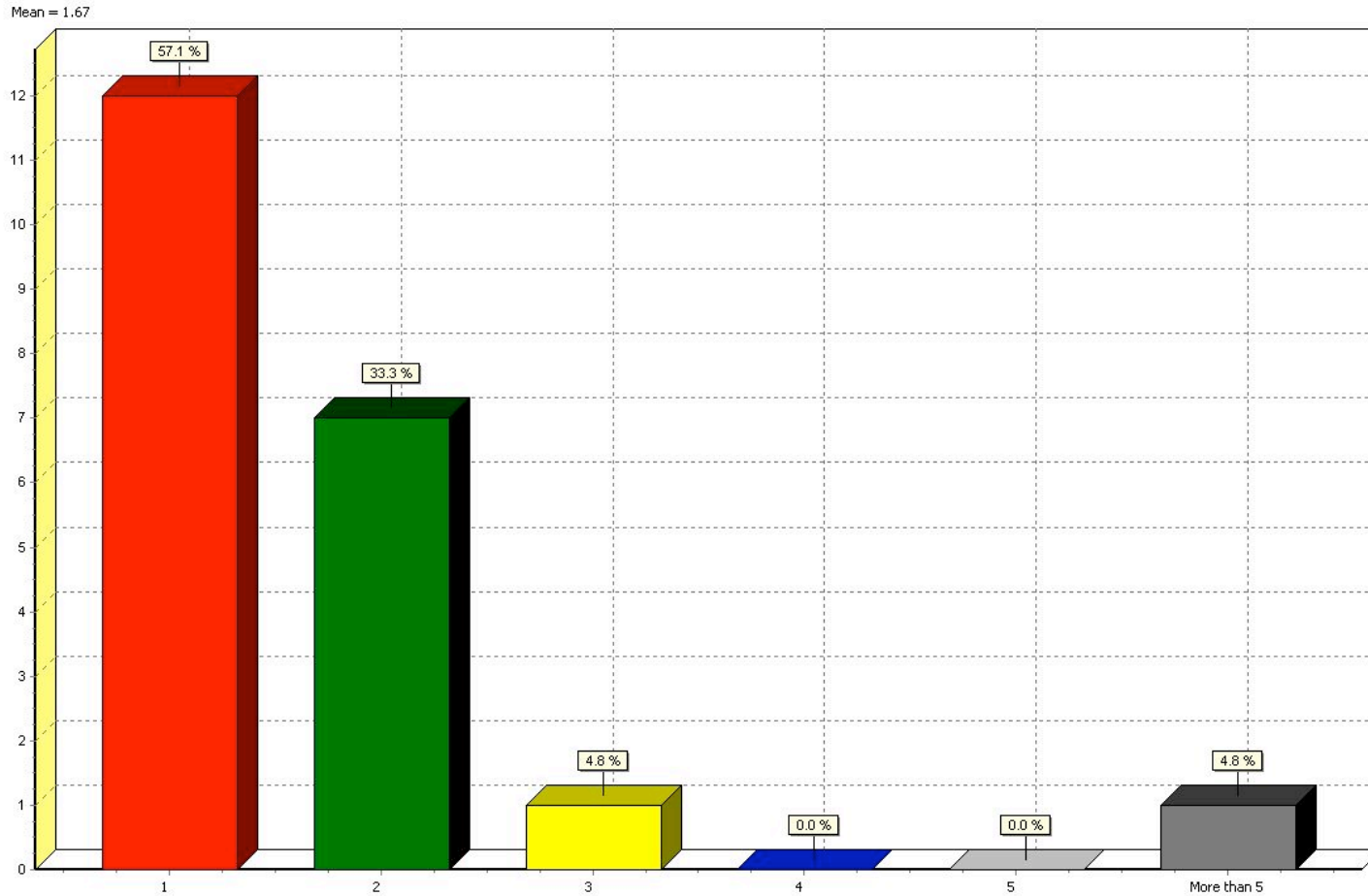
# 5) How many base (or primarily all-new) catalogs do you produce in a year?



**6) When you compare the current year to last year, did the number of your base catalogs (primarily all-new) increase or decrease?**



## 7) How many more base catalogs do you have in the current year compared to last year?



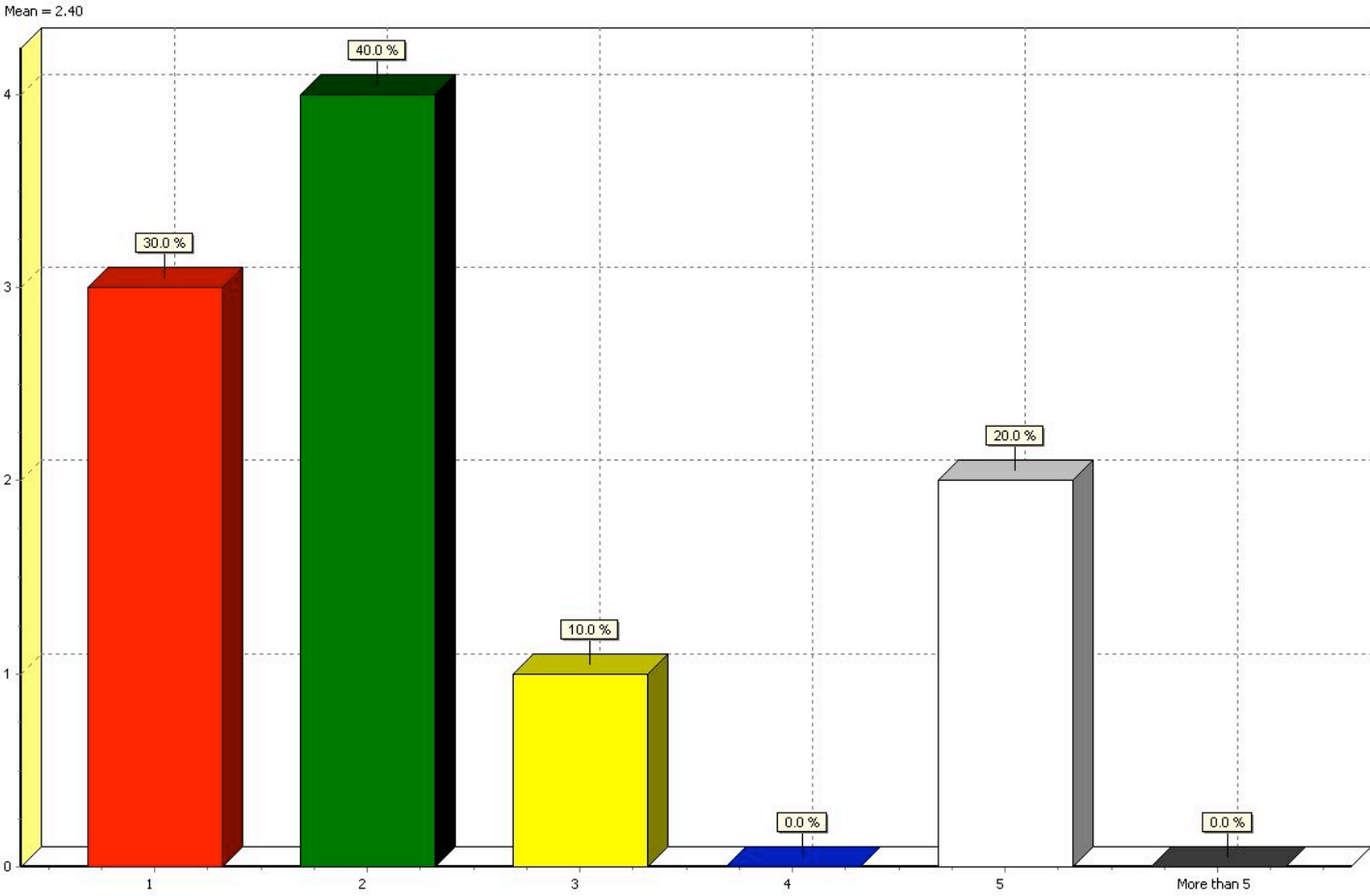
**8) Can you please briefly tell us why the amount of your base catalogs increased?**

