

Beat: Technology

In PARIS -Technological Revolution in junk mail- by ADREXO

Hotel de Sers in PARIS, September 30

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USPA NEWS - On September 30, 2016 was held a Press Conference by ADREXO (paper and digital junk mail) at Hôtel de Sers in PARIS describing the 'Technological Revolution in Junk Mail', being the Media n° 1 activating the store purchase...

On September 30, 2016 was held a Press Conference by ADREXO (paper and digital junk mail) at Hôtel de Sers in PARIS describing the 'Technological Revolution in Junk Mail', being the Media n° 1 activating the store purchase. Every week, leaflets are read by 35,6 million French who receive them in their letter box. 70% of French read on average seven leaflets every week. Those one became a regular source of information for the consumer, expected and useful to track promotions and also to discover new products.

Nine out of ten readers enjoy it. According to the study undertaken by OpinionWay for Wincor Nixdorf, the leaflet stays the most popular vector of purchase (76%) even before publicity at the shopping place (61%). 81% read junk mail before shopping. 32% of French go to a shop they are not used to. Nine out of ten French are open to promotions. The junk mail business is a Media becoming more professional since four years.

In 2014, Adrexo, helped by Ipsos, launched its own study in order to evaluate consumers' relationship with the junk mail. The following year, the study put ahead the French people increasing search for savings. For the third consecutive year, Adrexo and Ipsos undertook a study adding new measuring indicators. The readers' typology was strengthened by three main profils focusing on the region Ile-de-France.

Some technological innovations were brought to paper junk mail's system :

- * Data to enrich the 'geomarketing'
- * Eyetracking
- * Digital as extention of paper junk mail
- * Digitalization of services, connected shops, omnicanal.... Use of Internet and smartphones changed the Consumers' habits. Always wanting more information and promotions and whenever they like. 56% of readers have already viewed digital versions of paper junk mail

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In 2015, 500 000 leaflets' addicts turned to 'promodeclit' to view 1,000.000 promotions during the same year. The consumers are becoming the new reporters on their own behaviours. Ipsos conceived an App 'Applife' to be able to interact live with the consumers. This is a first in the world of junk mail business. The brands use nowadays the leaflets as part of their communication plans to increase their sales., becoming their favorite communication mean when wanting to promote their national brands. Brands are very much involved into this Media.

Source : The Technological Revolution of the Junk Mail - September 30, 2016

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