

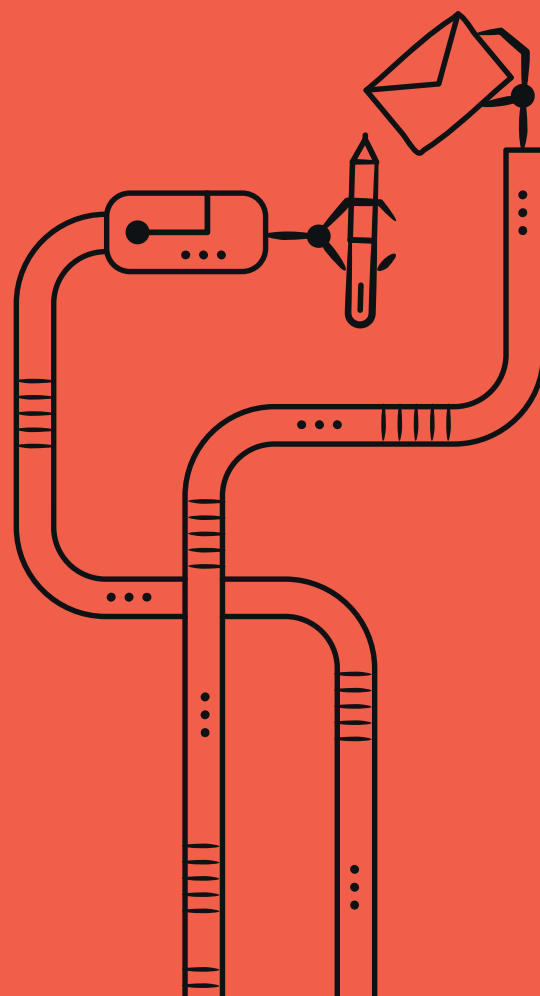


2022 CONSUMER OUTREACH SURVEY

Summary & Analysis

handwrytten

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Introduction

In early 2022, Handwrytten worked with an outside survey and data analysis firm to survey 2001 consumers from across the United States. The primary goal of the survey was to gauge their interest and responsiveness to various commercial outreach strategies.

Handwrytten surveyed consumers age 18 and older from a variety of socio-economic backgrounds.

Key audience demographics captured included household income, preference for premium or economy goods and percent of non-grocery purchases performed online.

Survey respondents were nearly evenly split male/female (1001 male, 1000 female) and evenly distributed across age groups.

867 of the respondents were from households earning less than \$50,000 per year. 500 respondents were from households earning between \$50,000 and \$100,000 per year. 470 respondents were from households earning more than \$100,000 per year.

Included in this report are the key findings from the survey. This document also includes insights into how a multichannel marketing strategy that leverages handwritten communication (notes and cards) can drive greater customer satisfaction and increased lifetime value of customers.

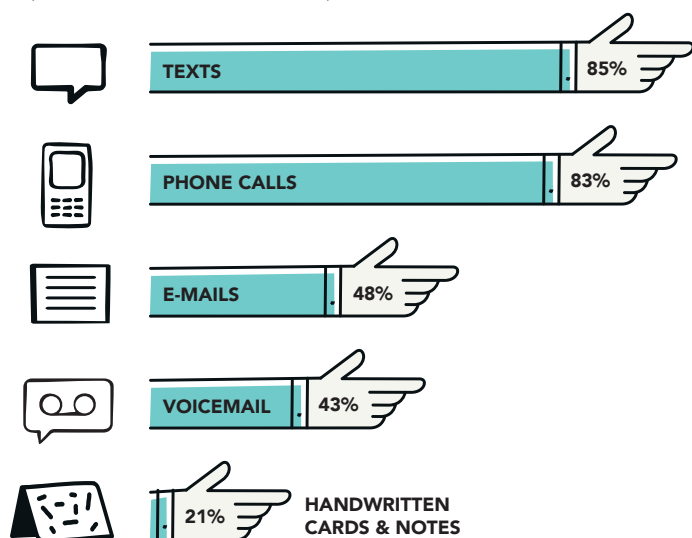
Survey Findings

Today's consumer communicates to colleagues, family and friend mostly via their phone (text message and voice). However, as the below survey findings show, when it comes to brand/consumer relationships, the results are a bit more complicated.

Phone calls, voicemails and texts (to a lesser degree) from brands can be misconstrued as annoying. Handwritten notes have little risk of being annoying, yet are underused by brands.

Consumers Rely on Mobile Messaging For Day-To-Day Communication

Personal Communication Channels
(Used In The Past 3 Months)



Source: Handwrytten Inc.'s 2022 Consumer Outreach Survey

Text messaging (and iMessaging) is the most preferred way consumers communicate today, even beating out phone calls. Leaving a voicemail runs a distant fourth.