- Increased volume
- More prospecting
- Year to do 2 different international catalogs
- Identified new product segment that we wanted to increase sales in.
- We had one large catalog of 500+ pages. We created a smaller catalog of about 125 pages to mail to prospects and to increase frequency to better customers.
- Created a new catalog to focus on one specific product line.
- Expanded product line
- Created for a specific target market.
- Need to increase awareness/brand impressions

## 8) Can you please briefly tell us why the amount of your base catalogs increased? Cont'd

- More narrowly market-focused catalogs
- Testing different markets, test customer buying patterns, introduced new monthly catalog
- More clients
- Our catalog grew to 216 pages. We have a diverse line of products and needed to bring awareness and increase sales in other product categories that were growing stagnate or sales were falling for other product categories. Since creating smaller product category centric catalogs, sales in those categories have almost doubled in a six week span
- New title.

# 9) How many fewer base catalogs do you have in the current year compared to last year?

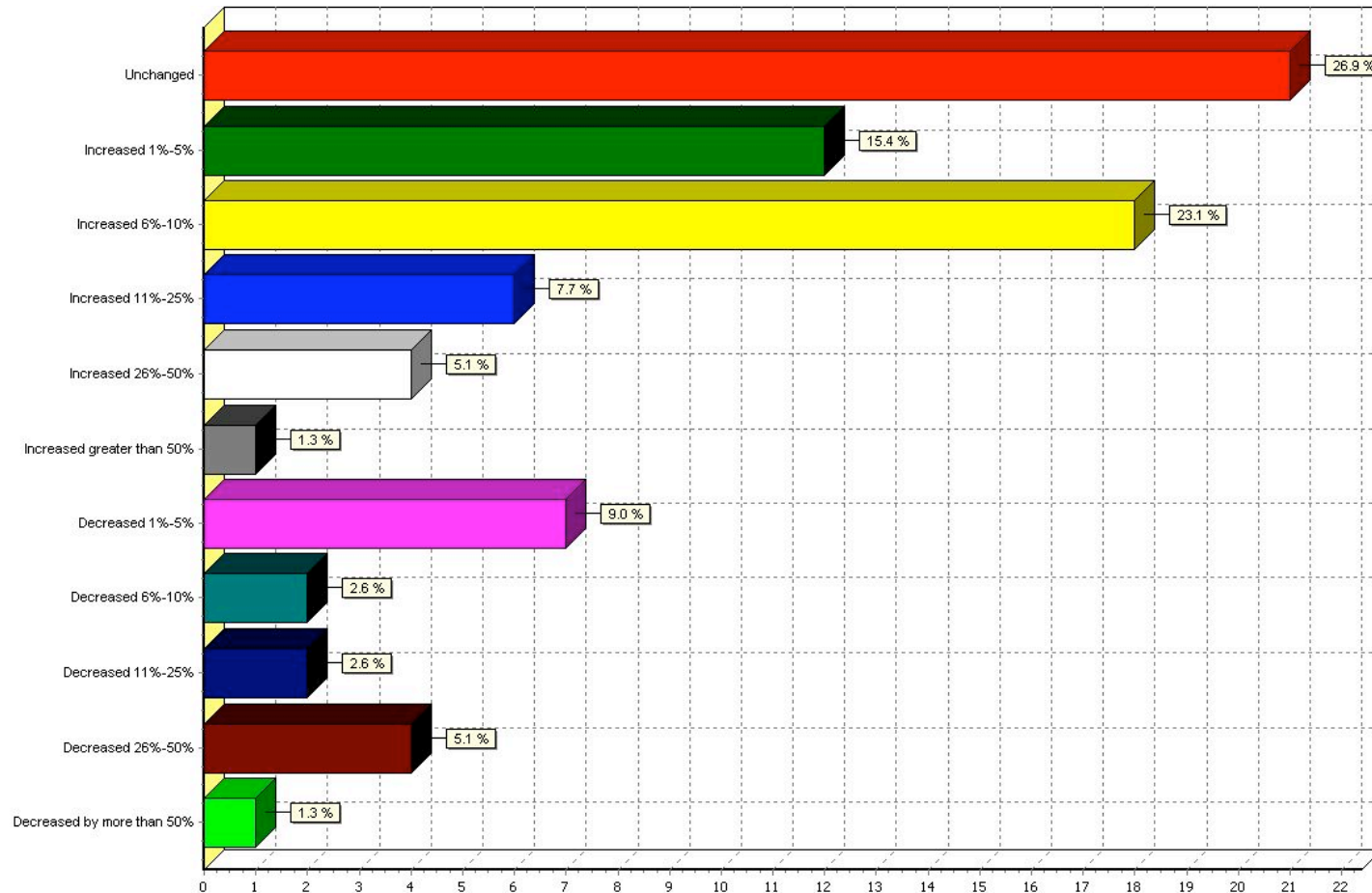


**10) Can you please briefly tell us why the amount of your base catalogs decreased?**

- Not enough successful new products to warrant an additional book
- Reduced our frequency
- Cost and time to return
- More targeted universe
- Did not see a substantial increase in sales with more catalogs.
- Decline in sales in our industry
- A marketing decision.
- Adjusting the marketing mix to include more e-marketing



# 11) By how much is your circulation changing this year compared to last year?



## 12) Can you please briefly explain why your circulation increased, decreased or remained level this year compared to last year?

