

Vertical Market Kit

INSIGHTS IN THE INSURANCE MARKET

Based on reports by:



Canon

think.



Table of Contents

Introduction	3
About this Document	3
Key Highlights	3
Defining the Industry	4
Life Insurance.....	5
Non-Life (Liability or Property/Casualty) Insurance	5
Ongoing Industry Trends	7
Data Security and Protection Are Essential	7
Digital Technologies Lead the Way.....	7
Parametric insurance Enables Greater Transparency	7
The Competition is Fierce and Loyalty Matters!	8
Mobile Technology Helps Facilitate Transactions	8
Survey Findings	8
General Demographics	9
Spending and Media Split.....	10
Printed Marketing Collateral.....	11
Direct Mail	16
Catalogs.....	17
Informational Materials	20
Opinion.....	23
About CFC Print & Mail	23
About Canon U.S.A.	23
About think	24

List of Figures

Figure 1: Types of Personal Non-Life Insurance Products	6
Figure 2: Types of Business Non-Life Insurance Products	6
Figure 3: Vertical Industry	9
Figure 4: Number of Employees	9
Figure 5: Knowledge of Printing Services	10
Figure 6: Marketing and Advertising Spend	10
Figure 7: Media Split	11
Figure 8: Agreement with Statements about Media Split.....	11
Figure 9: Types of Printed Marketing Materials	12
Figure 10: Types of Advertising Spending	12
Figure 11: Internal vs. External Printing (Marketing Collateral)	13
Figure 12: Spending on Printed Marketing Collateral	14
Figure 13: Use of Specialized Printing (Marketing Collateral)	14
Figure 14: Run Length and Size	15
Figure 15: Internal vs. External Printing (Direct Mail)	15
Figure 16: Increased Use of Direct Mail	16
Figure 17: Personalization versus Non-Personalization	16
Figure 18: Use of Specialized Printing (Direct Mail)	17
Figure 19: Catalog Use and Annual Spending	17
Figure 20: Format and Types of Catalogs	18
Figure 21: Run Length and Page Count (Catalogs)	18
Figure 22: Change in Printed Catalog Volumes	19
Figure 23: Use of Digital with Printed Catalogs	19
Figure 24: Types of Informational Materials Purchased/Produced	20
Figure 25: Change in Volumes of Informational Materials	20
Figure 26: Spending on Informational Materials	20
Figure 27: Internal vs. External Printing (Informational Materials)	21
Figure 28: Run Length and Page Count (Informational Materials)	21
Figure 29: Agreement with Statements about Informational Materials	22

Introduction

About this Document

This vertical market kit is designed to help print service providers capture more business in the insurance industry. 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 decision makers.
- Develop solutions and applications that are aligned with industry needs.

Key Highlights

- Keypoint Intelligence's research confirms that overall spend is shifting to digital. At the same time, however, our most recent research reveals that insurance respondents are still allocating 34% of their spending to print. This is the lowest of any of the verticals surveyed.
- Because not all print is produced internally, there is an opportunity for print service providers to get in the door and sell print to insurance firms.
- Customization/personalization is a proven method for improving response rates for digital as well as printed media.
- Like those in other industries, insurance 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

Insurance products play an important role in society and the overall economy. The insurance industry sells products that protect against the risk of a loss (e.g., loss of income, use of an asset, property damage, and life). Insurance providers sell many types of products to minimize their customers' risks. Customer communications that educate buyers on the many types of insurance products are key to providers' success. The industry offers many opportunities for selling print and other communication products and services, though its core products are policies and investments. There are three primary types of insurance:

- **Life Insurance:** Life insurance guarantees a specific sum of money to a designated beneficiary upon the death of the insured, or directly to the insured if they live beyond a certain age.
- **Health Insurance:** Insures against expenses incurred through illness of the insured. (Please note that health insurance is not a core focus of this kit.)
- **Liability Insurance:** This is a broad category that insures property. Also known as property/casualty or nonlife insurance, it protects a person or business against the loss of physical assets or property.

Insurance companies make money by taking in premiums from customers and investing those funds in stocks and other vehicles before they have to pay out benefits. This is known as "the float." Most insurers do not make money on their premiums; earnings come from investments. As a result, insurers are vulnerable to recessions and stock market crashes.

Insurance providers are big purchasers of printed materials, as insurers have many interactions with their policyholders. Insurance agents are commonly asked to provide printed information about their products and services. Marketers and sales staff are interested in using targeted marketing to stand out in a competitive field, which creates demand for variable data printing services. Government regulations and changing legislation require frequent document updates.

Hundreds of types of printed communications are delivered every day in the insurance world, but one bad communication can result in lost business or customer defection. On the flip side, great communication can strengthen the relationship and foster customer loyalty. Production inkjet printing provides solid benefits to insurance providers of all types and sizes because they can affordably purchase quantities as needed, eliminating the need for storing items and the waste generated from outofdate materials.

Insurance firms can reap many benefits from print work produced on production inkjet devices. Key benefits of production inkjet include:

- The production of relevant, personalized communications that can be targeted on an individual level
- Just-in-time, on demand manufacturing
- Workflow automation for more efficient production
- More costeffective use of static or variable color
- High-quality color capabilities with inkjet technology

Digital printing technology also makes it possible to produce printed communications with foils, white/metallic inks, special textures, and other embellishments. The tactile nature of physical direct mail makes it more memorable than digital messaging, and printed communications can also be used to connect the recipient back to online channels for a true omnichannel experience. This document focuses on two key market segments:

Life Insurance

As noted earlier, life insurance guarantees a specific sum of money to a designated beneficiary upon the death of the insured, or directly to the insured if they live beyond a certain age. Traditional life insurance is no longer the primary business of many life insurance companies. Insurance products have expanded to cover many risks, like losing the physical capacity to earn one's living (disability insurance). In addition, life insurance providers are active in helping individuals finance retirement through pension, annuity, and savings products. Some insurance companies offer services such as tax and estate planning. As a result, insurance companies are competing more directly with other financial services companies such as mutual funds and investment advisory firms.

Overall, the major categories of life insurance products include protection policies and investment policies.

- **Term life insurance** is generally considered "pure" insurance, where the premium buys protection in the event of death and nothing else. Term insurance pays only if death occurs during the "term" of the policy.
- **Permanent life insurance** accumulates a cash value up to its date of maturation. The owner can access the funds in the cash value by withdrawing money, borrowing the cash value, or surrendering the policy and receiving the surrender value.
- **A life annuity policy** features predetermined periodic monetary payouts. These products are most frequently used to help retirees.

NonLife (Liability or Property/Casualty) Insurance

Nonlife insurance provides coverage for homes, cars, and businesses. It protects the policy buyer from disaster by providing money in the event of a financial loss. Property and casualty products represent the dominant share of global premiums mainly because individual consumers, the single largest customer group, typically maintain private passenger automobile insurance as well as some form of home/asset insurance.

Property insurance protects a person or business with an interest in physical property against its loss or the loss of its income producing abilities. It provides protection against most risks to property, such as fire, theft, and some weather damage. There are three main types of property insurance coverage.

- **Replacement cost coverage** pays the cost of replacing property regardless of depreciation or appreciation.
- **Actual cash value coverage** provides for replacement cost minus depreciation.
- **Extended replacement coverage** pays over the coverage limit.

Figure 1: Types of Personal NonLife Insurance Products

Homeowner's Insurance	Typically covers the dwelling (structure), personal property and contents, and some forms of personal liability.
Renter's Insurance	Provides coverage for a policyholder's belongings and liability within a rental property.
Vehicle Insurance	Provides coverage for bodily injury and property damage liability, as well as physical damage to the vehicle. This damage might be caused by a collision or a natural disaster (e.g., flood, fire, hail).
Flood Insurance	This type of insurance is necessary in areas that are prone to flooding because homeowner's insurance does not protect against floods.
Windstorm Insurance	Protects against wind damage that might be caused by flying items that destroy property during storms. It also protects against damage incurred by hurricanes, hail, snow, sand, or dust.
Umbrella Liability Policies	This is an additional policy that kicks in when other insurance policies have reached their limits. The amount and type of coverage will vary, as will the premiums. Buyers can add an umbrella policy to a home or auto insurance policy to protect these assets against liability or lawsuits.

