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# *Vertical Market Kit*

## INSIGHTS IN THE FINANCIAL & BANKING MARKET

Based on reports by:



**Canon**  
thINK.





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# Introduction

## About this Document

This vertical market kit is designed to help print service providers (PSPs) capture more business in the financial market. It offers an analysis of trends, opportunities, key strategies, tips, and tools to target customers of varying types and sizes across a dynamic range of organizations. Successfully targeting a vertical industry involves developing strategies that align internal resources with market needs, educating and training staff, and allocating resources for ongoing market monitoring.

### ***This vertical market kit can be used to:***

- Gain a solid understanding of the industry.
- Uncover industry trends.
- Pinpoint sales opportunities.
- Identify key print applications.
- Develop new sales strategies.
- Identify decisionmakers.
- Develop solutions and applications that are aligned with industry needs.

## Key Highlights

- Keypoint Intelligence's research confirms that overall spend is shifting to digital. Financial respondents allocate 45% of their spending to digital media and about 35% to print.
- Because not all print is produced internally, there is an opportunity for PSPs to get in the door and sell print to financial institutions.
- Customization/personalization is a proven method for improving response rates for digital as well as printed media.
- Like those in other industries, financial firms are also improving their print campaigns with specialized printing (e.g., metallic/fluorescent colors, augmented reality, or specialty papers).
- Many printed documents are being enhanced with digital components for increased efficacy and to stand apart from the competition.



## Defining the Industry

Finance is a broad term that describes two related activities: The study of how money is managed and the actual process of acquiring needed funds. Individuals, businesses, and government firms all need funding to operate and are served by the various sectors of the financial services industry. Simply put, financial services firms manage money and risk. The industry encompasses a broad mix of entities including commercial banks, investment banks, credit unions, insurance companies, financial advisors, credit card companies, and stock brokerages. All of these firms require print and promotional products to drive operations and sales. Market demand is driven by business activities, return on investment, and consumer income. The profitability of individual companies depends on marketing, efficient operations, and investment expertise.

### *The financial services industry is engaged in three primary types of activities:*

- Raising funds by taking deposits and/or issuing securities and, in the process, incurring liabilities
- Pooling risk by underwriting insurance and annuities
- Providing specialized services facilitating or supporting financial intermediation, insurance, and employee benefit programs

The industry's key offerings include loans, investments, investment advice, transaction processing, trading of financial instruments, and asset management. Products are sold through a variety of channels including direct sales forces, independent sales organizations, agents, or the internet.

At its heart, the financial sector intermediates. It channels money from savers to borrowers, matching people who want to lower their risk with those who are willing to take on that risk. For example, people deposit money in banks and those funds are loaned to others to purchase a house or fund a business. The bank makes money from the interest collected on those loans and shares those earnings with depositors.

Intermediation includes both risk and money. Banks take on the risk in the event that borrowers don't repay loans, enabling depositors to shed that risk. By having lots of borrowers, financial institutions are not crippled if one or two don't pay. People are capable of handling many financial transactions themselves, but it is often more costeffective to pay someone else for these services.

As the industry has evolved, the boundaries between firms in the financial services market have blurred. Banks are among the most common providers of financial services, offering clients a secure and safe place to deposit their money, which banks then allocate to others who need money for a fee, known as interest. Banks also offer other financial services like loans, checks, mortgages, credit cards, foreign currency services, wire transfers, insurance, and investment products.

**Figure 1: Types of Financial Services Firms**

<b>Retail Banks</b>	These firms manage deposits and loans from consumers and businesses. Services to the general public include checking and savings accounts, certificates of deposit, safe deposit boxes, mortgages, auto loans, and credit cards.
<b>Brokerages</b>	Brokerages act as an intermediary between buyers and sellers to facilitate securities transactions. Companies are compensated via commission after the transaction (trade) has been successfully completed.
<b>Commercial Banks</b>	These banks work with businesses and individuals. They offer services such as savings and checking, lending money for purchases, lines of credit, lockbox services, payment and transaction processing, and foreign exchange.
<b>Investment Banks</b>	These entities assist organizations wanting to raise money by issuing stocks and bonds, as well as consulting on mergers and acquisitions. They do not accept consumer deposits.
<b>Investment Management Companies</b>	These banks manage a portfolio of securities to achieve various investment objectives. There are two types of companies: closedend (issue shares in a onetime public offering) and openend (continuously issue new shares).
<b>Private Banks</b>	These firms manage the assets of highnetworth individuals.
<b>Central Banks</b>	Central banks are responsible for managing a country's banking activities. Within the US, the central bank is the Federal Reserve, or "the Fed." Key functions include monetary policy/supervising and regulating financial firms.
<b>Credit Unions</b>	These notforprofit cooperatives are owned by the depositors. Membership is usually restricted to employees of a particular company, residents of a defined neighborhood, etc. They typically offer the same products and services as banks, but focus on products that are important to their members.
<b>Online Banks</b>	All modern banks have an online component of some kind, but these banks are primarily or exclusively accessible via the Internet.
<b>Savings and Loans</b>	These specialized banks have been created to promote affordable homeownership.
<b>Community Development Banks</b>	These regulated banks provide financial services and credit to underserved markets or populations.

Times are changing and the shift to digital is undeniable, but print remains an important part of the financial industry's communications mix. Financial and banking firms continue to leverage print in an effort to drive sales, increase loyalty, and improve customer satisfaction.

## Ongoing Industry Trends

### The Communication Sales Opportunity

Financial services firms serve a wide variety of savers, borrowers, and investors, engaging in transactions on behalf of individuals, businesses, and government agencies. Developing and maintaining longterm relationships are major goals of both marketing and sales departments. Financial services firms seek to promote and maintain their business through constant contact with clients and agents that deal directly with the end customer. Sales may be handled by a direct sales force, independent sales organizations, agents, or by customers themselves via the Internet.

#### *The key components of the financial services industry are:*

- The activities that trigger actions and product purchasing, such as borrowing money or wealth creation
- The channels available to sell and support products and services
- The marketing and sales activities pursued to promote products and drive sales
- The revenue sources that fund operations and growth

Each component requires a variety of print and communication products and services to succeed. For example, printed promotional materials and direct mail can influence a prospective customer to seek information about products and services they may need. Informational brochures, investment prospectus, and forms—integrated with digital media—are needed by the sales staff to educate and sell to customers. Marketing departments use interactive direct mail, email, and other tools to reach out to prospective buyers. Managing and maintaining revenue streams will require statements, receipts, disclosures, and other print products, as well as regulatory reporting and documentation.

## Digital Technology Enables Increased Personalization

Digital printing enables financial services firms to affordably produce short print runs using ondemand production, eliminating the need to store materials and reducing waste generated from outofdate materials. In addition to these benefits, digital printing enables financial services marketers to personalize marketing materials, customer statements, and financial reports with individual customer information and transaction data. Additionally, individualized statements and financial reports can include special promotions and marketing information specifically targeted to the customer's individual needs and preferences.

Personalized printed documents include sections where information (e.g., text or images) is varied to make the piece unique to each recipient. Variable data printing (VDP) solutions enable firms to personalize direct mail campaigns, invitations, newsletters, brochures, tags/labels, management reports, customer statements, and more. Financial services organizations have access to a wealth of data about their existing and prospective customers, and they are finding that targeted communications can be very effective. These communications tend to be crossmedia campaigns with both print and digital components. When the government issues or changes regulations, it notifies the legal and/or compliance departments in financial service organizations so they can implement required updates. Generally, these departments initiate a review to identify what mandated communication changes are required. Affected documents and communications will then go through a forms design and management process that will typically involve many groups in an organization, including compliance, communications, legal, IT, design teams, and the document owner (business unit lead). VDP allows financial services organizations to customize these regulatory requirements documents to each customer based on the products and services they use.

Competition for selling financial services products is fierce, and customers want to buy products from companies that make relevant and appropriate suggestions based on their needs. Digital printing enables financial services marketers to personalize offers and marketing materials based on the needs of individual customers or prospects. VDP increases the return on customers' communication efforts by enhancing message relevance. Relevant communications drive response rates to marketing offers and communications requiring an action. Organizations of all types need assistance with data-driven personalized print programs, and this creates an opportunity for PSPs and inhouse printing operations. To capitalize on this opportunity, PSPs must strive to make smart investments in hardware and software products that power variable data. The ability to make content relevant is critical.



## Online Print Ordering is on the Rise

Online print ordering is taking hold in the financial services market. These solutions encompass the entire communications production and delivery system (including page design, job file submission, online calculation, job tracking, soft proofing, online payment, online shipping, and inventory management). Marketers and print buyers rely on these systems to increase automation, improve operational efficiency, achieve better brand management, enhance customer retention, and remove costs and time from the print procurement process.

### *Online ordering systems enable users to:*

- Upload print jobs
- Reprint standard items such as product catalogs, handbooks, and forms
- Create customized materials (e.g., mailers, business cards, business stationery) based on corporate approved templates
- Order printed and nonprinted items from inventory

Other benefits include a reduction in administrative and sales time in securing orders; enhanced brand management with the proper use of logos, formats, and brand colors; and improved accounting since proper approvals and chargebacks are preprogrammed into the system. These systems meet financial service providers' needs to better manage and optimize their marketing supply chain—the chain of suppliers that an organization relies on to produce marketing materials. ecommerce/webtoprint systems provide financial services marketers with an agile and scalable communication ordering process that reduces costs from overordering of materials and assists in allocating dollars.