(Those who answered “Increased”)

- Distributors wanted catalogs in addition to the website.  
more prospecting
- Adding more names from our own database, which was never done before.
- quarterly newsletters, direct mail, email newsletter, radio, web site
- Our customer numbers have grown and more aggressive prospecting.
- New catalogues added.
- More new customers, but we limit total mailing to active customers
- Prospecting is driving the increase
- Expanded mailing list
- New prospects added
- To compensate for reduced prospecting last year
- Increased lead generation vis direct mail prospecting
- Attempting to build upon number of purchasers and find new customers.
- We tried for a larger market penetration.
- Growing house file

## (Those who answered “Increased”) Cont’d

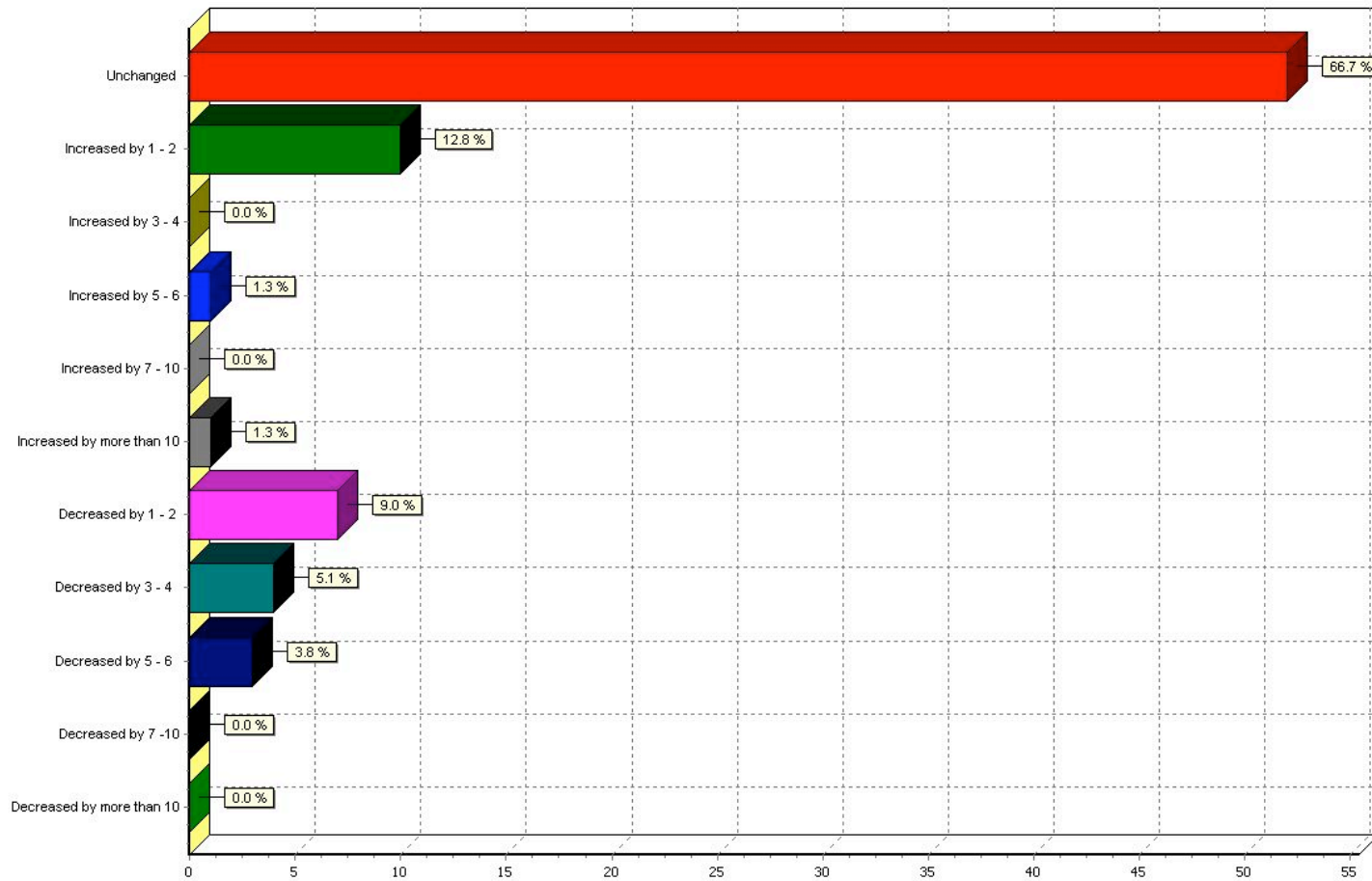
- Better tracking of leads.
- We run on a 3 year cycle driven by our leading code that comes out every 3 years. Last year was the end of the previous cycle. This year was the start of the new cycle.
- Aggressive new prospect targeting
- Growing organically
- Programs increased the number of retail accounts to which we sell.
- This increase was due to new prospecting initiatives.
- More clients
- Steady growth in customer acquisition
- Increased due to other prospect opportunities
- New markets & increased prospecting
- Added more customers, potential customers and requests for catalogs
- Expanding customer base
- Restructuring our marketing efforts and focusing more of core targets with less non-core prospecting. In part to postage increase.

**12) Can you please briefly explain why your circulation increased, decreased or remained level this year compared to last year?**

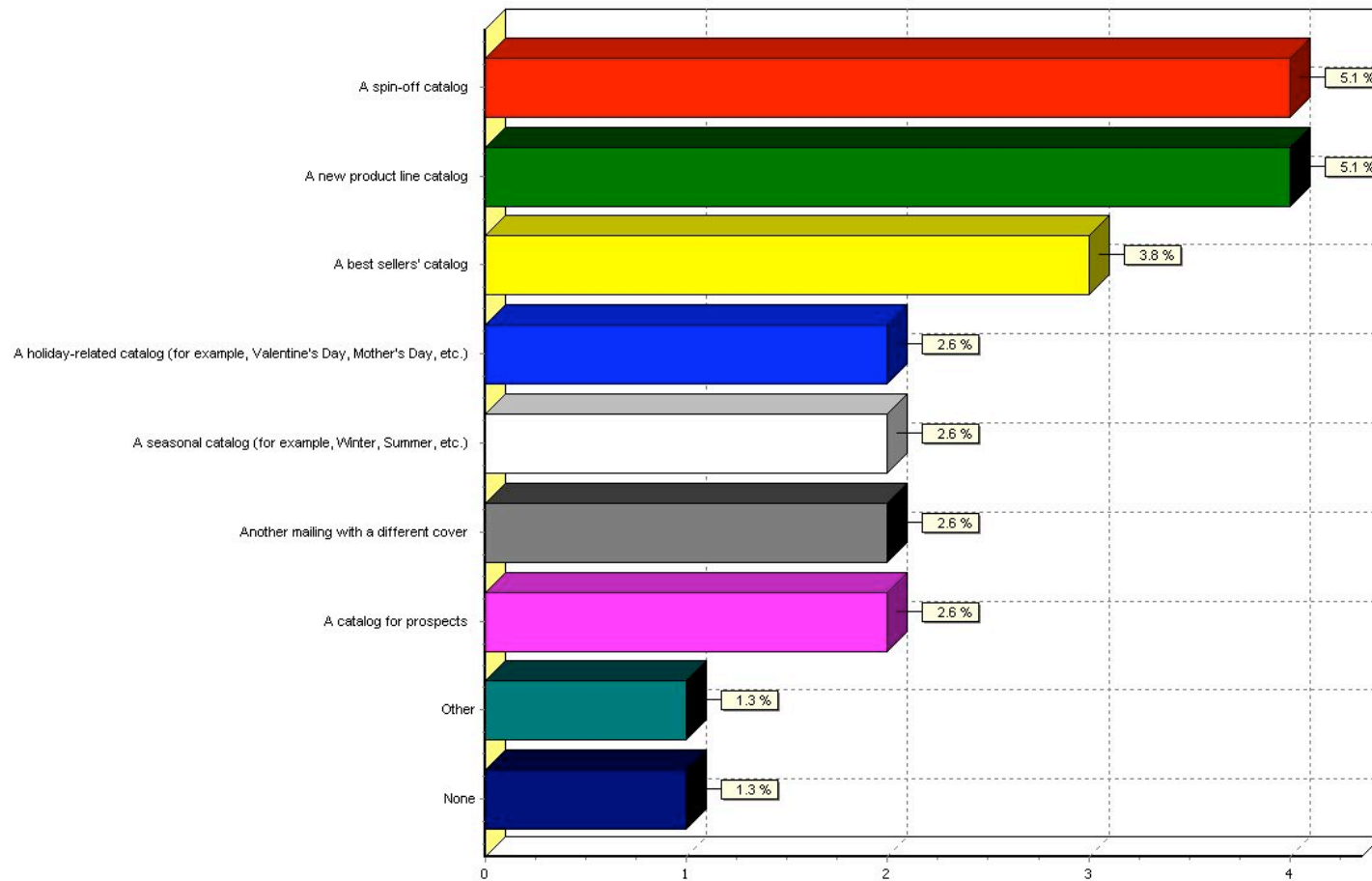
(Those who answered “Decreased”)