Figure 2: Types of Business NonLife Insurance Products

Property Insurance	Insures against loss or damage to the location of the business and its contents, whether the location is owned or rented. It can also insure the property of others in the business' control when the loss occurs.
Liability Insurance	Protects against liability legally imposed because of the negligence of the business or its employees. It protects a business when it is sued for negligence.
Commercial Auto Insurance	Coverage insures against property damage to vehicles used by business and damage caused to others by those vehicles.
Business Interruption Insurance	Insures against loss or damage to the cash flow and profit of a business if a business is unable to operate due to some type of interruption.
Workers' Compensation	Workers' compensation is a system where an employee is not allowed, by law, to sue their employer for on-the-job injuries; but, in return, the employer must participate in a system that provides nearly automatic payment to the employee in case of injury for medical bills and damages.
Marine Insurance	Covers the loss or damage of ships, cargo, terminals, and any transport or cargo by which property is transferred, acquired, or held between the points of origin and final destination.
Terrorism Coverage	Acts of terrorism or war are not covered by traditional insurance policies. The attacks on September 11, 2001, resulted in claims exceeding \$30 billion. Insurers now specifically exclude terrorism and require the purchase of a terrorism policy.
Flood Insurance	Floods are generally not covered by a typical property insurance policies and a separate flood insurance policy is required.
Political Risk or Government Liability Insurance	Protects against a sudden loss due to a sudden political change in a country or withdrawal of a contract without recourse.
Employee Theft/ Dishonesty Insurance	Protects a business from loss or damage caused by employee theft.
Surety Bonds	Form of casualty coverage that ensures contracts will be completed. A promise to pay one party a certain amount if a second party fails to meet some obligation, such as fulfilling the terms of a contract.

Ongoing Industry Trends

Data Security and Protection Are Essential

Like many other types of financial institutions, insurance companies are subject to strict government oversight when it comes to security. Insurers collect, store, and transmit vast amounts of personal information. As a result, insurance firms may become targets of fraudulent activities. Sound and reliable protection of data and personal identities is critical, as data breaches can lead to a loss of trust by consumers, partners, and other stakeholders, in addition to considerable legal and financial liabilities, such as government sanctions and fines.

Insurance companies must also demonstrate their compliance with legal and other regulatory requirements. What many of these requirements have in common is the mandate to establish a security plan, processes, and procedures that ensure that only the right people have access to the right resources and are doing the right things with it. The issue of data security is increasingly important to insurers and agents, as data breaches (and related fines and litigation) are revealed on a regular basis.

Due to increased cyber threats and data breaches, the industry has seen a growing demand for cyber insurance coverage. Insurers are developing specialized policies to protect businesses and individuals against losses resulting from cyberattacks (e.g., data theft, ransomware, business interruption).

Digital Technologies Lead the Way

The insurance industry is increasingly embracing digital to streamline processes, enhance the customer experience, and improve operational efficiency. Artificial intelligence (AI) and machine learning are being used for underwriting, claims processing, customer service, and the development of mobile apps.

Insurers are also using big data and analytics to gain insights into customer behavior, preferences, and risk profiles. By analyzing the vast amounts of data they collect about their customers, insurers can personalize offerings, tailor pricing based on individual risk factors, and generate more accurate risk assessments.

Insurers are investing in increasingly sophisticated customer analytics programs to drive efficiency and improve risk management. Analytic and predictive modeling techniques continue to improve, creating opportunities for increased sales, better efficiency, and expanded capabilities. Insurers are using predictive modeling to improve the speed and accuracy of underwriting, which has traditionally been quite timeconsuming and expensive. Beyond underwriting, insurers are using analytics and predictive modeling to drive sales.

Parametric insurance Enables Greater Transparency

Whereas traditional insurance indemnifies actual losses, parametric insurance pays out when a triggering event occurs—regardless of the actual loss incurred. It provides coverage based on predefined triggers, like a certain amount of rainfall or an earthquake of a specific magnitude. By taking this approach, insurers can deliver faster claims processing and greater transparency.

The Competition is Fierce and Loyalty Matters!

Banks and financial services firms now compete with insurance companies because they sell comparable products. At the same time, however, they also provide additional sales channels for insurers. Printed materials like brochures, direct mail, and signage can play a big role in enabling insurance offerings to stand out. Today's insurance marketers are focusing on building their brand image to differentiate from the competition. Printed communications can attract attention with personalization, special offers, unique substrates/textures, embellishments, and other finishing applications.

Price is often the main purchasing driver of nonlife insurance products because the offerings themselves are quite comparable. In highly competitive markets characterized by price transparency, there is a tendency for prices to converge. When this happens, nonprice factors (like brand) becoming more important as customers strive to differentiate between providers. Insurance marketing is changing from the days when contact with the customer was infrequent and dedicated to outbound messaging. With the rise of social media applications and mobile technologies, it is now possible for insurance companies to be in nearconstant contact with their customers.

Mobile Technology Helps Facilitate Transactions

Property and casualty insurers are using mobile applications to enhance brand recognition, market their products, and enable customers to complete transactions. With mobile technology, customers can make premium payments, view their policy information, and submit/track claims. These applications might also offer valueadded amenities, such as pure white screens that serve as flashlights in the event of a night accident, videos on how to change a tire, and an arsenal of other information that is designed to assist customers.

In the area of claims management, mobile applications can notify participants about steps in the claims process, ongoing events, and status changes associated with processing a claim. Participants are able to act on those alerts in real time. Customers can also use mobile apps to obtain policy quotes, pay bills, report claims, and locate repair shops.

Survey Findings

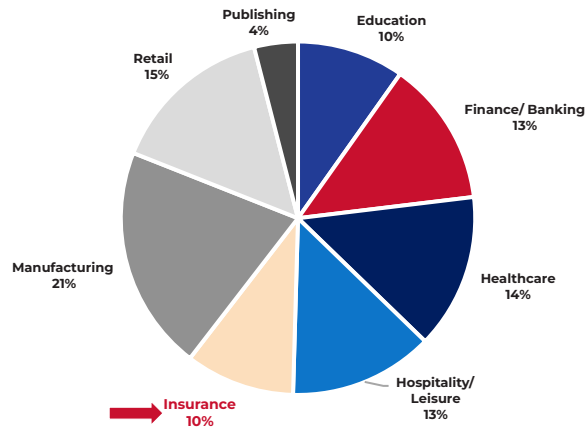
In late 2023, Keypoint Intelligence completed a comprehensive multiclient study to gain a better understanding of how print demand is changing in key vertical industries. This survey is an update to similar vertical market research that was conducted in 2020. The vertical industries that we covered in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

Over 1,200 total respondents from businesses with 200+ employees participated in this study. Of these respondents, 121 (about 10% of the total) were from the insurance industry. This document will focus specifically on these insurance respondents.



Figure 3: 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

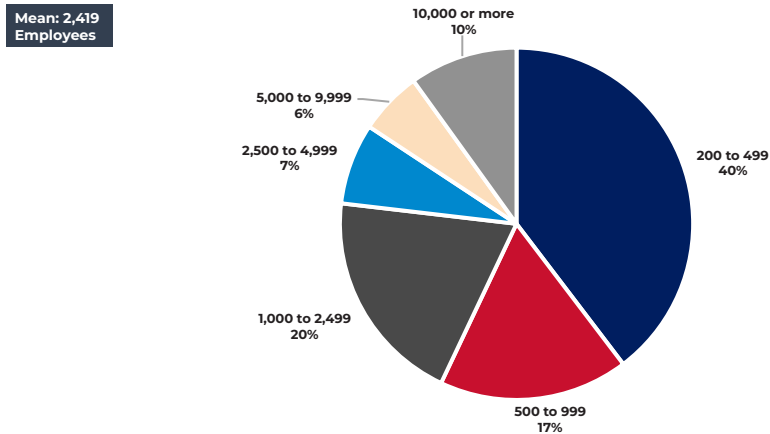
Although the number of total respondents within the insurance industry (N=121) is statistically significant, there are times when questions are posed to a subset of respondents. Please refer to the N values at the bottom of each chart. A value of 30 (N=30) or lower should not be considered statistically significant and is only intended for anecdotal evidence.

