

## **78% Of Catalogs Increased Holiday Web Sales, According To DMA Survey**

Seventy-eight percent of catalogs increased their holiday Internet sales in 2002, according to a survey from the Direct Marketing Association (The DMA).

Catalogs increased their Web sales an average of 47.3% compared to the 2001 holiday season. Seventeen percent of companies reported their Web sales remained the same, while no companies reported a decline in Web sales.

“The Internet was clearly a shining star in a challenging holiday retail season. While more sales are being processed through catalog Web sites, the print catalog remains the most effective way to generate Web traffic and sales. Companies that are able to successfully implement a multi-channel strategy will be the winners in an increasingly competitive retail environment,” said H. Robert Wientzen, president and CEO, The DMA.

The survey also found:

- 52% of companies reported that holiday print catalog sales increased, with an average growth of 12.5% over 2001.
- 22% said that holiday print catalog sales fell, with an average 11.4% decline compared with 2001.
- 17% of catalogers said that holiday print catalog sales remained the same as 2001.

The survey of 69 catalog companies was conducted in January 2003, and included a representative sample of DMA member catalog companies. Twenty-three companies responded to the survey. Survey participants included large, multi-title catalogers as well as small catalogs