- Less prospecting
- Better list management
- Attempt to target customer by total dollars spent To save on costs
- ROI on the additional books were below breakeven
- We deal with the housing market which last year was great and is flat to down this year
- Cut unproductive (cost prohibitive) prospect mailings
- More targeted universe
- Mailing list clean up efforts
- Customer base has been organically shrinking.
- Housing industry slump
- Customer Decrease
- Computer system conversion problems to the point tht we cut back on prospecting... couldn't read keycodes.
- Removed a base catalog, adjusting the marketing mix to include more e-marketing

### 13) By how much is the amount of your catalog drops changing compared to last year?



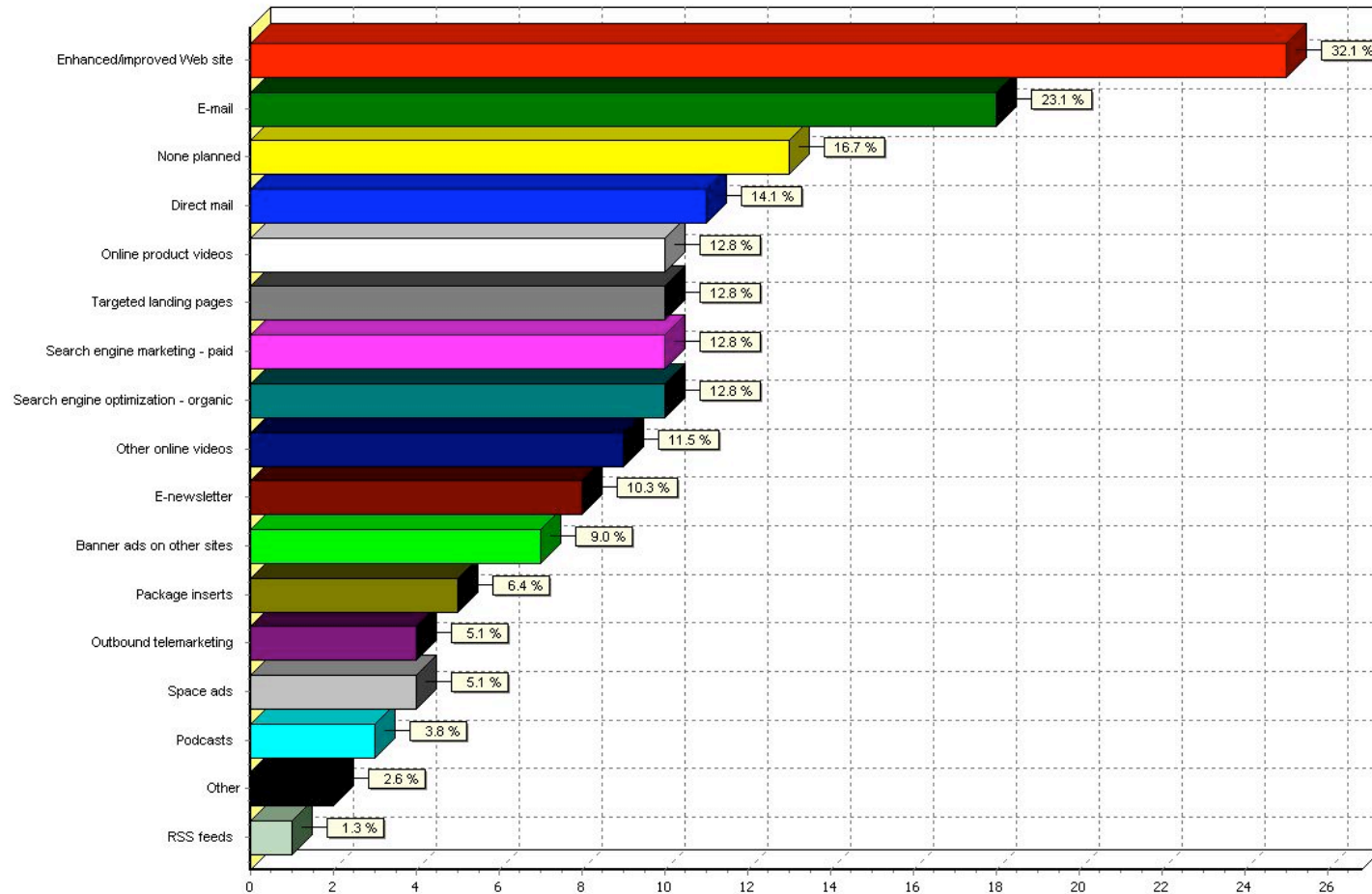
# 14) What types of drops did you add this year? (Please select all that apply.)



## Other responses:

- We are breaking up the product lines.

# 15) What other types of NEW marketing efforts are you planning to add to your overall program in the near future? (Please select all that apply.)