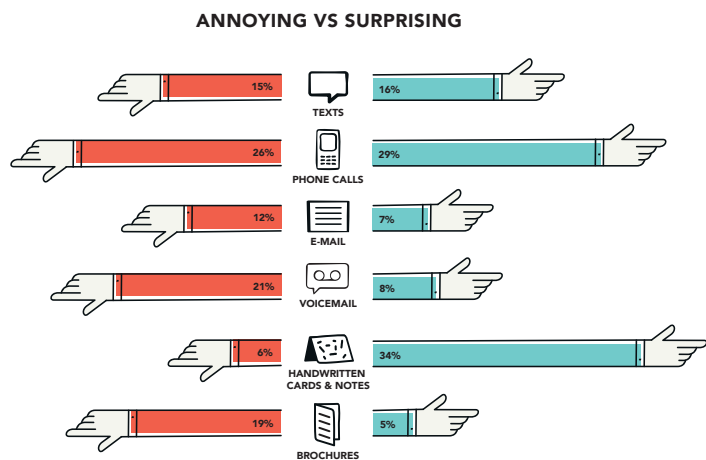
Only 1 in 5 consumers prefer picking up a pen to communicate.

Handwritten notes are more common among consumers with higher household income. 28% of households with a household income of greater than \$100,000 per year sent a note in the last 3 months. Only 16% of households with an income of less than \$50,000 sent handwritten notes.

Handwritten Note Outreach is Low Risk and High Reward

HANDWRITTEN MESSAGES ARE CONSIDERED THE MOST SURPRISING AND THE LEAST ANNOYING FORM OF COMMUNICATION

Consumer’s Perception of Brand Outreach Channels



Source: Handwrytten Inc.'s 2022 Consumer Outreach Survey

Handwritten cards and notes are considered personal and run a low risk of being annoying. Unlike phone calls, which are slightly more personal, but also risk annoying the consumer!

1 in 3 consumers say they would be the most surprised to receive a handwritten note or card.

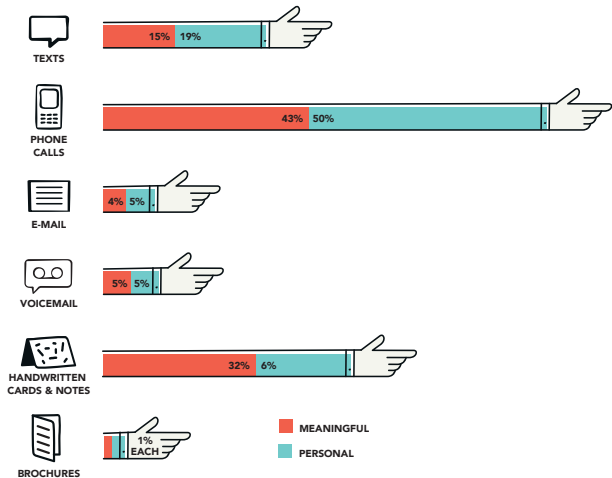
Importantly, only 6% find handwritten messages annoying; this is less than any other form of communication!

UNLIKE E-MAILS OR PRINT, HANDWRITTEN NOTES ARE CONSIDERED THE MOST MEANINGFUL AND PERSONAL BY MANY CONSUMERS

1 in 3 consumers consider handwritten notes the most meaningful, and 1 in 5 consider handwritten notes the most personal.

Phone calls are even more likely to be perceived as meaningful (43%) and personal (50%). However, as shown above, there is also a high risk of annoying the consumer. Phone calls are considered the most annoying.

Measure of “Meaningful & Personal”
By Communication Channels



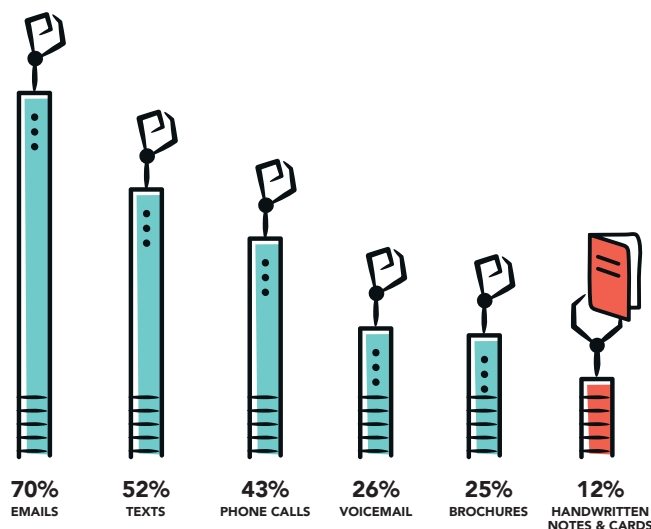
Source: Handwrytten Inc.'s 2022 Consumer Outreach Survey

“Handwritten notes are highly appreciated and personal without the risk of being annoying.”