General Demographics

As noted earlier, this survey was open to respondents with at least 200 employees. Insurance respondents reported working for institutions with an average of 2,419 employees. This average was somewhat higher than the mean for respondents across all industries (2,184).

Figure 4: Number of Employees

How many total employees does your company/institution have?



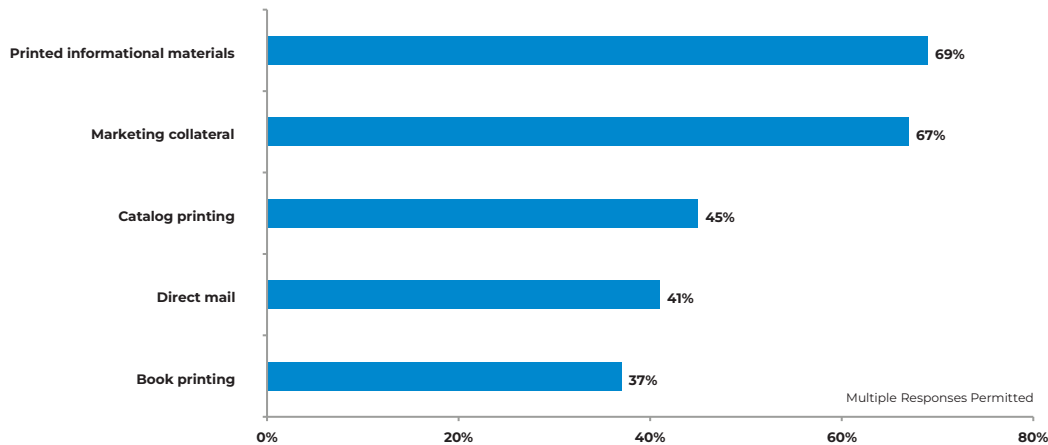
Mean: 2,419 Employees
N = 121 Total Insurance Respondents
Source: United States Vertical Visions Multi-Client Study; Keypoint Intelligence 2023

To qualify for participation in this survey, respondents were required to be able to answer questions about their companies' printing services. Insurance respondents were most commonly able to answer questions about printed informational materials (e.g., booklets, manuals, training materials) and marketing collateral (e.g., brochures, flyers, signage).



Figure 5: Knowledge of Printing Services

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



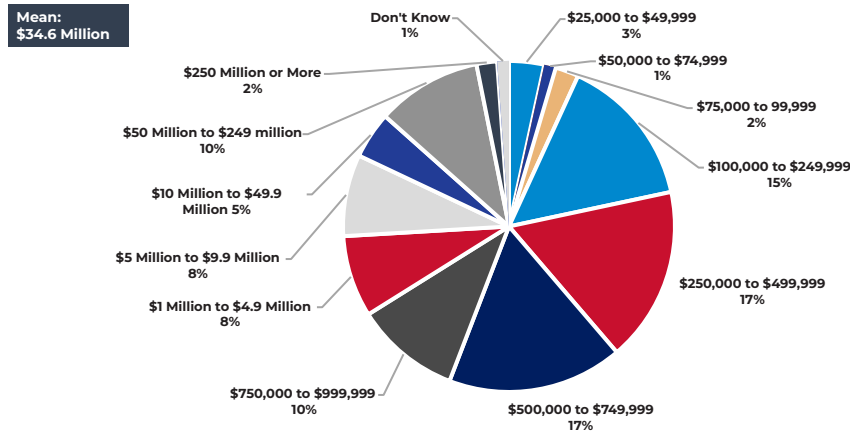
N = 121 Total Insurance Respondents
Source: United States Vertical Visions Multi-Client Study, Keypoint Intelligence 2023

Spending and Media Split

On average, insurance firms reported spending about \$34.6 million on marketing and advertising in 2022. This compares to \$24.3 million for total respondents across all verticals.

Figure 6: Marketing and Advertising Spend

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



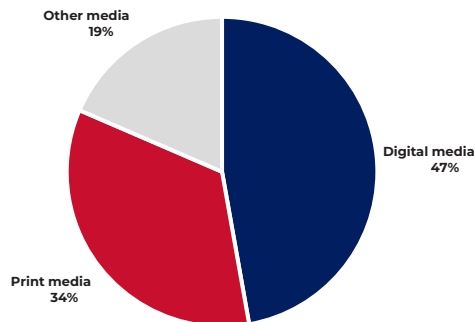
N = 88 Insurance Respondents in Sr. Leadership, Marketing, or Sales Roles
Source: United States Vertical Visions MultiClient Study, Keypoint Intelligence 2023

When insurance respondents were asked about the media split for marketing and advertising spend, printed media accounted for 34% whereas digital represented 47%. It is interesting to note that out of all the industries surveyed, insurance respondents reported the highest share for digital and the lowest share for print. Insurance respondents also indicated that the share of spending allocated to digital increased by an average of 4.1% between 2021 and 2022.

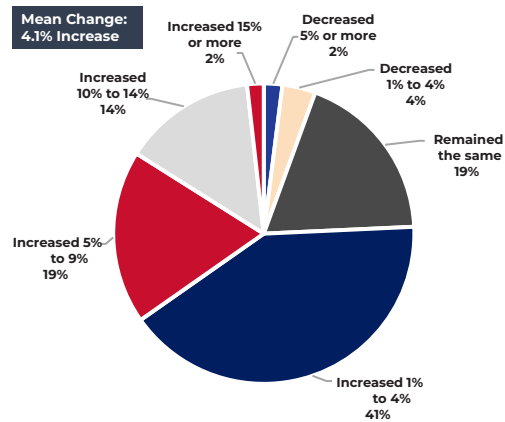


Figure 7: Media Split

In your best estimate, what was the percentage split of marketing and advertising spend for digital, print, and other media in 2022?



How did the percentage of spending allocated to DIGITAL media change between 2021 and 2022?

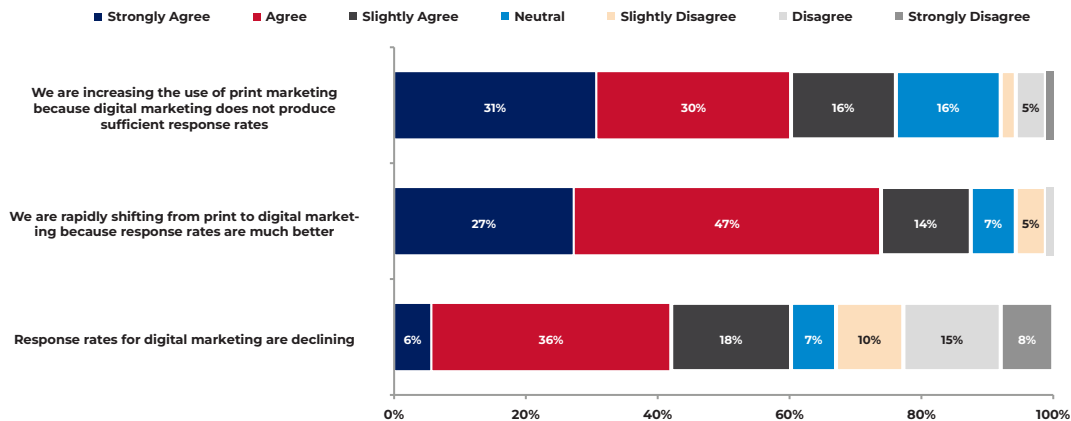


N = 112 Insurance Respondents in Sr. Leadership, Marketing, or Sales Roles
Source: United States Vertical Visions MultiClient Study; Keypoint Intelligence 2023

It should come as little surprise that overall spend is shifting to digital channels, with nearly threequarters of insurance respondents agreeing or strongly agreeing with this statement. At the same time, however, over 60% of these same respondents agreed that they were increasing the use of printed marketing collateral because digital did not deliver sufficient response rates.

Figure 8: Agreement with Statements about Media Split

To what extent do you agree with the following statements?