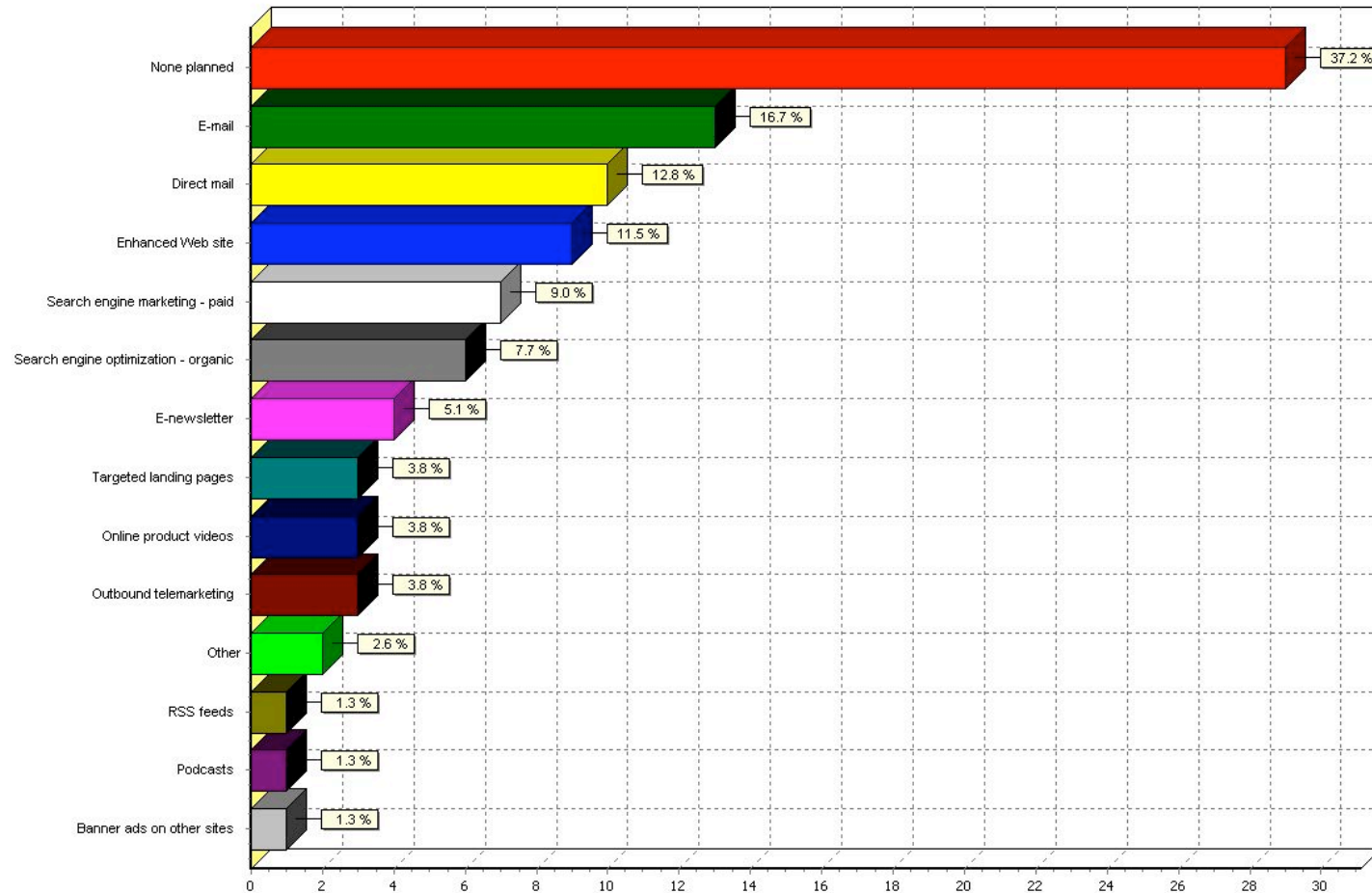
## Other Responses:

- Dropping 4-6 monthly test pieces
- Blog

## Comment Responses:

- We plan to expand the programs indicated
- Also adding 8-page inserts co-op paid

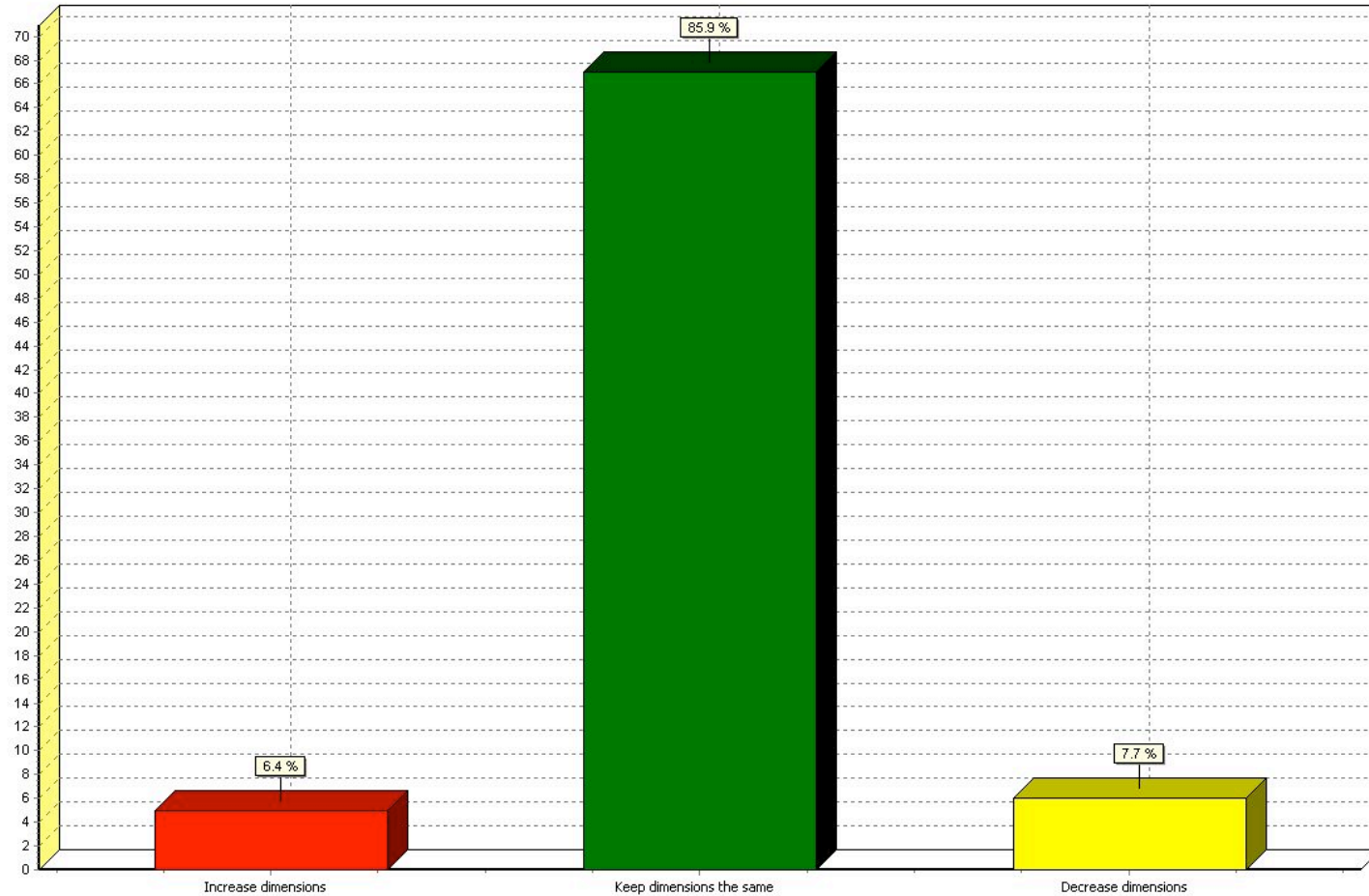
## 16) What other types of marketing efforts are you using to replace the eliminated catalog drops? (Please select all that apply.)



