Think with **Google**

How to digitalise your media mix:
A handy guide for your promotional leaflets

Retailers have long used leaflets to inform consumers of upcoming sales or special offers. But should you use physical, digital, or both? Google teamed up with electronics retailer Elgiganten, advertising agency Carat, and media agency Data2Decisions to find the answers.
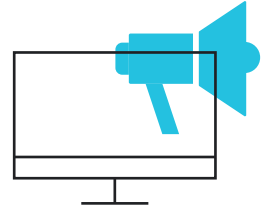
Consumer behaviour is changing
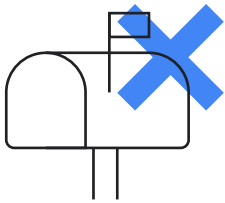
Overstuffed Mailboxes

More than half of Danish households don't accept printed leaflets, with some explaining that they already receive too much physical mail.
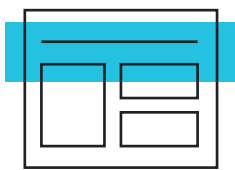
Environmental Awareness

The discussion around climate change is growing louder, and many Danes are making changes in their daily lives.

Online bargain-hunting

Many consumers today go online to find attractive offers when and where they need them.

## Digital is growing, but physical isn't disappearing

Digital leaflets are **4.5x** more efficient in driving sales than their physical counterparts at current investment levels.

But due to higher investments, physical leaflets still contribute to **5x** more total sales volumes and are thus still an important part of the mix.

## For best results, adjust your marketing mix — constantly
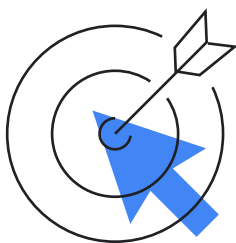
Start small

The goal: convert your material into a dynamic and interactive experience, such as click-through promotions or an index of product categories. You can begin by converting your material into more traditional digital formats such as a PDF, then move towards the more dynamic formats.
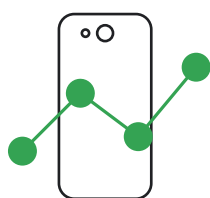
Complement, don't compete

By removing paper leaflets from urban zones and focusing on digital, Elgiganten obtained a +19% efficiency gain per digital leaflet and a +39% efficiency gain per physical leaflet.
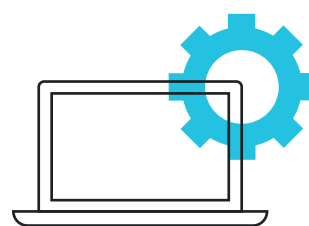
Test, test, and test again

"Don't ever sit around and wonder what might have been. Our motto at Elgiganten has always been to test. If it floats, we're sailing. If it doesn't, we'll try to build a new boat."

Michael Laursen, Team Digital Leader

Want to learn more?
Read the full case study