N = 88 Insurance Respondents in Sr. Leadership, Marketing, or Sales Roles
Source: United States Vertical Visions MultiClient Study; Keypoint Intelligence 2023

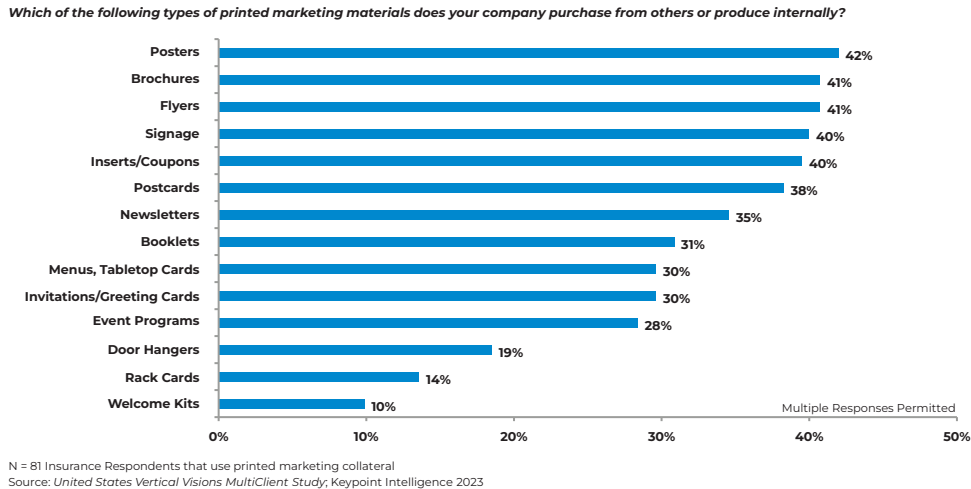
The shift toward digital spending is undeniable, but print remains a core area of investment.

Printed Marketing Collateral

About 67% of insurance respondents use marketing collateral to reach their customers and prospects. The most common types of materials that were produced internally or purchased from others included posters, brochures, and flyers.

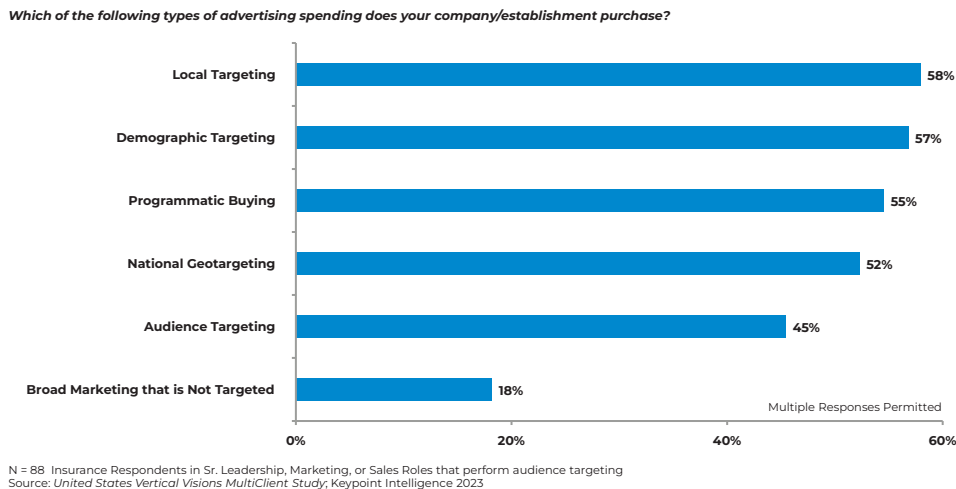


Figure 9: Types of Printed Marketing Materials



Personalization has become an important staple within all industries, and insurance is no exception. Businesses and consumers alike want to receive communications that cater to their specific needs and interests. In fact, nearly 73% of insurance respondents perform audience targeting for printed marketing collateral. Of these respondents, the most common methods for personalization include local targeting (targeting audiences in specific locations) and demographic targeting (targeting subsegments of specific demographics).

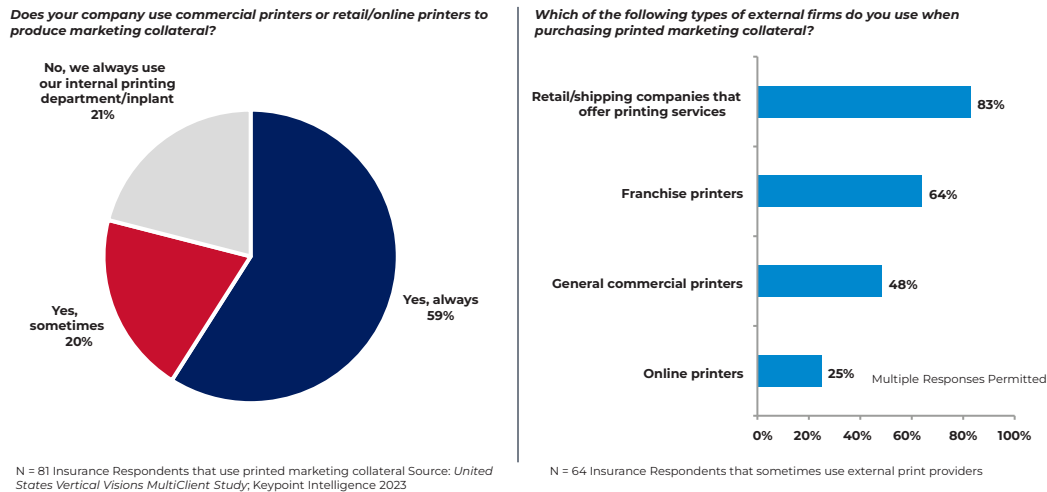
Figure 10: Types of Advertising Spending



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

Our research on the insurance industry found that most print is purchased externally rather than being produced by an internal inplant. Because not all print is produced internally, there is an opportunity for print service providers (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 11: Internal vs. External Printing (Marketing Collateral)



Competition can be stiff when it comes to the purchase of marketing collateral within the insurance industry. Consider the following statistics:

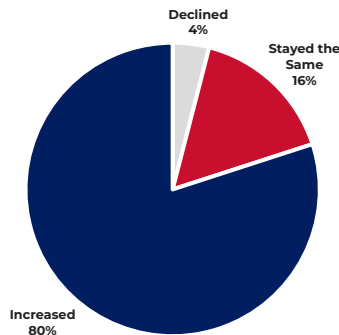
- A heavy majority of insurance firms (84%) always or sometimes shop around for sales/promotions when they need to purchase printed marketing collateral.
- Threequarters of insurance firms frequently or sometimes compare prices for services before selecting a print provider.
- 92% of insurance respondents 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, 80% of insurance 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 time-frame. Among those respondents whose spending increased year over year, the most common reason for this increase was a belief that today's customers still engage with printed collateral and signage.



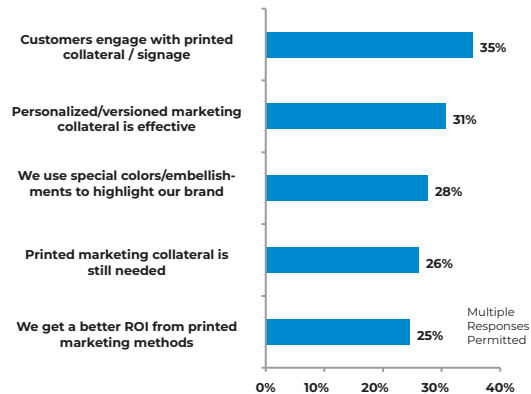
Figure 12: Spending on Printed Marketing Collateral

How did your spending on printed marketing collateral change between 2021 and 2022?



N = 81 Insurance Respondents that use printed marketing collateral
Source: United States Vertical Visions MultiClient Study; Keypoint Intelligence 2023

Why did your company spend more on printed marketing collateral in 2022 versus 2021? (Top Responses)



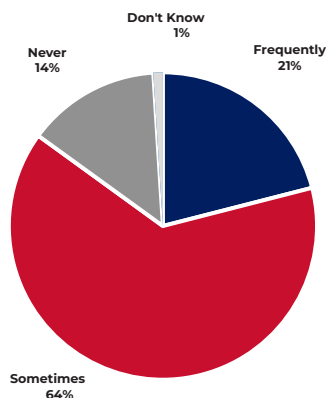
N = 65 Insurance Respondents that saw an increase in print spend year over year

This increase in print spend is expected to continue too. The share of insurance 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. About 85% of insurance respondents reported using specialized capabilities with their printed marketing materials. The most commonly used capabilities included quick response (QR) codes and specialty/brand colors.