### *Web-enabled marketing supply chain management offers organizations the following benefits:*

- Eliminates costly investments in producing ineffective materials
- Reduces unnecessary inventory, thus increasing working capital
- Eliminates obsolete business processes
- Speeds up production and responsiveness to market demand

## A Focus on Retention with Better Customer Communications

Since today's consumers can conduct many financial transactions via mobile devices, they rarely visit the physical locations of their financial services providers. In addition, there are a growing number of online only financial services providers who don't have any facetoface contact with customers. Financial institutions have also made it easier than ever to switch providers. As a result, it is now more difficult than ever for financial service providers to maintain ongoing communications and relationships with customers. As a result, financial service providers are very focused on maintaining good customer communications to improve retention. They will typically communicate using a wide variety of methods, including email, printed communications, and online marketing.

Financial service providers are using more media types to engage, communicate with, and retain their customers. They are also combining print and digital media and working to achieve a more seamless experience across all of the channels that they use.

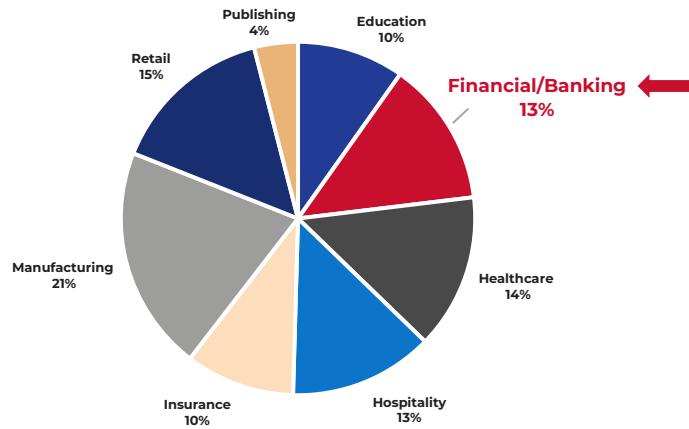
## Survey Findings

In late 2023, Keypoint Intelligence completed a comprehensive multiclient study to gain a better understanding of how print demand is changing in key vertical industries. This survey serves as an update to similar vertical market research that was conducted in 2020. The vertical industries that we covered in depth include higher education, finance/banking, healthcare, hospitality, insurance, retail, and publishing.

Over 1,200 total respondents from businesses with 200+ employees participated in this study. Of these respondents, 162 (13% of the total) were from the financial industry. This document will focus specifically on these financial respondents.

Figure 2: Vertical Industry

**Which of the following best describes the vertical industry that your company serves?**



N = 1,215 Total Respondents

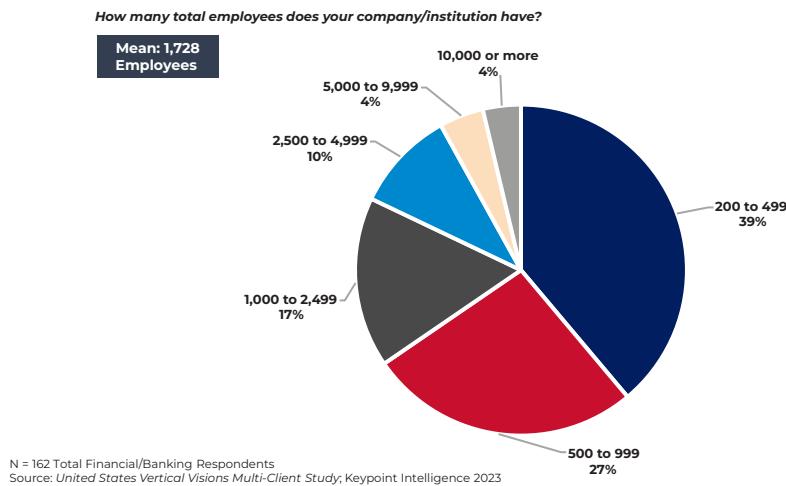
Source: *United States Vertical Visions Multi-Client Study*; Keypoint Intelligence 2023

Although the number of total respondents within the financial industry (N=162) is statistically significant, there are times when questions are posed to a subset of financial respondents. Please refer to the N values at the bottom of each chart. A value of 30 (N=30) or lower should not be considered statistically significant and is only intended for anecdotal evidence.

## General Demographics

As noted earlier, this survey was open to respondents with 200+ employees. Financial respondents reported working for institutions with an average of 1,728 employees. Interestingly, the financial average was lower than any of the other highlighted verticals. Total respondents from all industries reported a mean of 2,184 employees.

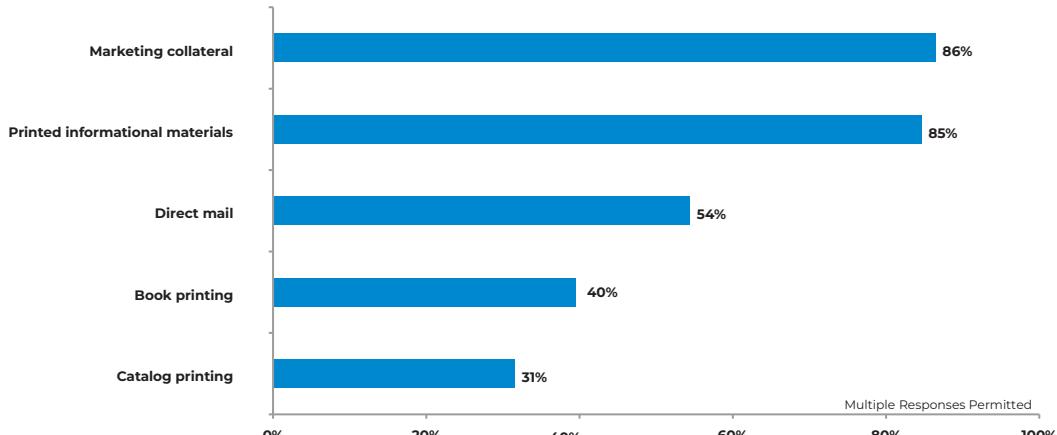
Figure 3: Number of Employees



To qualify for participation in this survey, respondents were required to be able to answer questions about their companies' printing services. Within the financial sector, the greatest percentage of respondents were able to answer questions about marketing collateral (e.g., brochures, flyers, signage) and printed informational materials (e.g., booklets, manuals, training materials).

**Figure 4: Knowledge of Printing Services**

**For which of the following are you able to answer questions about the amount and type of printing services rendered?**

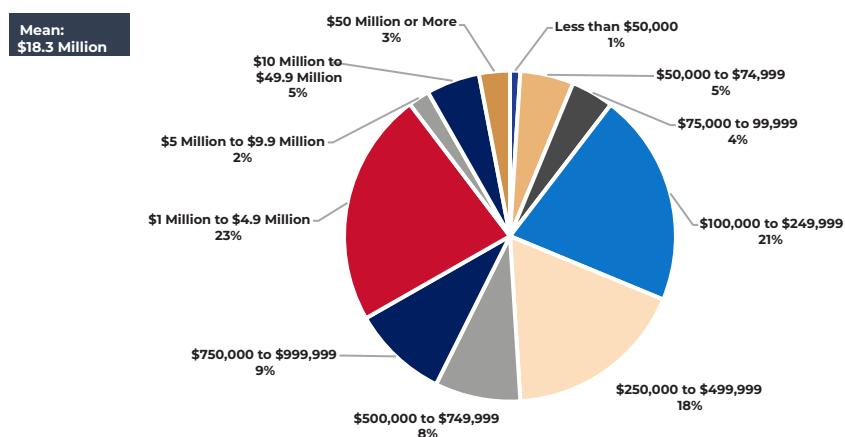


## Spending and Media Split

On average, financial/banking firms reported spending about \$18.3 million on marketing and advertising in 2022. This is lower than the \$24.3 million average spending for total respondents across all verticals.