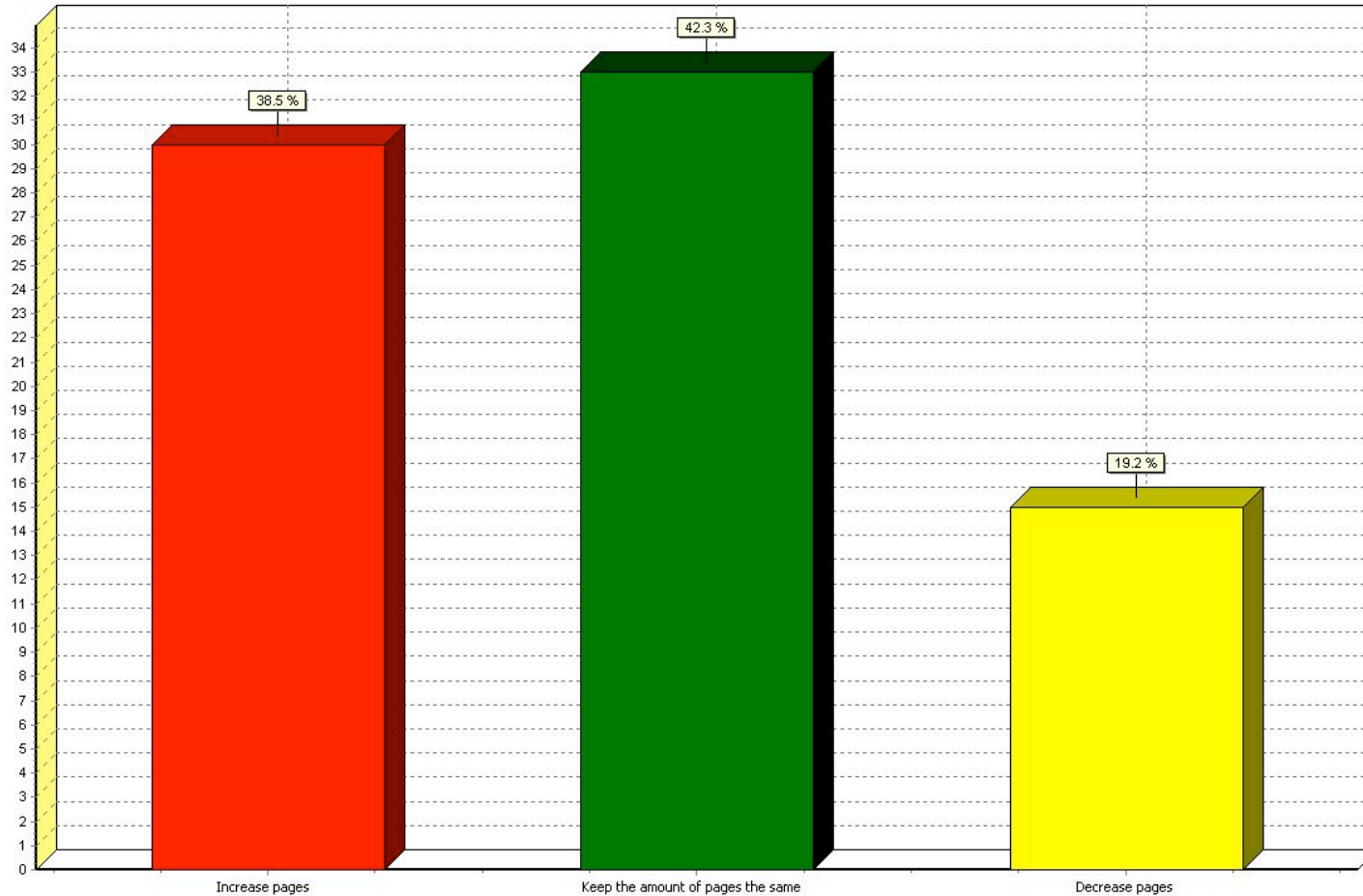
## Other responses:

- Enhanced inbound telemarketing, postcard

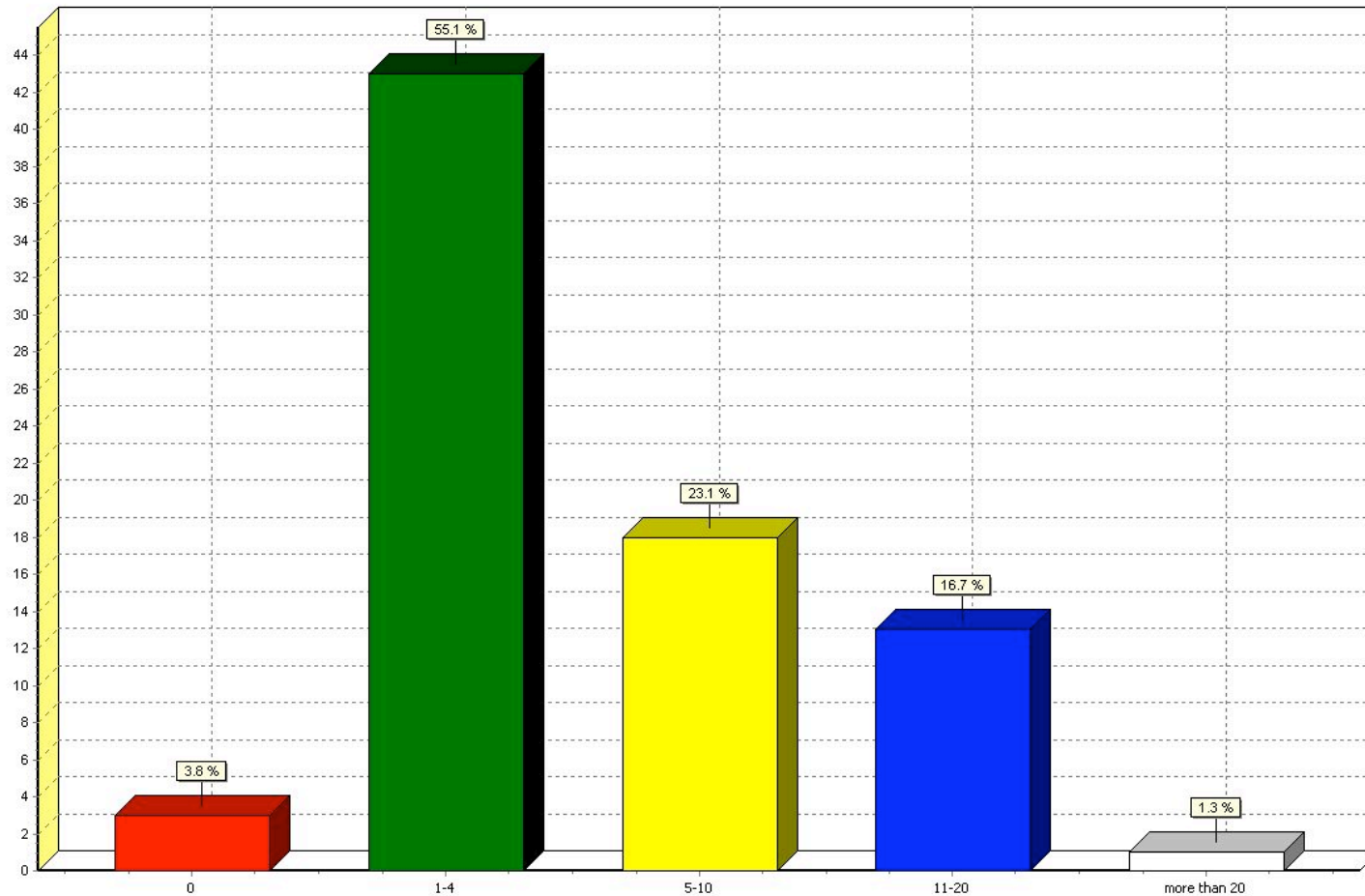
# 17) This year, have you or will you change the dimensions (trim size) of your catalog?