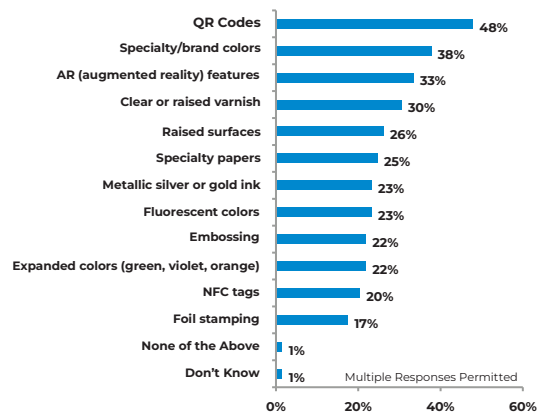
Figure 13: Use of Specialized Printing (Marketing Collateral)

When you have your marketing collateral printed, how often do you use specialized printing capabilities?



N = 81 Insurance Respondents that use printed marketing collateral Source: United States Vertical Visions MultiClient Study; Keypoint Intelligence 2023

Which of the following specialized printing offerings do you use?



N = 69 Insurance Respondents that use specialized printing

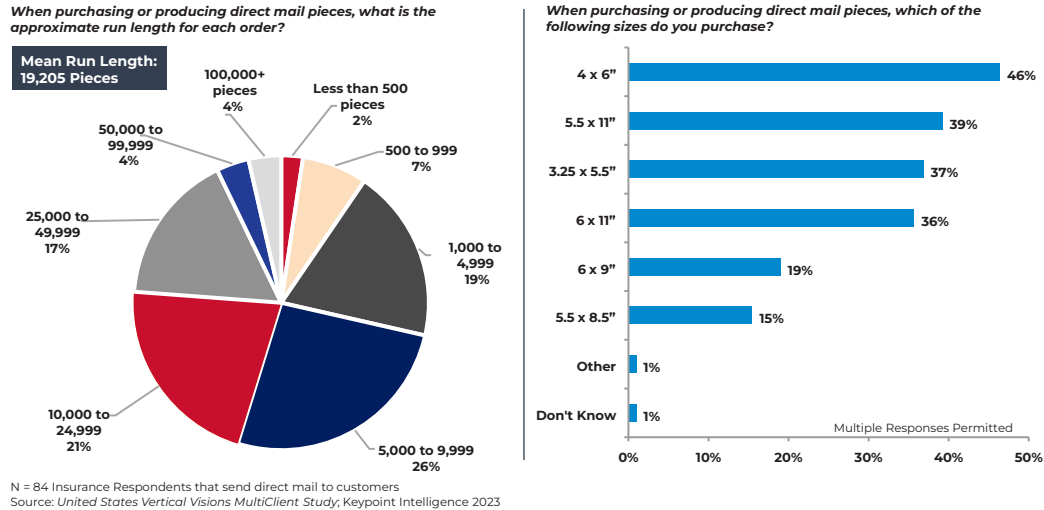
Direct Mail

Of our 121 total insurance respondents, 69% were sending direct mail to their customers. As might be expected, larger institutions sent more direct mail pieces than their smaller counterparts. Whereas firms with under 500 employees sent an average of 14,810 direct mail pieces in a typical month, the average was 71,827 for firms with 500+ employees.



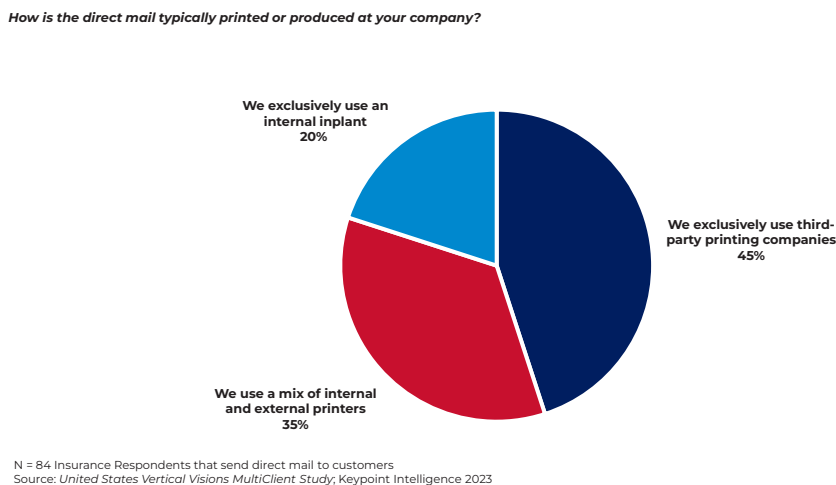
Among all insurance respondents that sent direct mail to their customers, the average run length per order was 19,205 pieces. The most popular sizes for direct mail were 4" x 6" and 5.5" x 11".

Figure 14: Run Length and Size (Direct Mail)



As was the case with printed marketing collateral, most insurance firms are using external printers for direct mail at least some of the time.

Figure 15: Internal vs. External Printing (Direct Mail)

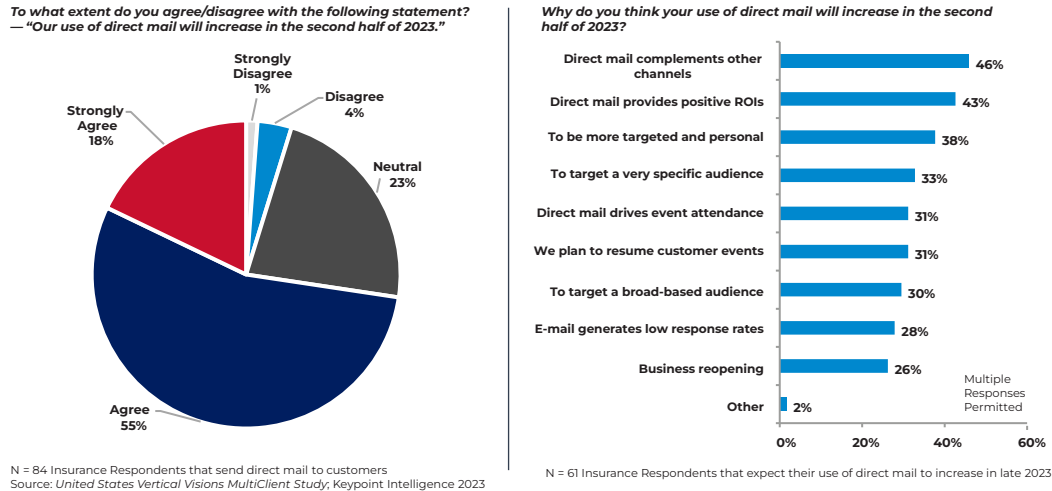


PSPs understand that even in a digital first world, printed direct mail remains relevant. One important benefit of direct mail is that it plays well with digital media types. This might take the form of a QR code on a postcard or a digital link to more information for policyholders or prospects. Of those insurance respondents that sent direct mail to their customers, 92% were sometimes or frequently coordinating their direct mail and digital media campaigns.



Further underscoring the continued importance of traditional direct mail, nearly threequarters of insurance 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 the belief that direct mail complemented other channels and provided positive returns on investment.