Figure 5: Marketing and Advertising Spend

**Approximately what was your company's total marketing and advertising spend in 2022?**

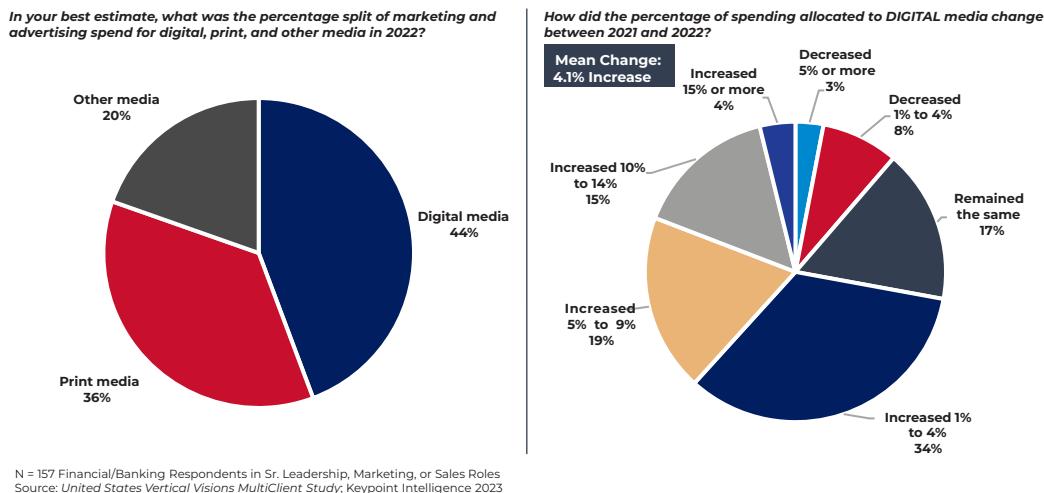


N = 96 Financial/Banking Respondents in Sr. Leadership, Marketing, or Sales Roles      Source: *United States Vertical Visions MultiClient Study*, Keypoint Intelligence 2023

When financial respondents were asked about the media split for marketing and advertising spend, printed media accounted for 36% whereas digital represented 44%. Print remains an important, albeit smaller, media channel in relation to digital. These respondents indicated that the share of spending allocated to digital increased by an average of 4.1% between 2021 and 2022.

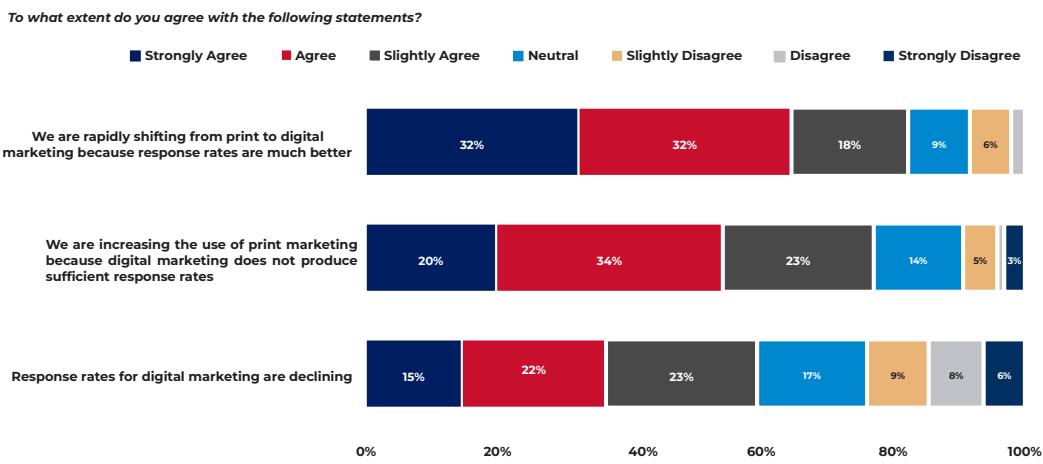


Figure 6: Media Split



Not surprisingly, overall spend is shifting from print to digital channels—64% of financial respondents agreed or strongly agreed with this statement. At the same time, however, 54% of respondents agreed that they were increasing the use of printed marketing collateral because digital did not deliver sufficient response rates. In addition, 37% agreed that the response rates for digital marketing were declining.

Figure 7: Agreement with Statements about Media Split

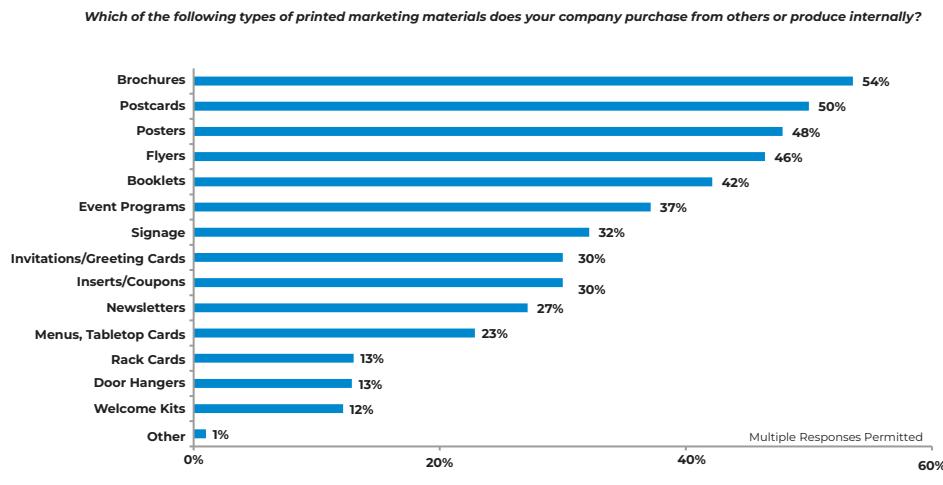


The shift toward digital spending is undeniable, but print remains a core area of investment.

## Printed Marketing Collateral

A strong majority of financial/banking respondents (86%) use marketing collateral to reach their customers and prospects. The most common types of materials that were produced internally or purchased from others included brochures, postcards, posters, and flyers.

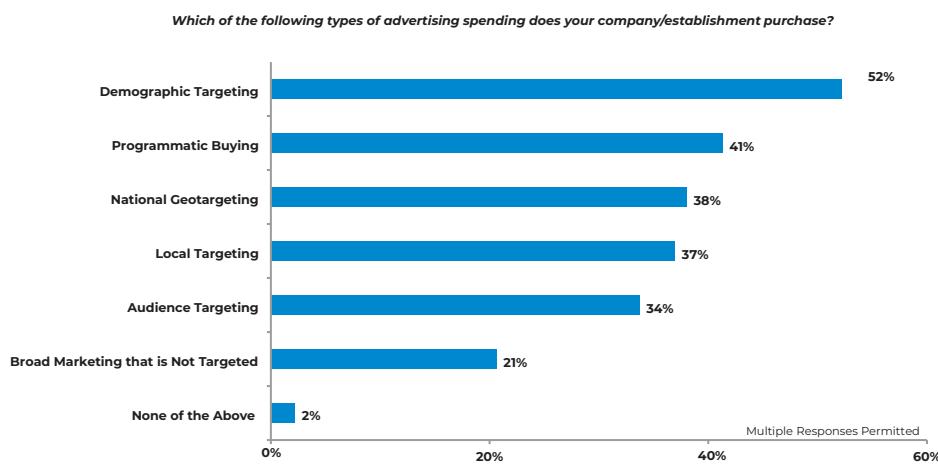
**Figure 8: Types of Printed Marketing Materials**



N = 140 Financial/Banking Respondents that use printed marketing collateral   Source: *United States Vertical Visions MultiClient Study*; Keypoint Intelligence 2023

Personalization has become an important staple within the financial industry. Today's customers and prospects want to receive communications that cater to their specific needs and interests. In fact, about 57% of total financial respondents use targeting with their printed marketing collateral. Of these, the most common methods for personalization include demographic targeting (targeting subsegments of specific demographics) and programmatic buying (automatic audience optimization and purchasing of digital ads).

**Figure 9: Types of Advertising Spending**

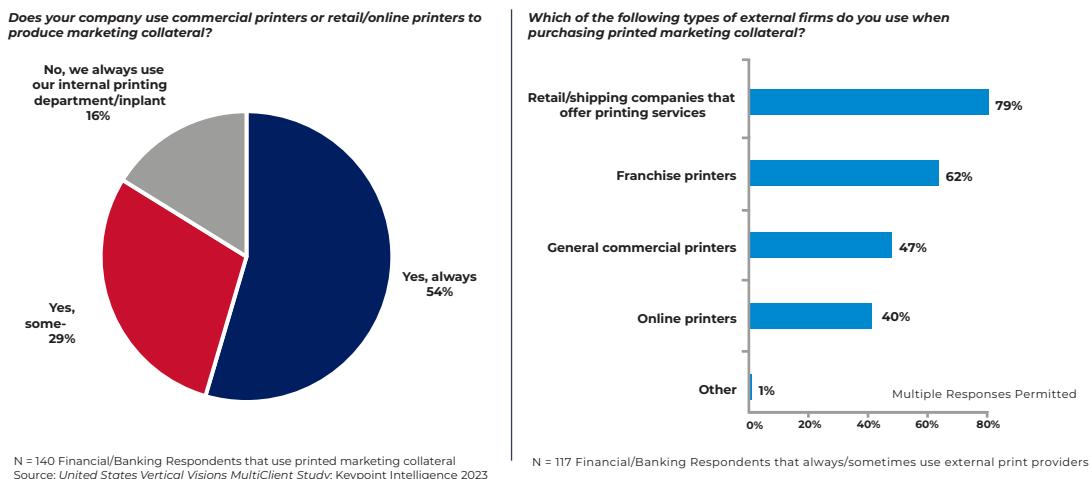


N = 92 Financial/Banking Respondents in Sr. Leadership, Marketing, or Sales Roles that perform audience targeting   Source: *United States Vertical Visions MultiClient Study*; Keypoint Intelligence 2023

Customization/personalization is a proven method for improving response rates for digital as well as printed media, so it is unsurprising that targeting is popular. Because financial institutions have access to a wealth of data about their customers and prospects, they can easily create personalized materials that attract attention and stand out from the competition.

