



Structural Graphics established and continues to lead the dimensional print marketing industry. For over three decades, we've helped many of the world's most influential brands market their products and services including development of dimensional mail, sales aids, promotional packaging, POP displays and media kits.

On average, our clients see response rates **3X HIGHER** than traditional mail



RESPONSE & CONVERSION



165% Increase

The **American Express** mailer saw a 165% increase in response rates



60% More Traffic

Anthem Descrambler increased traffic to their website by over 60%



400% Increase

Iggesund Paperboard experienced a 6% response rate with this campaign, a 400% increase over their previous marketing campaign



49% Activation

The **Hartford** campaign resulted in a 49% web key activation rate



2,576 Unique Visits

The **Essilor Integrated Sweeps** campaign resulted in an overall response rate of 31.5%. There were 2,576 unique visits to the site which translated into an 88% conversion rate



81.8% Conversion

EIA experienced an 81.8% conversion rate from this integrated campaign and doubled response rates from their previous campaign



Admissions Increased

The **Sul Ross** recruitment mailer resulted in 26% more applications for admission than the previous year



1,200 Visitors

Our **Reval** invitation drove more than 1,200 visits to Reval's trade show booth



THE AWARD GOES TO...



Direct Mail Wins

Cigna's high-impact direct mailer drove the highest response rates, outperforming the postcard by 960% and the email by 280%



Best New Launch

UCB was selected as a bronze recipient of the DTC national advertising awards in the best new drug launch category for the CIMZIA® campaign



INCREASED REVENUE



Saved Millions

Structural Graphics re-engineered **Dish Network's** design specifications resulting in a \$2,000,000 savings



Talk About Credit

Experian direct mailer received 3001 to 1 ROI resulting in a 3824% ROI or \$38.24 returned for every dollar spent



Extended Sales

The **Mazda** extendo campaign pushed sales to 3x average as compared to previous years