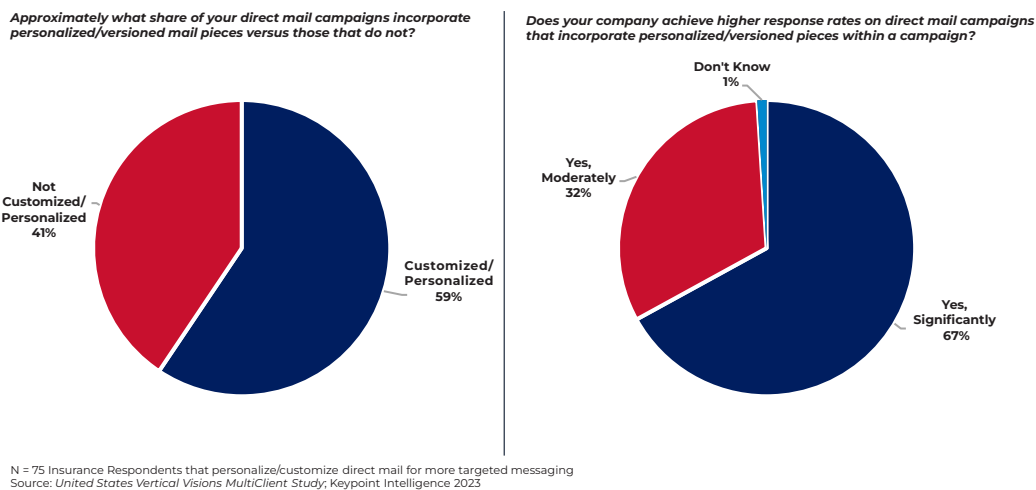
Figure 16: Increased Use of Direct Mail



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.

On average, insurance respondents were customizing or personalizing 59% of their direct mail campaigns. Furthermore, 99% of campaigns that were personalized achieved significantly or moderately higher response rates.

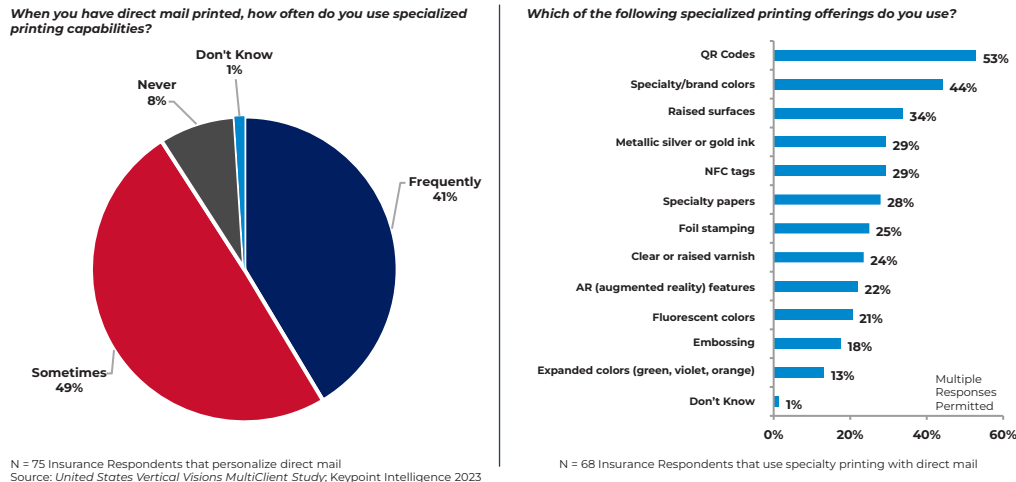
Figure 17: Personalization versus Non-Personalization





Like other industries, insurance firms are also improving their direct mail campaigns with specialized printing (e.g., metallic/fluorescent colors, augmented reality, or specialty papers). 90% of insurance respondents that personalized their direct mail were using specialized printing at least sometimes. The most common applications included QR codes and specialty/brand colors.

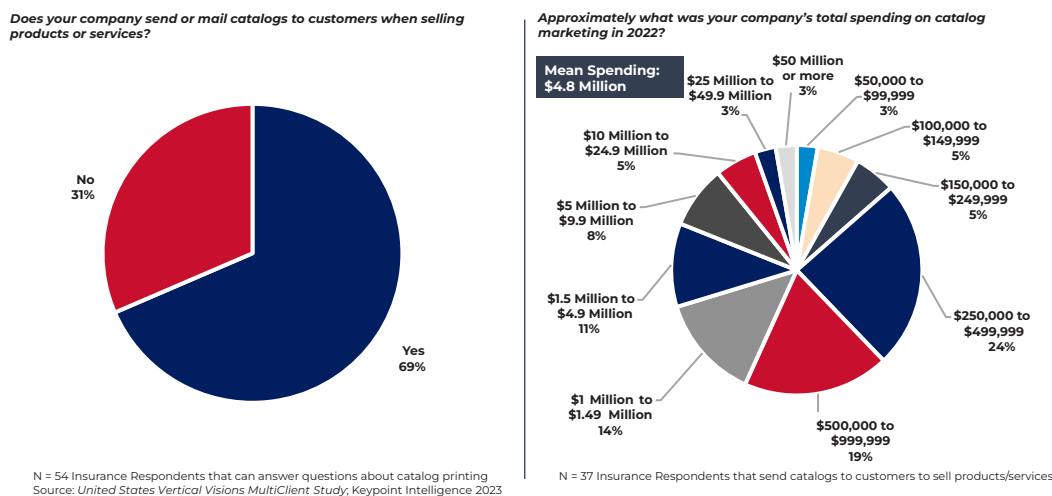
Figure 18: Use of Specialized Printing (Direct Mail)



Catalogs

This section of the report focuses on the catalog printing habits of insurance respondents. These questions were only posed to a subset of respondents, so it should be noted that the sample sizes were comparatively small in relation to other areas of the survey. Of those insurance respondents who were able to answer questions about catalog printing, nearly 70% sent or mailed catalogs to their customers. On average, annual spending on catalog marketing was about \$4.8 million.

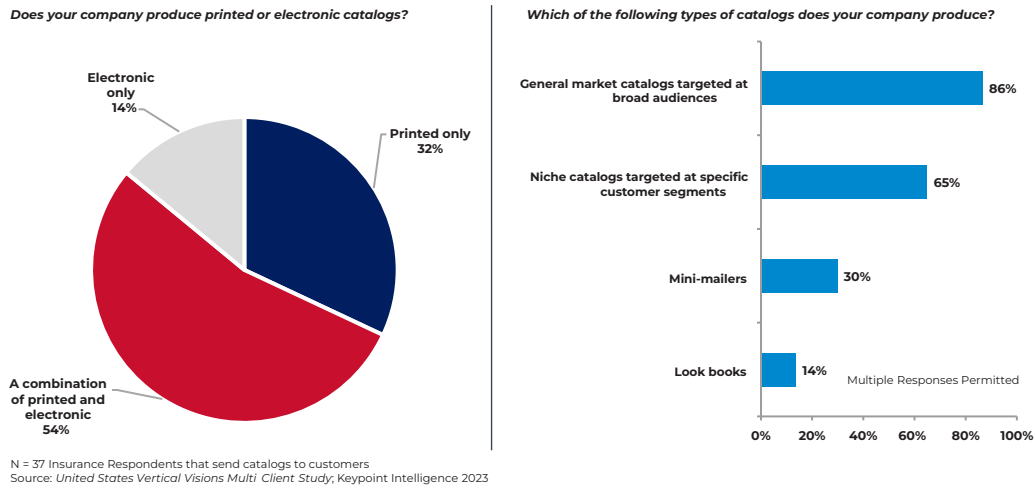
Figure 19: Catalog Use and Annual Spending



Whereas direct mail by its very nature is physical, catalogs can be printed or electronic. As shown below, most insurance firms were producing both printed and electronic catalogs. Only a small percentage of respondents were exclusively producing electronic catalogs. Regardless of format, the most common types were general market and niche catalogs.