Our research on the financial/banking market found that most print is purchased externally rather than being produced by an internal implant. Because not all print is produced internally, there is an opportunity for PSPs to get in the door and sell print. The most popular types of external printing companies included retail/shipping firms (e.g., Staples, FedEx Office) and franchise printers (e.g., Alphagraphics, MinuteMan Press).

**Figure 10: Internal vs. External Printing (Marketing Collateral)**

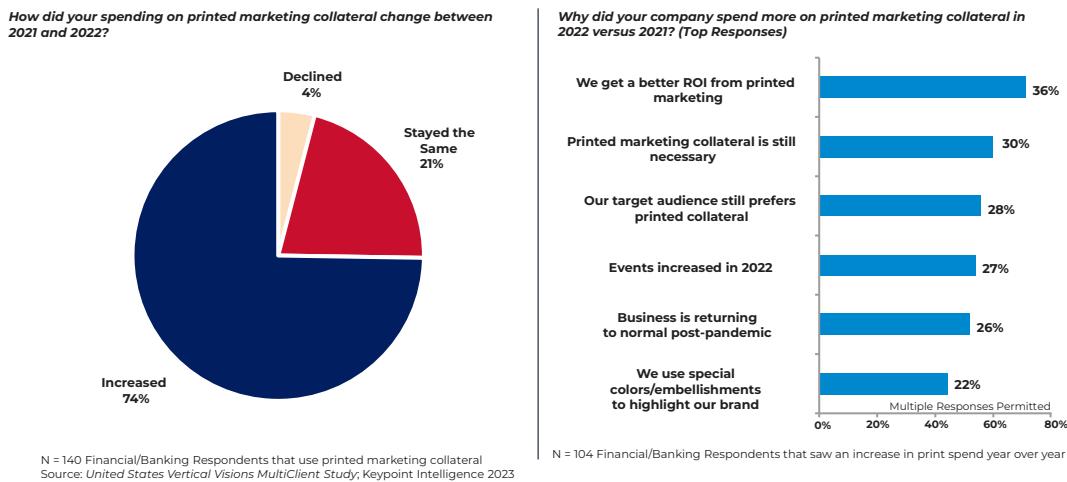


Competition is stiff when it comes to the purchase of marketing collateral within the financial industry. Consider the following statistics:

- A strong majority of financial firms (85%) always or sometimes shop around for sales/promotions when they need to purchase printed marketing collateral.
- About 84% of financial firms frequently or sometimes compare prices for services before selecting a print provider.
- Over threequarters of financial respondents agreed that a sale would influence them to purchase printed marketing collateral from a particular provider.

Even though print is viewed as a declining channel, nearly threequarters of financial respondents reported that their spending on printed marketing materials increased between 2021 and 2022. Only 4% reported a decline in print spend during this same timeframe. Among those respondents whose spending increased year over year, the most common reasons for this increase included a better ROI from printed marketing and the belief that printed marketing collateral was still necessary.

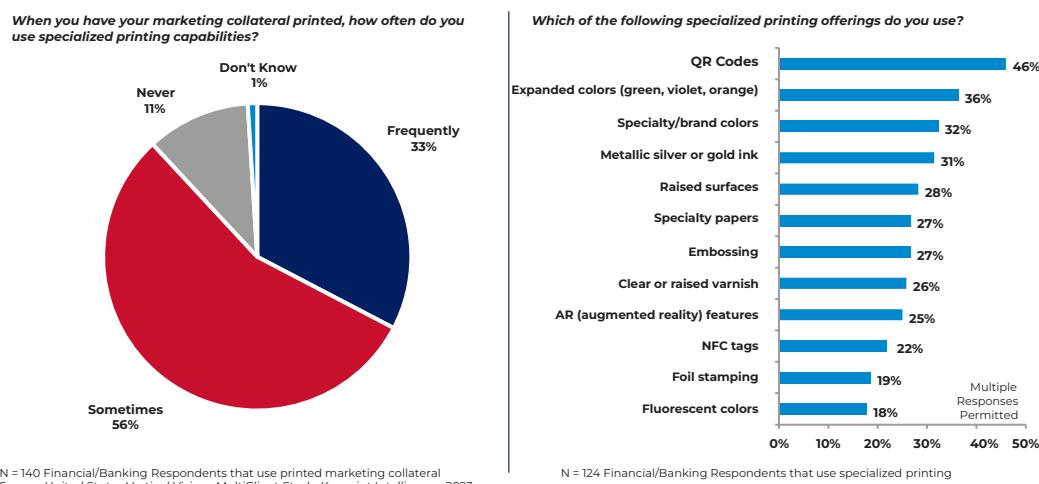
**Figure 11: Spending on Printed Marketing Collateral**



This increase in print spend is expected to continue too. The share of financial respondents that expected their spending on printed marketing collateral to increase between 2022 and 2023 exceeded those that expected a decrease in nearly all categories.

Like customization/personalization, the use of specialized printing capabilities (e.g., metallics, embellishments, QR codes, NFC tags, augmented reality) is common with printed marketing collateral. In fact, nearly 90% of financial respondents reported using specialized capabilities with their printed marketing materials at least sometimes. The most commonly used capabilities included quick response (QR) codes and expanded gamut colors.

**Figure 12: Use of Specialized Printing (Marketing Collateral)**

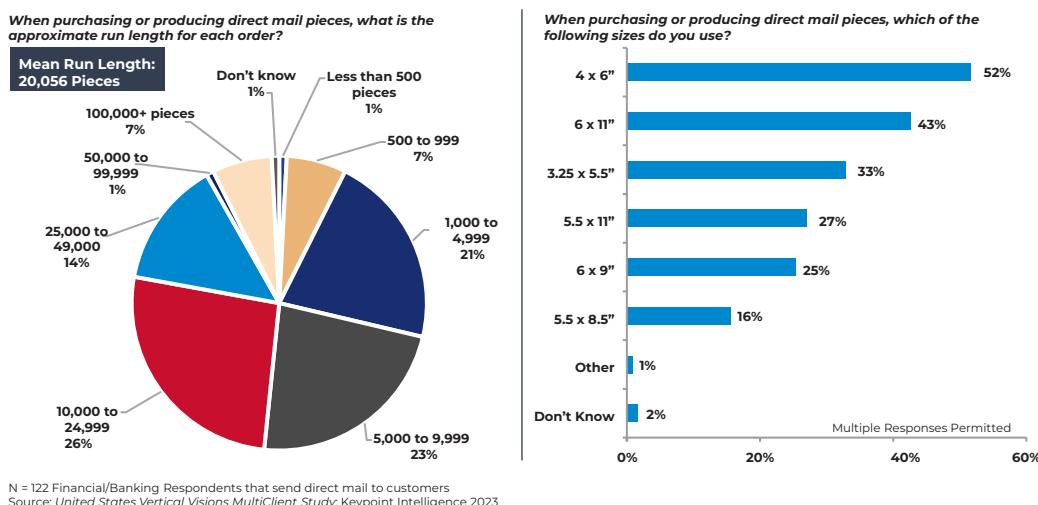


## Direct Mail

Of our 162 total financial/banking respondents, threequarters were sending direct mail to their customers. As might be expected, larger institutions sent more direct mail pieces than their smaller counterparts. Whereas financial establishments with under 500 employees sent an average of 15,412 direct mail pieces in a typical month, the average was 76,786 for firms with 500+ employees.

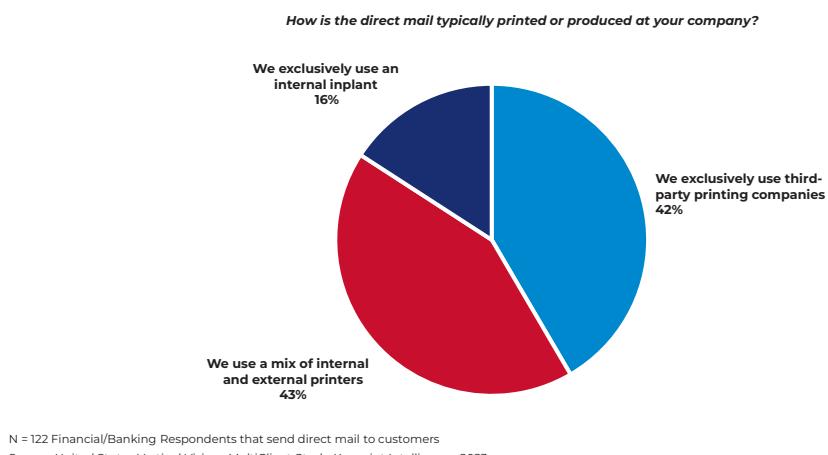
Among all financial respondents that sent direct mail to their customers, the average run length per order was 20,056 pieces. The most popular sizes for direct mail were 4" x 6" and 6" x 11".

Figure 13: Run Length and Size



As was the case with printed marketing collateral, most financial firms were using external printers at least some of the time.

