



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



DIMENSIONAL MAIL SUCCESS

- > Customized, personalized marketing campaigns generate an average response rate of **6.5%** (PODI)
- > The average response rate for dimensional mail is **8.51%** (DMA)
- > Integrating a personalized URL with a dimensional mailer delivers an average response rate of **24%** (Average of 9 campaigns)



PHARMACEUTICAL SUCCESS



2,576 Unique Visits

The Essilor Integrated Sweepstakes 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.



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.



14.5% Response Rate

Metanex targeted 2,000 HCP's with a dimensional mailer containing a web key used to drive them online to learn more about their product. The Metanex Telescoping Box brought a response rate of 14.5%.



17% Response Rate

CerafolinNAC targeted 2,000 HCP's with a high-impact mailer containing a web key used to drive them online to learn more about their product. This high-impact mailer delivered a 17% response rate.

<< WHAT OUR CLIENTS ARE SAYING >>

"Structural Graphics is an excellent company...their design capabilities, their timeliness, their customer service and many other reasons. I can't think of one thing they need to do to improve."

- Merck

"Structural Graphics provides high-end, extremely creative and unique materials that allow you to tell your story or sell your product. Great customer service and attention to all the details! Whatever they can do to meet your needs is done, and with excellent results! They are a needed addition to your vendor list..."

- Delor Company

"SG handled our project professionally and came through on schedule in spite of some expected delays. I especially liked that they provided me with well-made, accurate diecut prototypes before proceeding to print."

- Bristol Myers Squibb Company