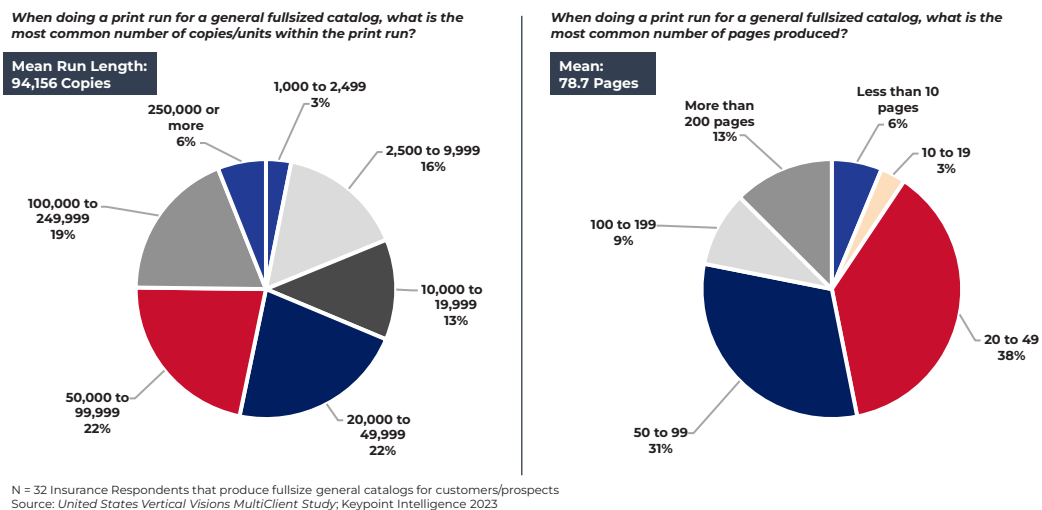


Figure 20: Format and Types of Catalogs



The average run length for catalogs was 94,156 copies. Meanwhile, a typical catalog had an average of 78.7 pages.

Figure 21: Run Length and Page Count (Catalogs)

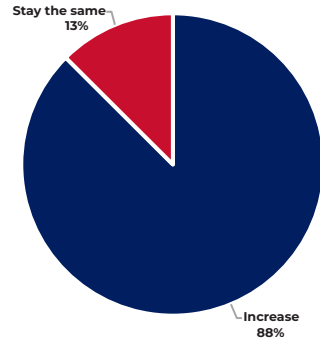


During the entirety of 2022, insurance respondents reported sending a mean of 637,281 catalogs to customers. In relation to 2022, 88% of these respondents expect the number of catalogs sent to customers to increase during 2023.



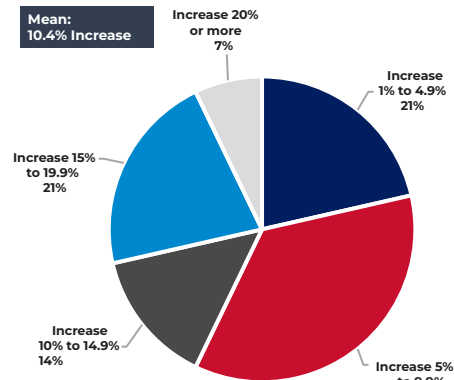
Figure 22: Change in Printed Catalog Volumes

In 2023, how do you think the total volume of catalogs mailed to customers will change in relation to 2022?



N = 32 Insurance Respondents that produce printed catalogs
Source: United States Vertical Visions MultiClient Study; Keypoint Intelligence 2023

How much do you think the total volume of catalogs mailed to customers will increase in 2023?

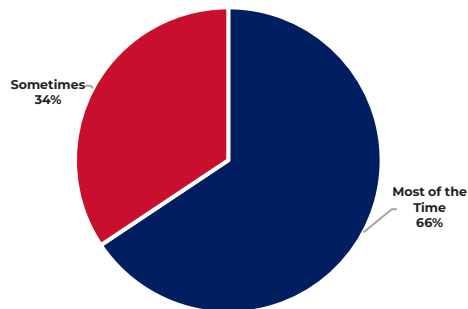


N = 28 Insurance Respondents that expect the number of catalogs sent to increase

All insurance respondents that produce printed catalogs are incorporating digital technologies with their printed catalogs at least once in a while. The most common reasons for doing so are to create varying cover pages or targeted inserts/ coupons.

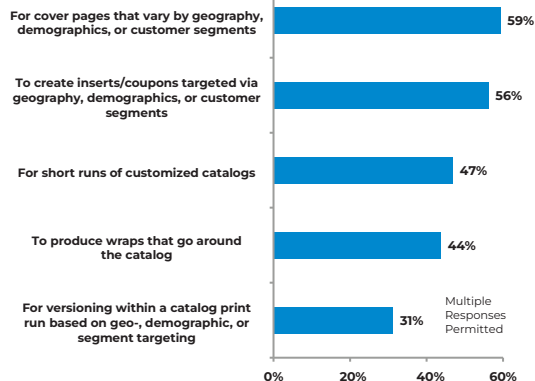
Figure 23: Use of Digital with Printed Catalogs

How often does your company use digital printing techniques within your catalog print runs?



N = 32 Insurance Respondents that produce printed catalogs
Source: United States Vertical Visions MultiClient Study; Keypoint Intelligence 2023

For which of the following reasons does your organization use digital printing when producing catalogs?



N = 32 Insurance Respondents that usually/sometimes use digital with printed catalogs

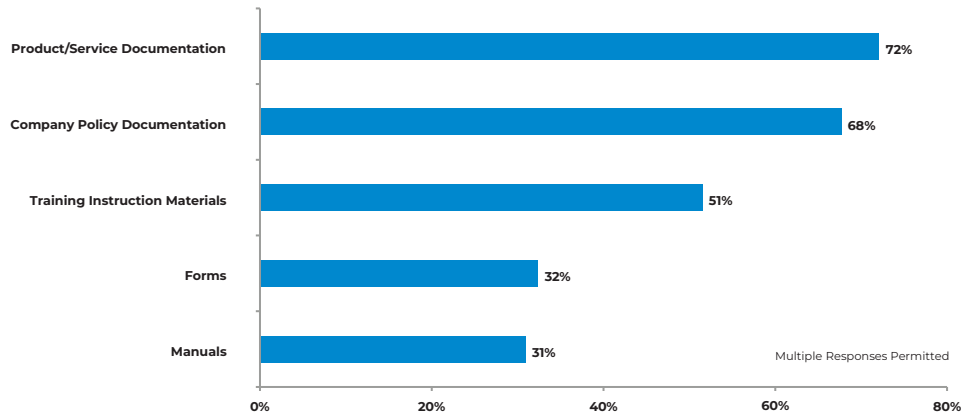


Informational Materials

Over half of total insurance respondents (56%) were purchasing or producing informational materials (e.g., booklets, manuals, training materials) for their offerings. Of these, the most commonly purchased types included product/service documentation and company policy documentation.

Figure 24: Types of Informational Materials Purchased/Produced

Which of the following types of printed informational materials does your company produce or purchase?

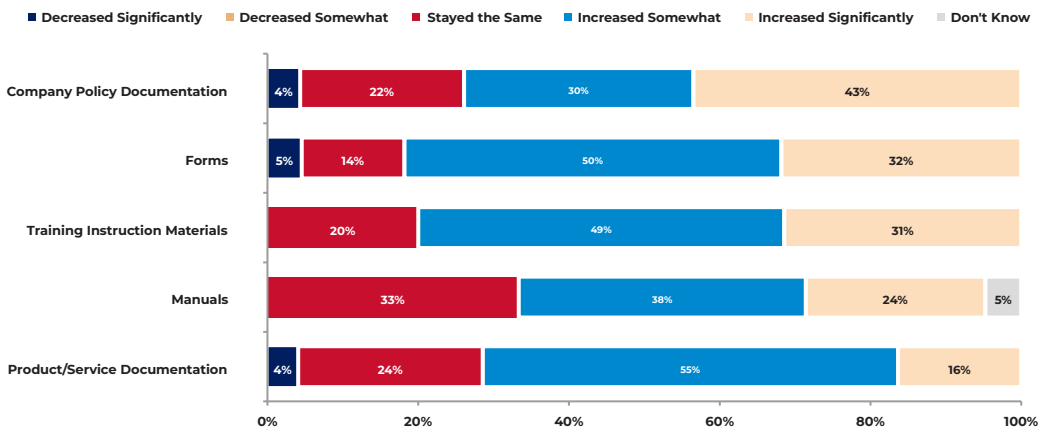


N = 68 Insurance Respondents that purchase or produce printed informational materials
Source: United States Vertical Visions MultiClient Study; Keypoint Intelligence 2023

As shown in the Figure below, insurance respondents reported that their volumes of various informational materials increased year over year in most cases. Some respondents stated that their print volumes remained the same, but very few expected a decrease in any category.