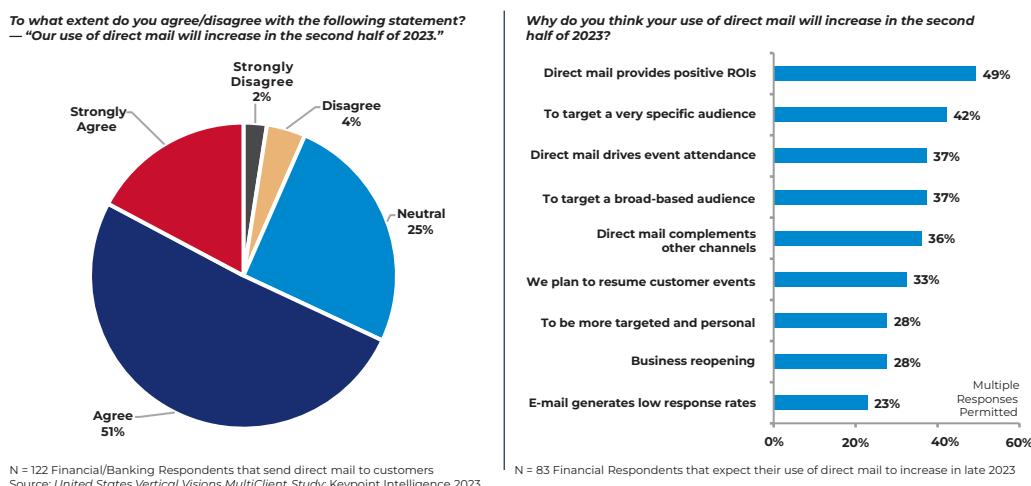
Figure 14: Internal vs. External Printing (Direct Mail)



PSPs understand that even in a digital first world, printed direct mail remains relevant. One important benefit of direct mail is that it plays well with digital media types. This might take the form of a QR code on a postcard or a digital link providing directions to a local branch or other information. Of those financial respondents that sent direct mail to their customers, a strong majority (93%) were sometimes or frequently coordinating their direct mail and digital media campaigns.

Further underscoring the continued importance of traditional direct mail in the financial sector, 68% of respondents agreed that their use of direct mail would increase in the second half of 2023 in comparison to the first half. The primary reasons for this expected increase included positive ROIs from direct mail and a desire to target a very specific audience.

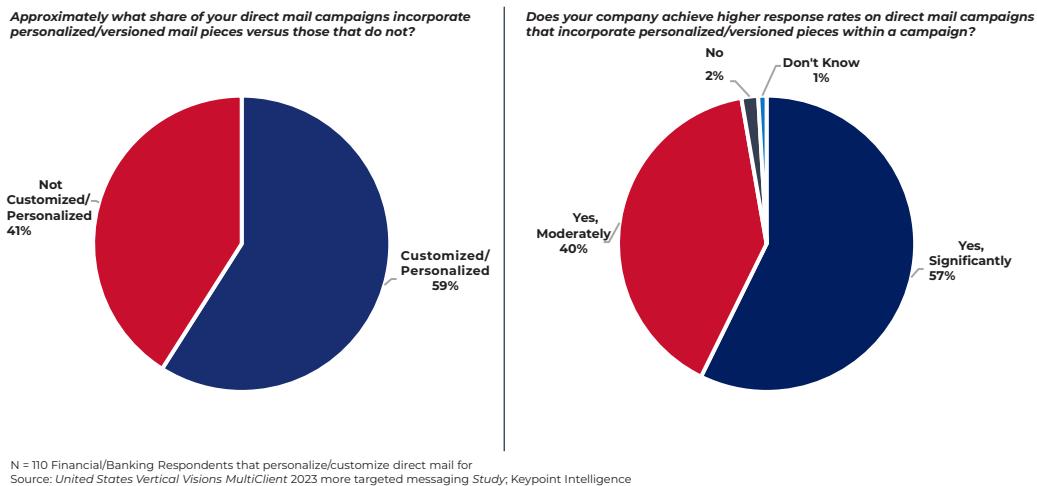
**Figure 15: Increased Use of Direct Mail**



Another means of improving the efficacy of direct mail is personalizing or customizing the content to deliver more targeted messages. This customization might involve changing images or modifying text based on the recipient's interests.

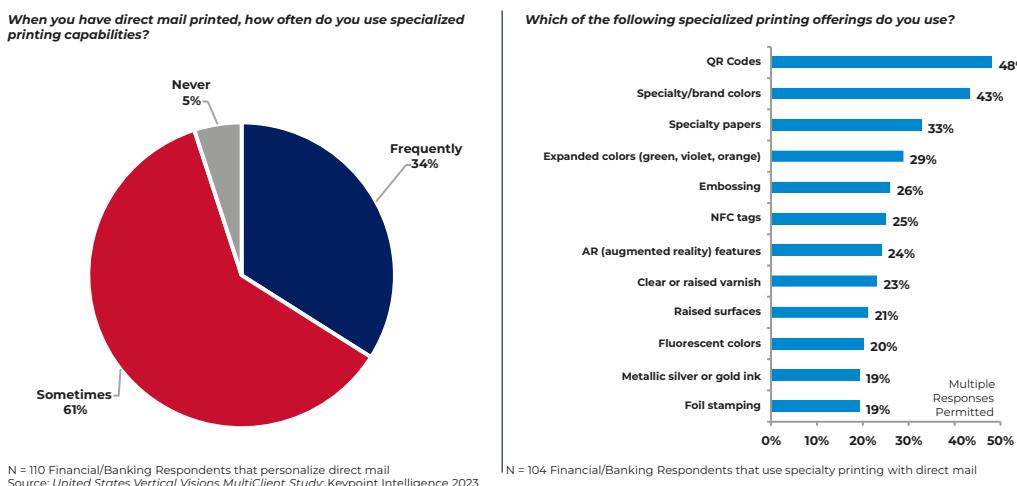
Financial respondents reported that on average, 59% of their direct mail campaigns were customized or personalized. In addition, 97% of campaigns that were personalized achieved significantly or moderately higher response rates.

Figure 16: Personalization versus NonPersonalization



Like those in other industries, financial firms are also improving their direct mail campaigns with specialized printing (e.g., metallic/fluorescent colors, augmented reality, or specialty papers). 95% of financial respondents were using specialized printing at least some of the time. The most popular specialized printing techniques included QR codes and specialty/brand colors.

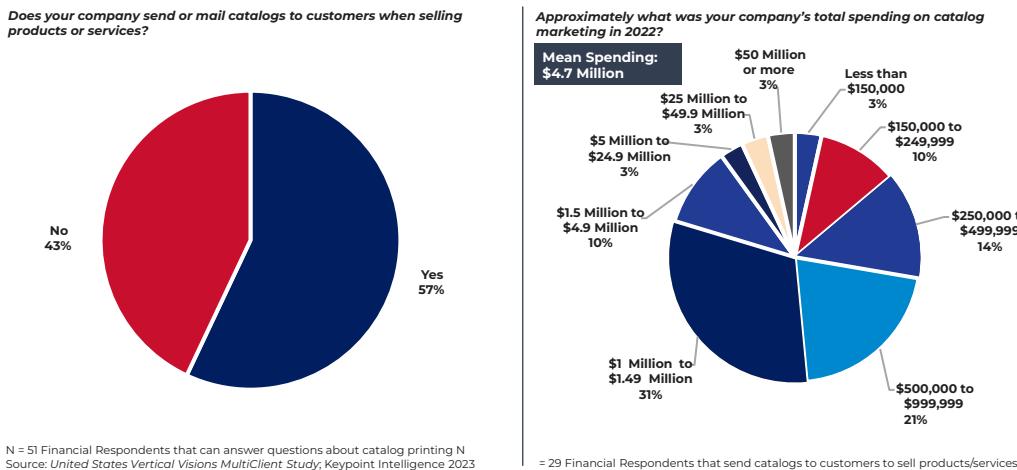
Figure 17: Use of Specialized Printing (Direct Mail)



## Catalogs

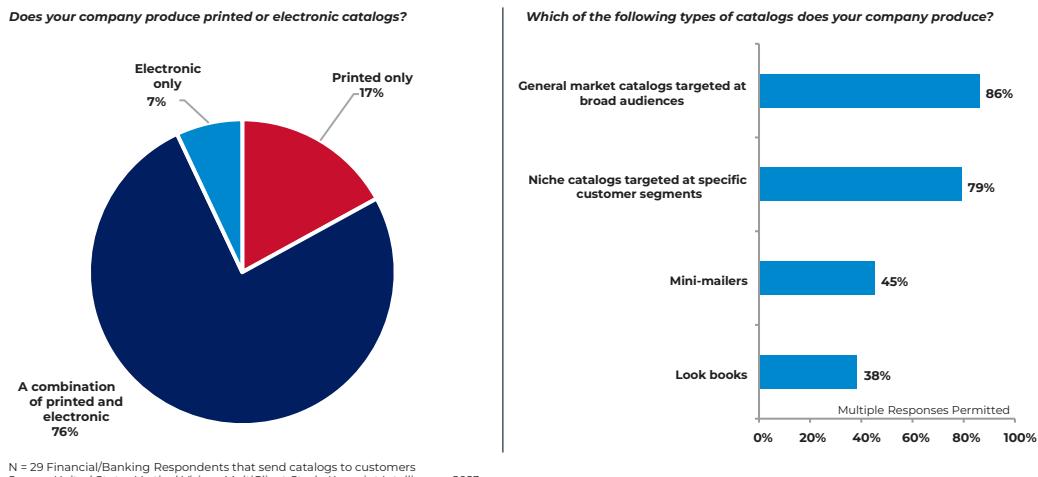
This section of the report focuses on financial respondents' catalog printing habits. These questions were only posed to a subset of respondents, so it should be noted that the sample sizes were small in some cases. Of those financial respondents who were able to answer questions about catalog printing, 57% sent or mailed catalogs to their customers. This was lower than any other vertical. On average, annual spending on catalog marketing was about \$4.7 million.