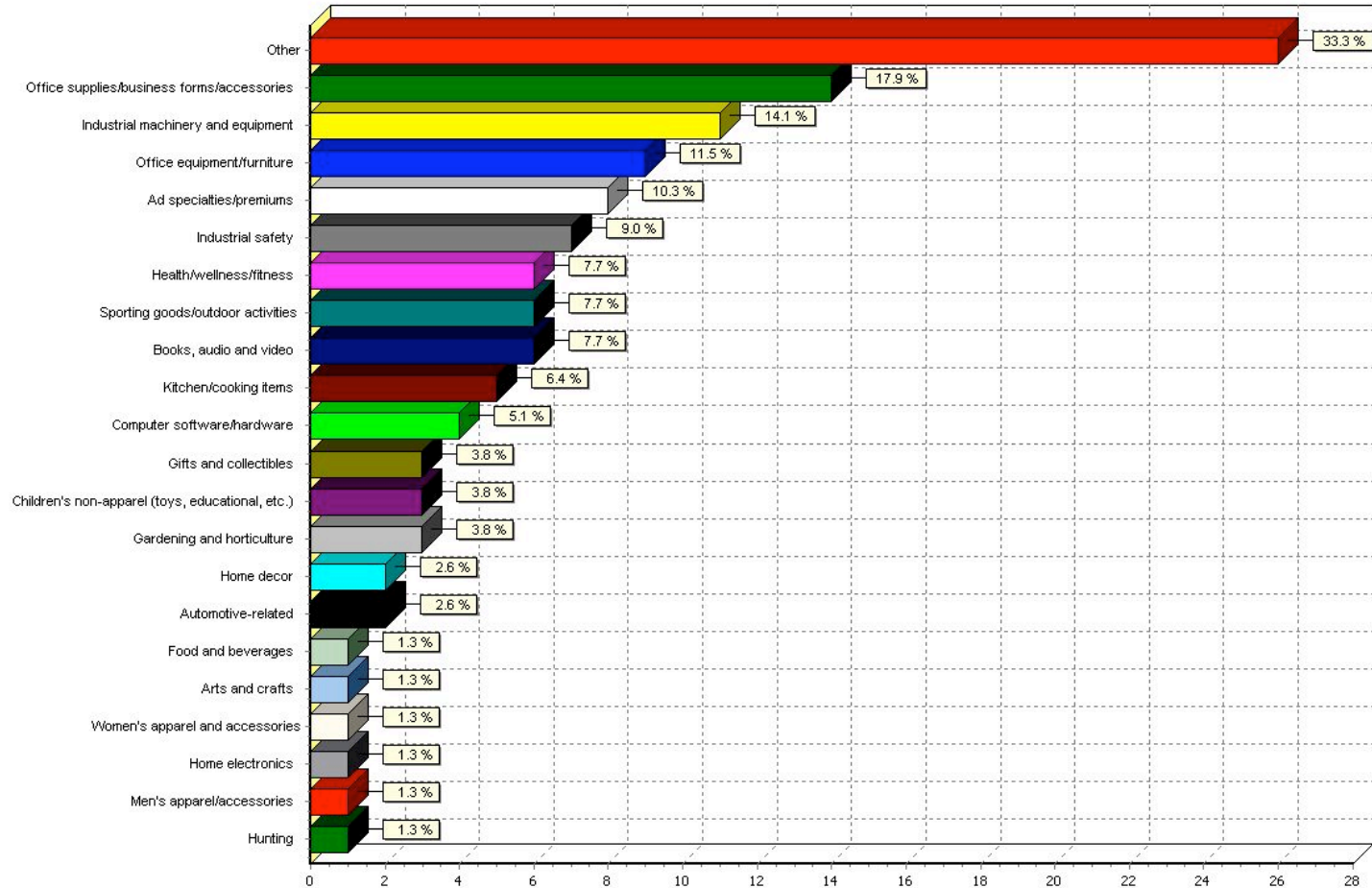
## 18) Compared to last year, how will your total catalog page count change?



## 19) How many times per year do you mail your catalog to your best customers?



**20) Please indicate which product category best describes what your catalog sells. (Please select all that apply.)**





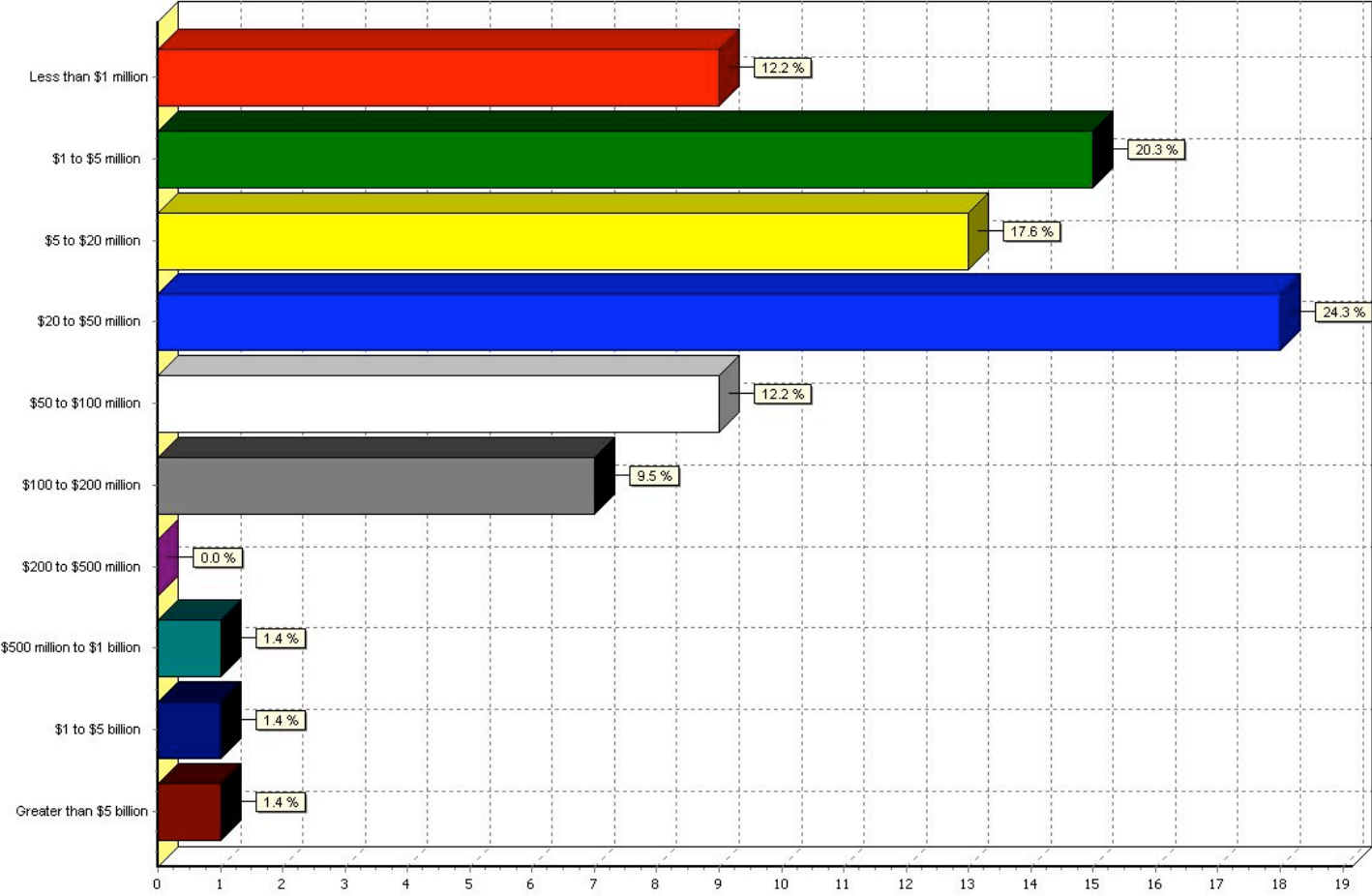
## Other Responses:

- Consumer electronics
- Life Safety Equipment
- HVACR products
- Pet supplies
- Log Cabin and Log Home kits
- Hospital equipment
- Outdoor site amenities & park.lot products
- Point of purchase for retail sales
- Safety Supplies
- Wireless infrastructure, device acc.
- Motivational wall art and awards
- Dental supplies
- Tools, machinery, hardware
- School Counselor Resources
- Human resources

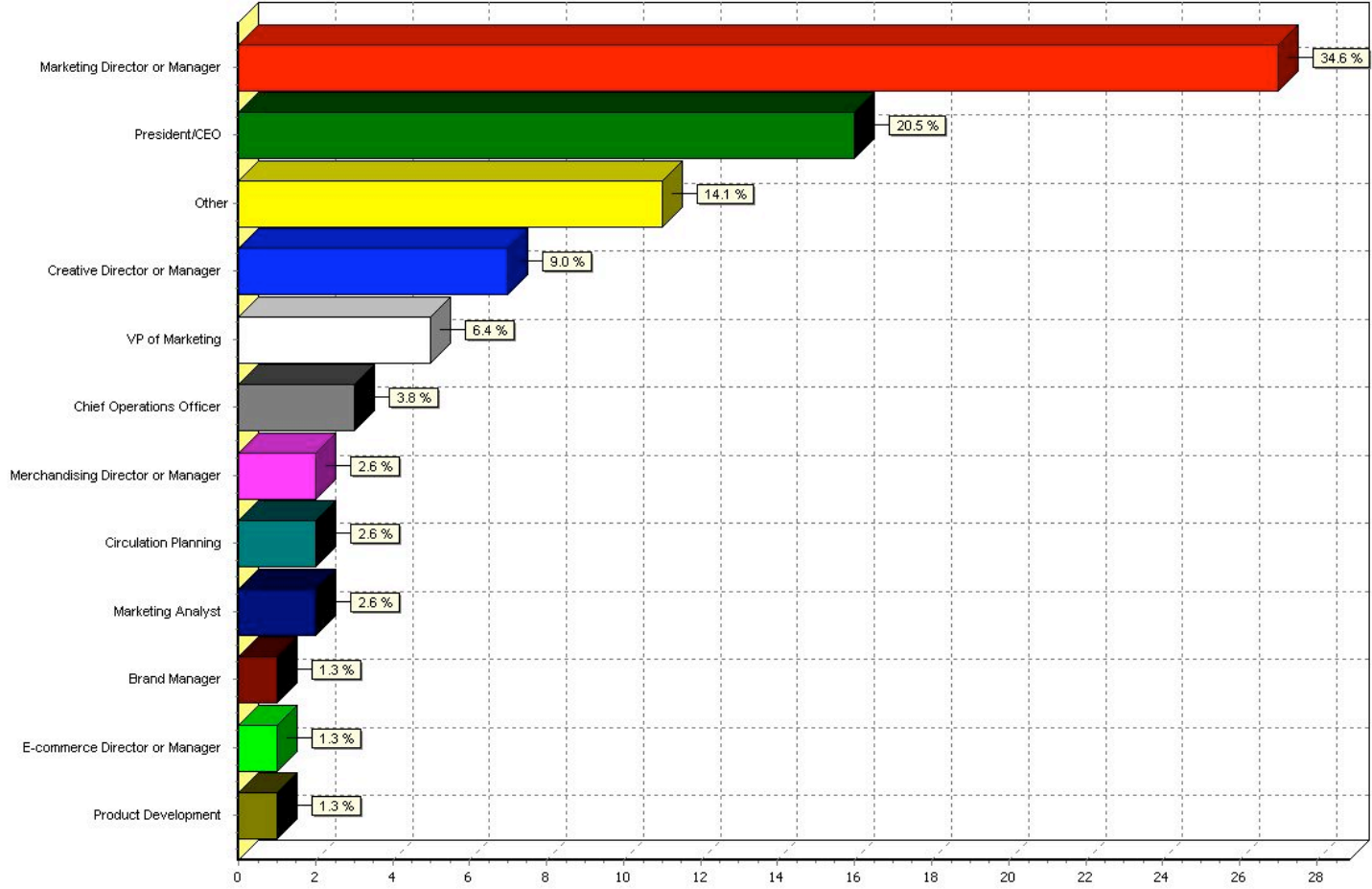
## Other Responses: Cont'd

- Church resources
- Store Fixtures
- Color Communication tools
- Consulting services
- A variety of products--nothing special
- Scientific equipment and supplies
- Industrial supplies and MRO products
- Storage
- Retail merchandising supplies
- Lighting Fixtures
- Gourmet Nuts and Candie
- Corporate Identity
- IT Training Seminars
- Pet products

# 21) Please indicate your annual combined catalog- and Web-based sales.



## 22) Please select which job description best describes your role with your company.



## Other Responses:

- VP of Merchandising & Marketing
- General Manager
- Production Director
- Both Marketing Dir. and Creative Dir.
- Technical advisor
- Creative/Marketing/Merchandising Manager
- Owner
- Catalog coordinator/designer
- VP of Sales & Marketing
- Sales Support
- Graphic designer