Figure 25: Change in Volumes of Informational Materials

How have print volumes for the following types of materials changed in the first half of 2023?



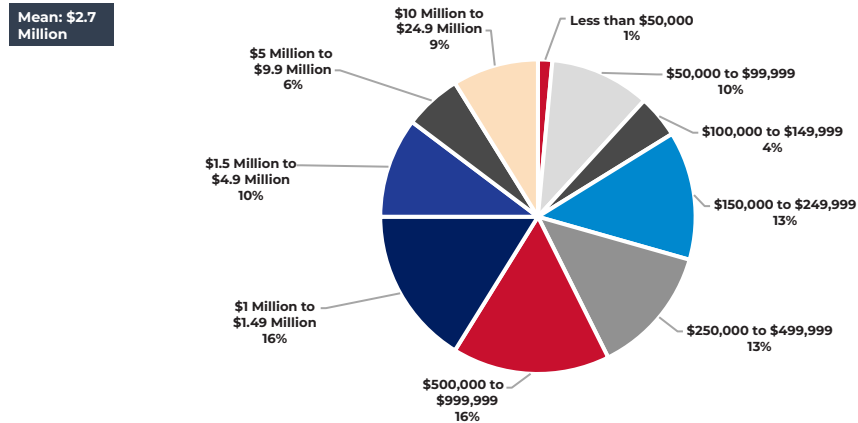
N = Varies; Base: 68 Insurance Respondents that purchase or produce printed informational materials
Source: United States Vertical Visions MultiClient Study; Keypoint Intelligence 2023

Insurance firms reported spending an average of nearly \$2.7 million on printed informational materials in 2022. This is quite close to the overall average of \$2.5 million across all surveyed verticals.



Figure 26: Spending on Informational Materials

Approximately what was your company's total spending on printed informational materials in 2022?

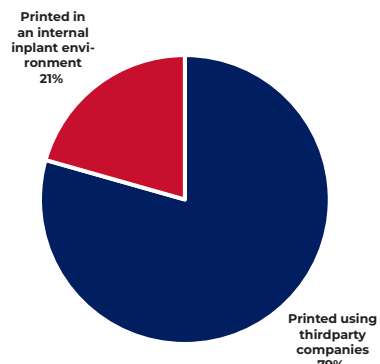


N = 68 Insurance Respondents that purchase or produce printed informational materials
Source: United States Vertical Visions MultiClient Study; Keypoint Intelligence 2023

Over threequarters of insurance respondents that used printed informational materials were using 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).

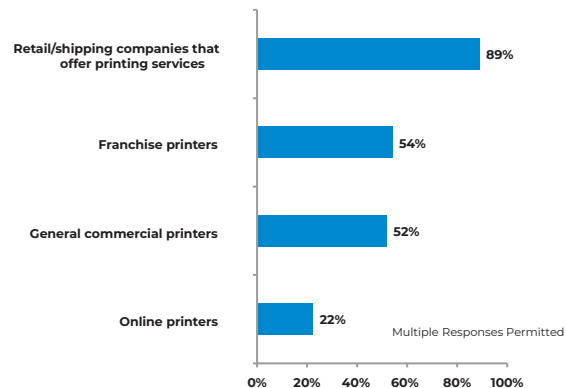
Figure 27: Internal vs. External Printing (Informational Materials)

How are informational materials such as booklets, manuals, and training materials typically printed/produced at your company?



N = 68 Insurance Respondents that use printed informational materials
Source: United States Vertical Visions MultiClient Study; Keypoint Intelligence 2023

Which of the following types of companies do you use when purchasing informational materials?

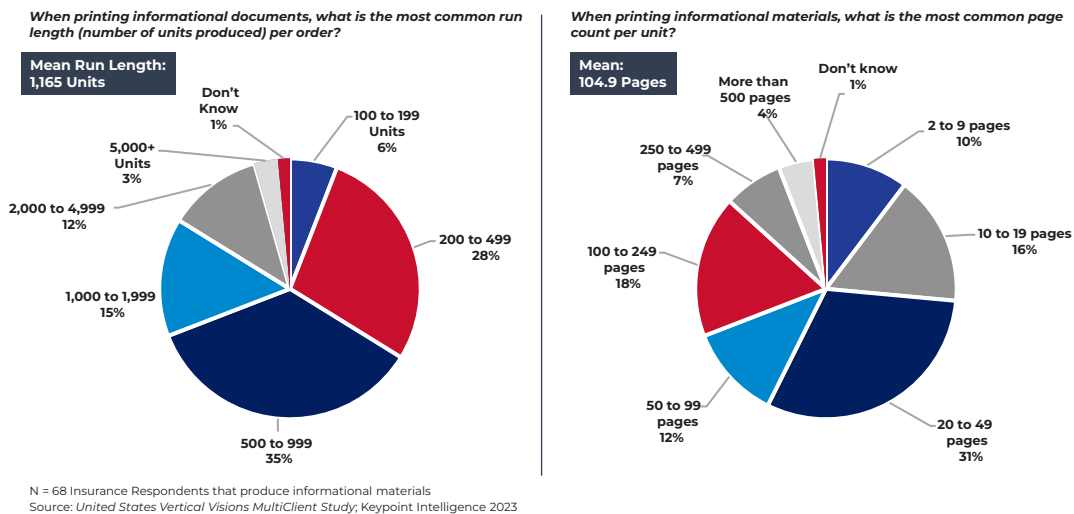


N = 54 Insurance Respondents that use external providers for informational materials

Within the insurance industry, respondents reported an average run length of 1,165 units for informational materials. Meanwhile, the average page count for informational materials within the insurance sector was 104.9 pages.

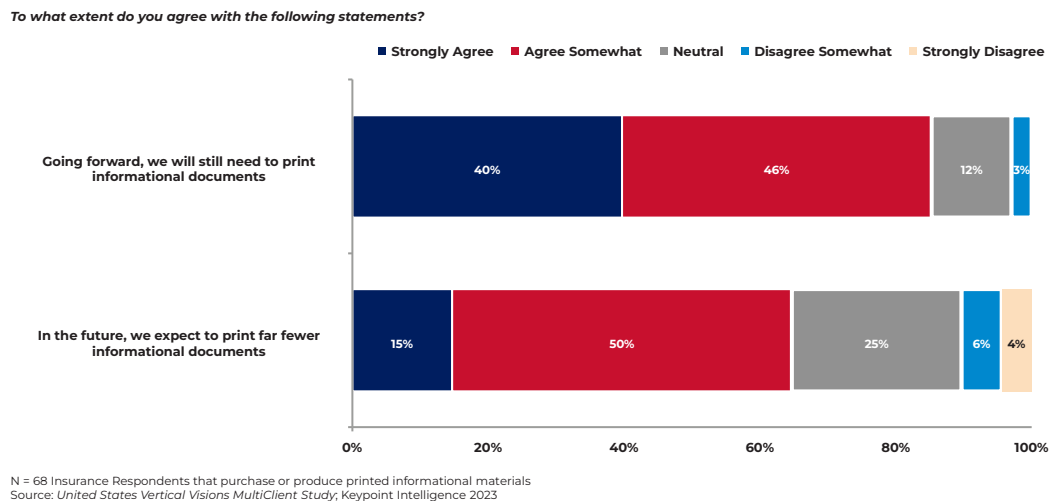


Figure 28: Run Length and Page Count (Informational Materials)



When insurance respondents were asked to specify their agreement with statements about their printing habits for informational materials, 65% 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; 86% of respondents expected to continue printing informational documents going forward.

Figure 29: 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 insurance firms 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 insurance industry.

Insurance firms offer solid opportunities for PSPs to grow business and offer improved digital printing capabilities for customization and personalization. Communication buyers in the industry 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 topfive 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.

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 to learn more.

This material is prepared specifically for clients of Keypoint Intelligence. The opinions expressed represent their interpretation and analysis of information generally available to the public or released by responsible individuals in the subject companies. We believe that the sources of information on which their material is based are reliable and we have applied our best professional judgment to the data obtained.



*Print &
Mail*