**Figure 18: Catalog Use and Annual Spending**



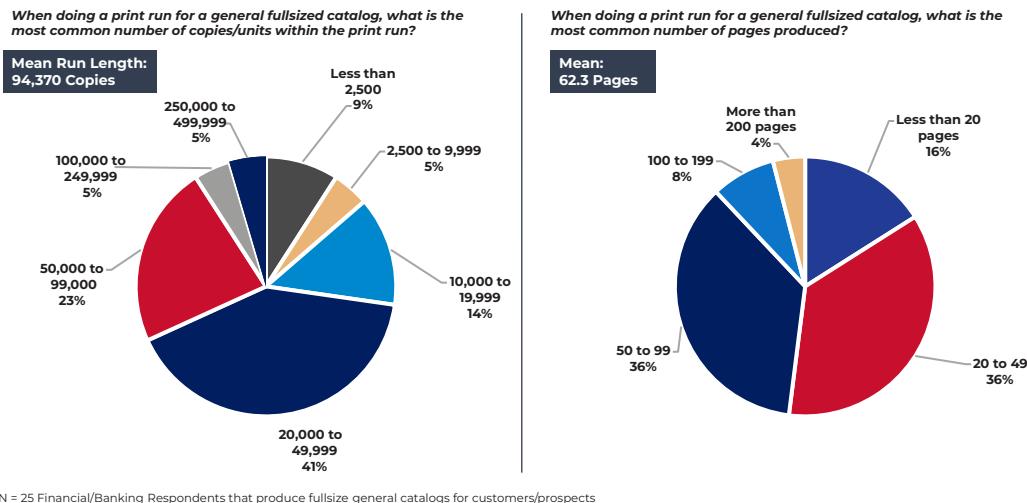
Whereas direct mail by its very nature is physical, catalogs can be printed or electronic. As shown below, most financial firms were producing both printed and electronic catalogs. Only a small percentage of businesses were exclusively producing electronic catalogs. Regardless of format, the most common types were general (full-sized) and niche catalogs.

**Figure 19: Format and Types of Catalogs**



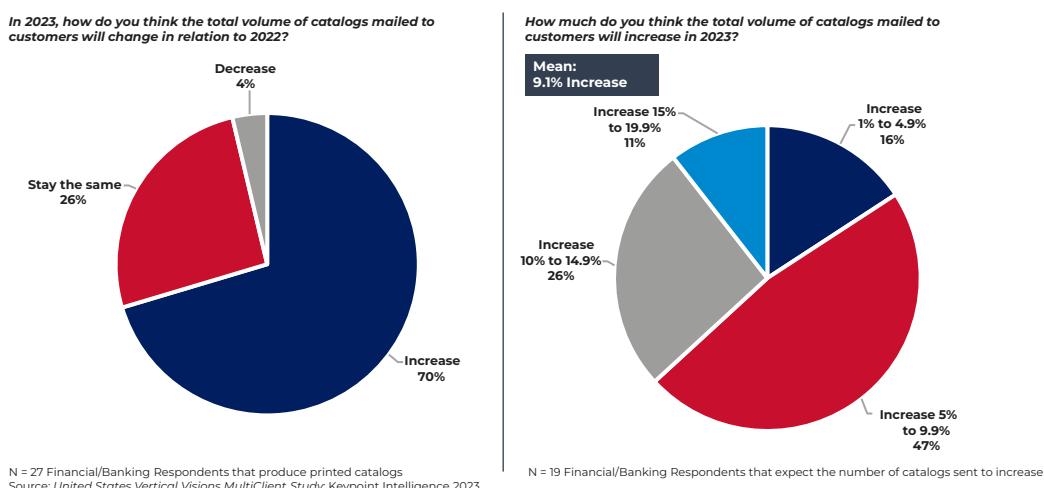
The mean run length for catalogs was 94,370 copies. This average was clearly drawn upward by the very large run lengths in the mix since over a quarter of financial respondents reported run lengths of under 20,000. On average, a typical catalog had 62.3 pages.

**Figure 20: Run Length and PageCount (Catalogs)**



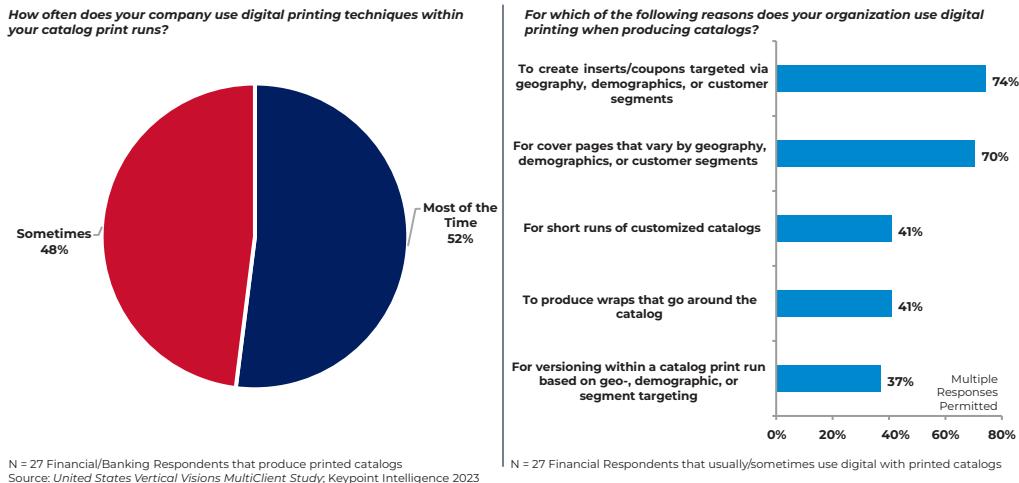
During the entirety of 2022, financial respondents reported sending a mean of 560,740 catalogs to customers. In relation to 2022, 70% of these respondents expected the number of catalogs sent to customers to increase during 2023. By contrast, only 4% of respondents expected their printed catalog volumes to decrease year over year. Of those respondents who expected an increase, the average volume growth was 9.1%.

**Figure 21: Change in Printed Catalog Volumes**



100% of financial/banking respondents were incorporating digital technologies with their printed catalogs at least sometimes. The most common reasons for doing so included creating targeted inserts/coupons and creating varying cover pages.

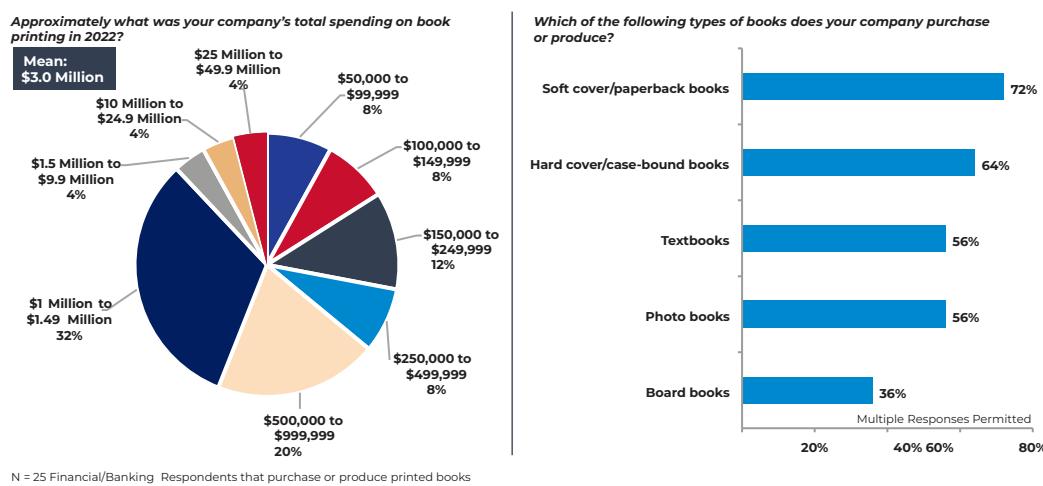
**Figure 22: Use of Digital with Printed Catalogs**



## Books

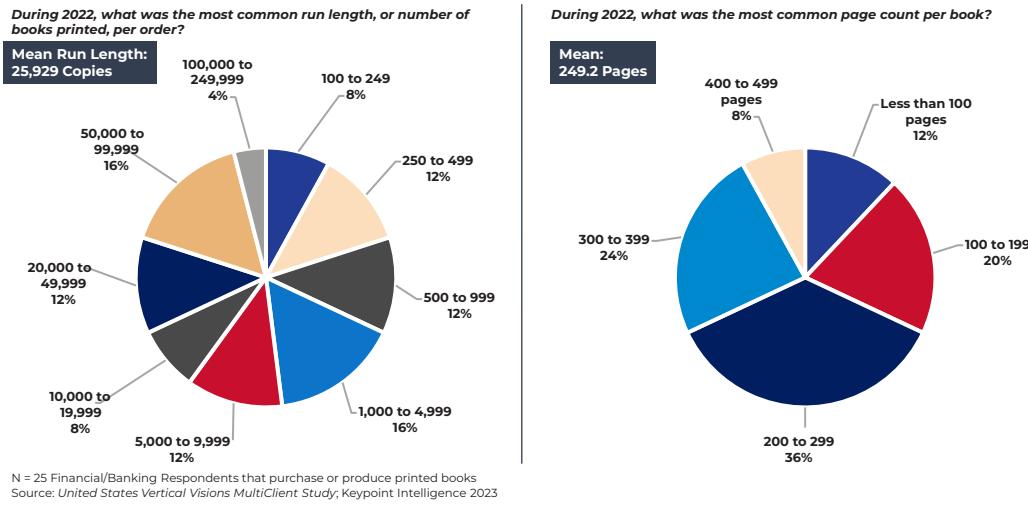
Out of the total pool of 162 financial/banking respondents, only 32 (20%) produced printed books. On average, these respondents reported spending \$3 million on book printing in 2022. The most popular types of books produced included paperbacks and hardcovers.

**Figure 23: Spending on Book Printing**



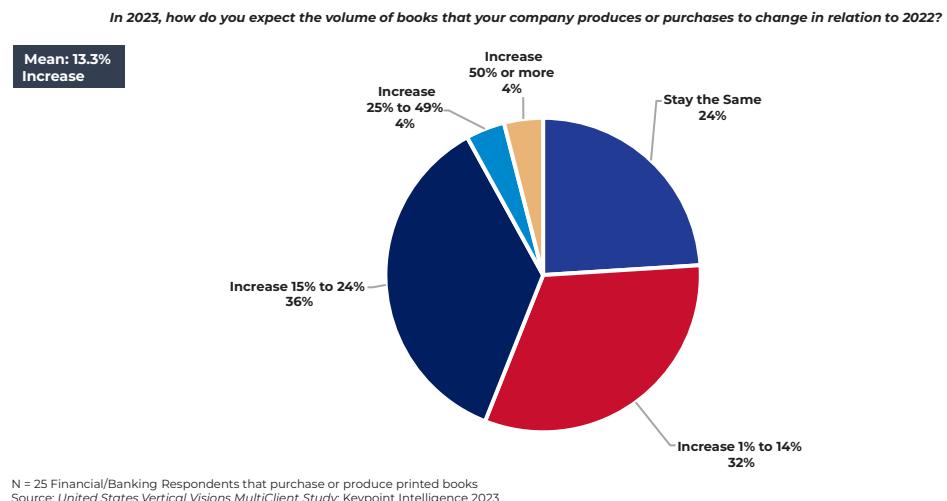
Financial respondents reported producing or purchasing an average of 704,252 books during 2022. The overall average run length (i.e., number of books printed) was 25,929. Meanwhile, the average page count was almost 250 pages per book.

**Figure 24: Run Length and Page Count (Books)**



When respondents were asked how they expected their book volumes to change between 2022 and 2023, none expected these volumes to decline. A strong percentage expected an increase (rather than expecting things to remain the same), and the average predicted increase was 13.3%.

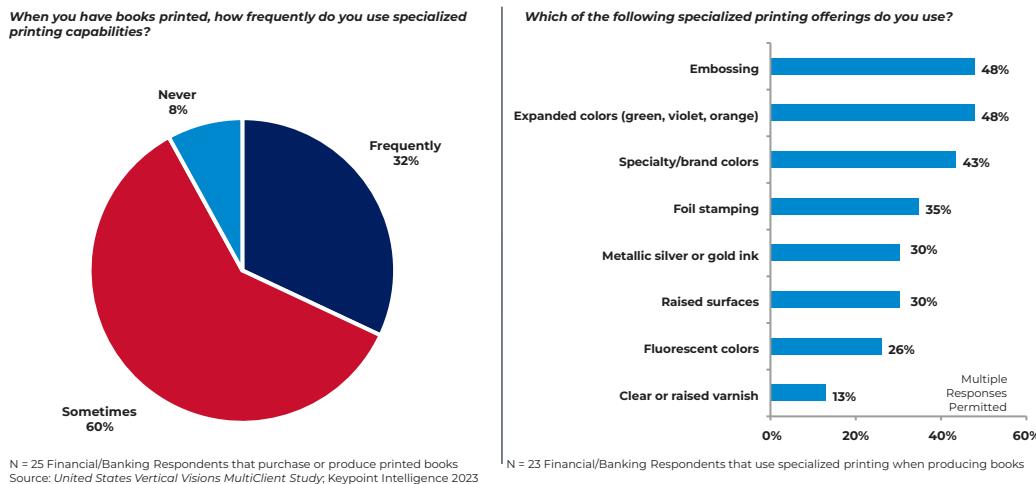
**Figure 25: Expected Change in Book Volumes**



When it comes to specialty printing, 92% of financial respondents that purchased printed books were sometimes or frequently using these capabilities to produce their books. The most common techniques included embossing and expanded colors.



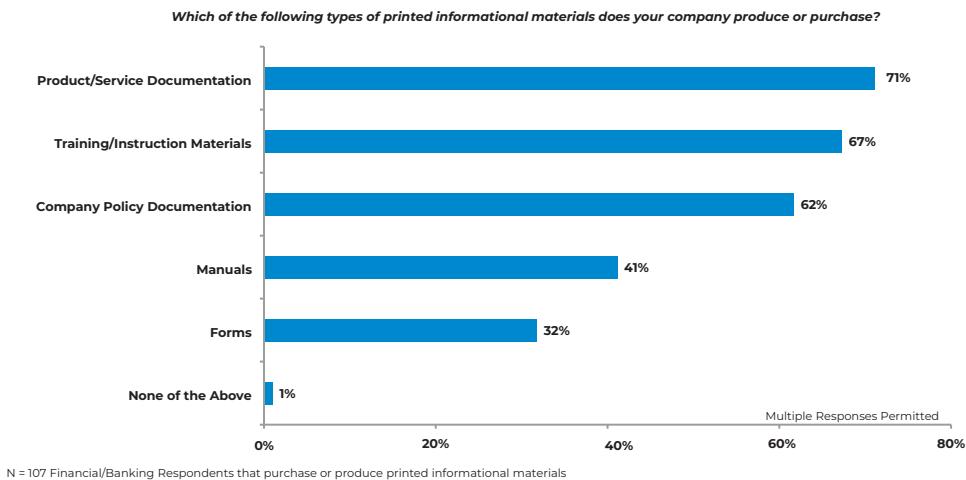
Figure 26: Use of Specialized Printing Techniques (Books)



## Informational Materials

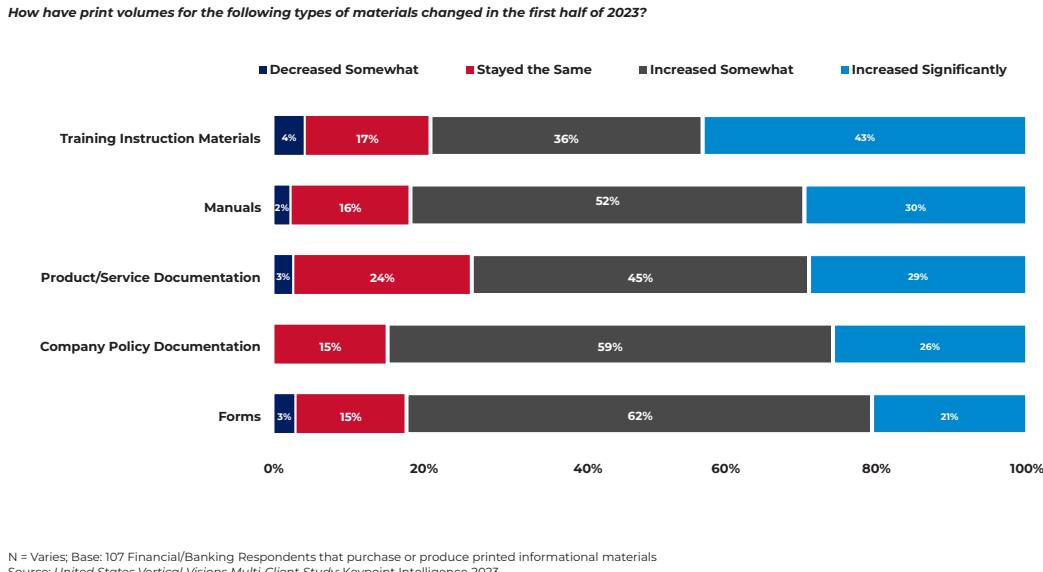
About 66% of total financial respondents were purchasing or producing informational materials (e.g., booklets, manuals, training materials) for their offerings. Among these respondents, the most commonly used types included product/service documentation and training/instruction materials.

Figure 27: Types of Informational Materials Purchased/Produced



As shown in the Figure below, a majority of financial/banking respondents reported that their volumes of various informational materials increased year over year. Decreases—even slight ones—were quite uncommon.

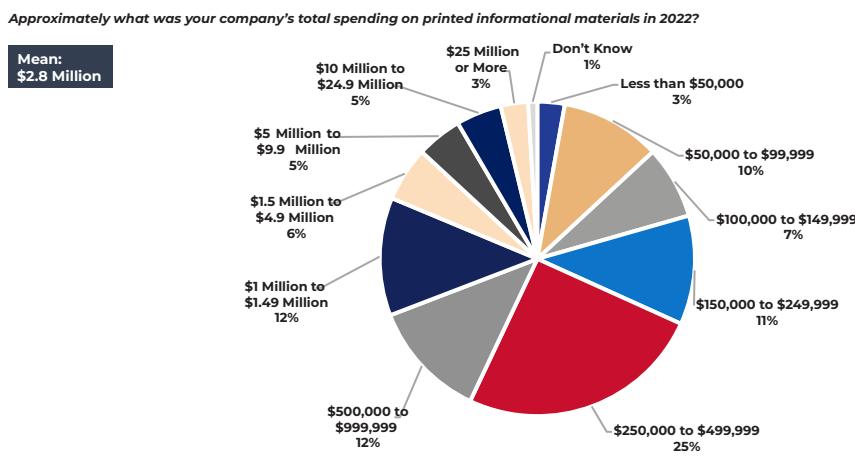
**Figure 28: Change in Volumes of Informational Materials**



Financial firms reported spending an average of \$2.8 million on printed informational materials in 2022.

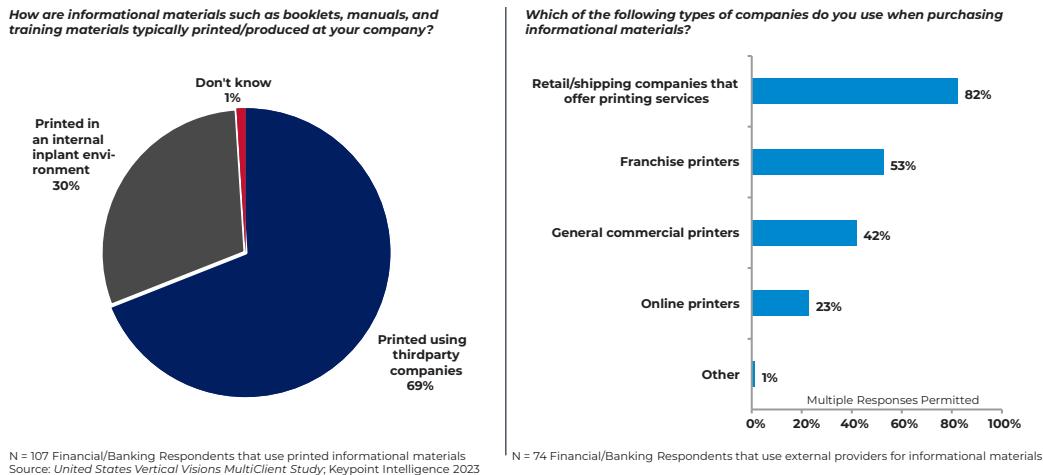
This is somewhat higher than the \$2.5 million spent by businesses across all verticals.

**Figure 29: Spending on Informational Materials**



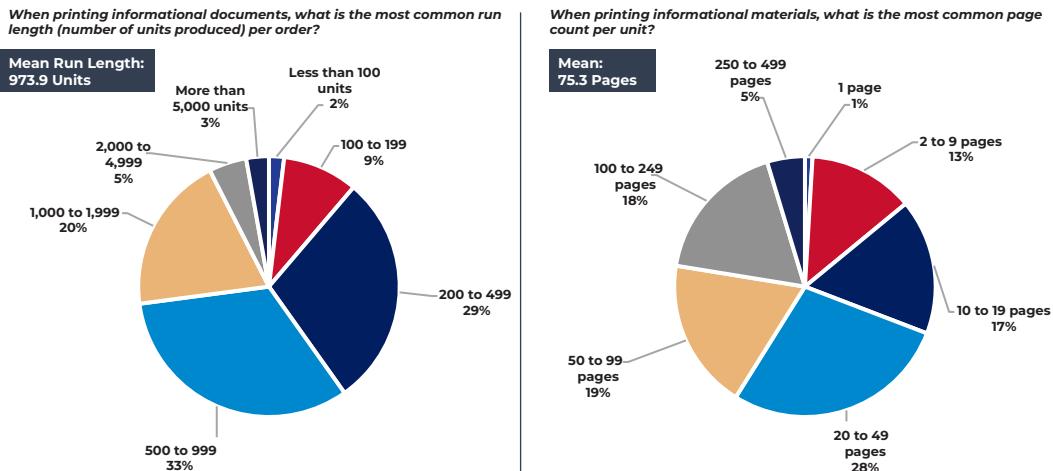
Over two-thirds of financial respondents used thirdparty companies for producing informational materials. The most common types of companies used included retail/shipping firms (e.g., Staples, FedEx Office) and franchise printers (e.g., Alphagraphics, MinuteMan Press).

**Figure 30: Internal vs. External Printing (Informational Materials)**



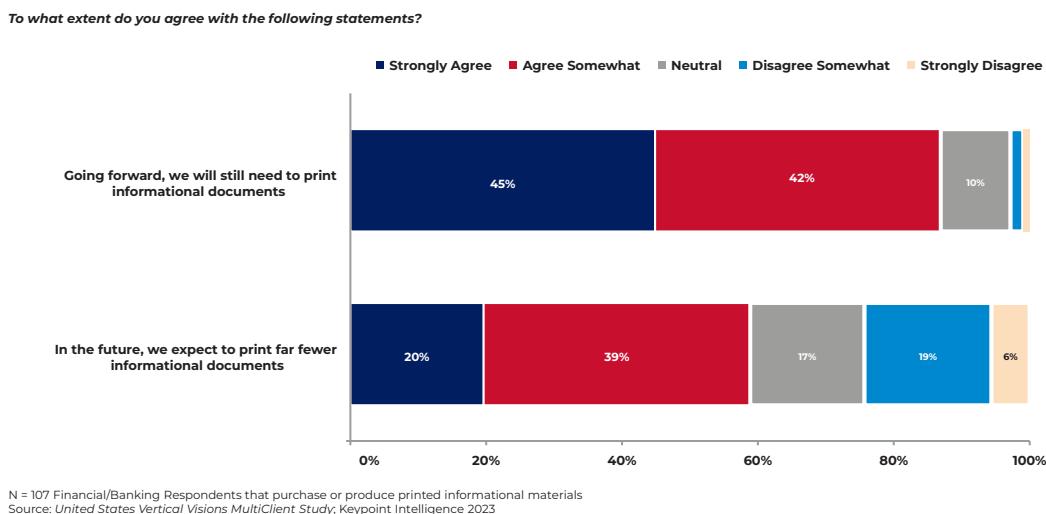
Within the financial industry, respondents reported an average run length of about 973.9 units for informational materials. Meanwhile, the average page count was 75.3 pages.

**Figure 31: Run Length and Page Count (Informational Materials)**



When financial respondents were asked to specify their agreement with statements about their printing habits for informational materials, nearly 60% agreed that they would be printing fewer of these materials in the future. At the same time, however, the need for printing at least some of these documents is expected to persist; 87% of respondents expected to continue printing informational documents going forward.

Figure 32: Agreement with Statements about Informational Materials



## Opinion

Print is playing a supportive role in today's multichannel world, but so are all media channels. Printed communications offer a unique advantage in that they play well with digital channels as financial businesses strive to create compelling campaigns across all channels. Adding ancillary services to offset declines in print revenues and better service to customers is the new equation for success in the financial market.

The financial market offers solid opportunities for PSPs to grow business and offer improved digital printing capabilities for customization and personalization. Communication buyers in the financial market want providers that can recommend products and services aligned with their unique needs today and in the future. They are seeking providers that truly understand their market and can leverage this knowledge to deliver the best possible offerings.



## About CFC Print & Mail

*CFC Print & Mail is a wholesale provider of printed documents and services catering to small businesses through large distributor channels. CFC separates itself from its competition by providing superior customer service, fast production, best pricing and quick turn times. We pride ourselves on being a resource for our loyal customers, fostering both our successes.*

## About Canon U.S.A., Inc.

*Canon U.S.A. Inc. is a leading provider of consumer, business-to-business, and industrial digital imaging solutions to the United States and to Latin America and the Caribbean markets. With approximately \$29.4 billion in global revenue, its parent company, Canon Inc. as of 2023 has ranked in the top five overall in U.S. patents granted for 38 consecutive years. Canon U.S.A. is dedicated to its Kyosei philosophy of social and environmental responsibility. To learn more about Canon, visit them at [www.usa.canon.com](http://www.usa.canon.com).*

## About thINK

*thINK is an independent community of Canon U.S.A. production inkjet customers, thINK Ahead partners, and print industry experts, and Canon U.S.A. is a proud executive sponsor. Led by some of the most successful inkjet service providers in the country, it provides a forum for members to network, gain knowledge, discuss common challenges, and share best practices. Membership is exclusive (and free) to Canon U.S.A. production inkjet customers – visit [www.thINKForum.com](http://www.thINKForum.com) to learn more.*

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