Handwritten Notes Are Underutilized by Brands

BRANDS AND BUSINESSES VERY RARELY CONNECT TO THEIR CUSTOMERS VIA HANDWRITTEN CARDS OR LETTERS

Brands' Communication Channels, Past 3 Months



Source: Handwrytten Inc.'s 2022 Consumer Outreach Survey

When polled, 70% of consumers stated they had received an email from a brand in the last three months.

However, in the same time frame, only 1 in 10 consumers received a handwritten message from a brand or business.

Brands use handwritten notes even less often than consumers use them in their personal lives.

Consumers Don't Feel Appreciated by Brands

ALMOST ONE THIRD OF CONSUMERS NEVER OR RARELY FEEL APPRECIATED AS A CLIENT



This problem is especially relevant for off-line shoppers: 38% of those who mostly shop off-line, never or rarely feel appreciated as a client compared to 26% of those who usually shop online.

It looks like digital sellers have more access to communication channels with their customers as many of the touchpoints naturally exist in online environments.

CUSTOMERS WOULD SPEND MORE WITH THE BRAND IF THEY FELT APPRECIATED

Half of consumers claim they would spend more per purchase with brands that make them feel appreciated and 60% say they would buy more often from these brands.

More than half say they would share their positive experience with friends and family as well as write an online review.

Customer appreciation is more important for premium shoppers. 70% of premium shoppers say they purchase more frequently from brands that make them feel appreciated.

Reaction to feeling appreciated



Purchase more frequently from this company



Spend more per purchase from this company



Write an online review about your experience



Tell your friends and family about your experience

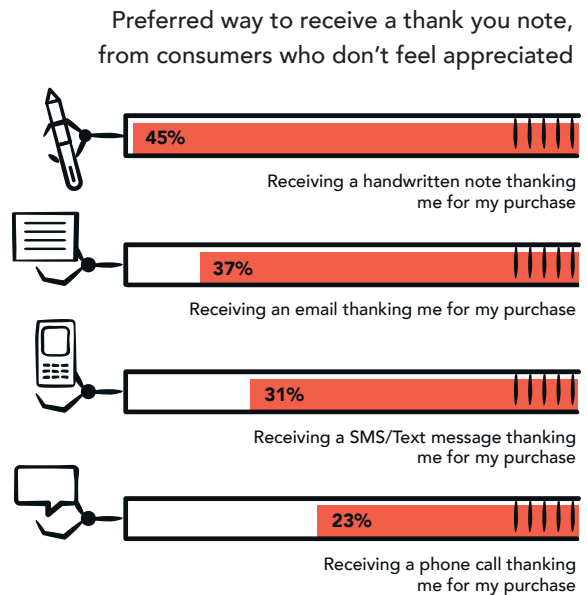


Source: Handwrytten Inc.'s 2022 Consumer Outreach Survey

Underappreciated Consumers Value a Handwritten Note

When consumers were asked what makes them feel appreciated, handwritten notes won out.

45% of consumers prefer it over traditional communication channels such as an email, a text message or a phone call.



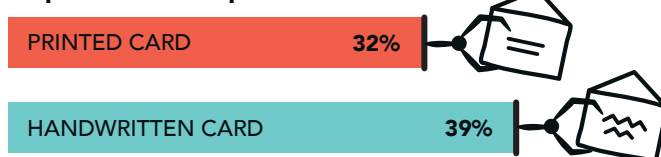
Source: Handwrytten Inc.'s 2022 Consumer Outreach Survey

Handwritten Envelopes Have Higher Open Rates

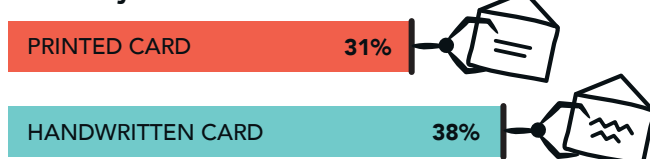
CONSUMERS ARE SIGNIFICANTLY MORE LIKELY TO OPEN THE ENVELOPE AND CAREFULLY READ THE MESSAGE OF A HANDWRITTEN NOTE COMPARED TO A PRINTED ONE

Brands' Communication Channels, Past 3 Months

Open the Envelope



Carefully Read



Source: Handwrytten Inc.'s 2022 Consumer Outreach Survey

Looking to improve the strength of your mailing campaign?

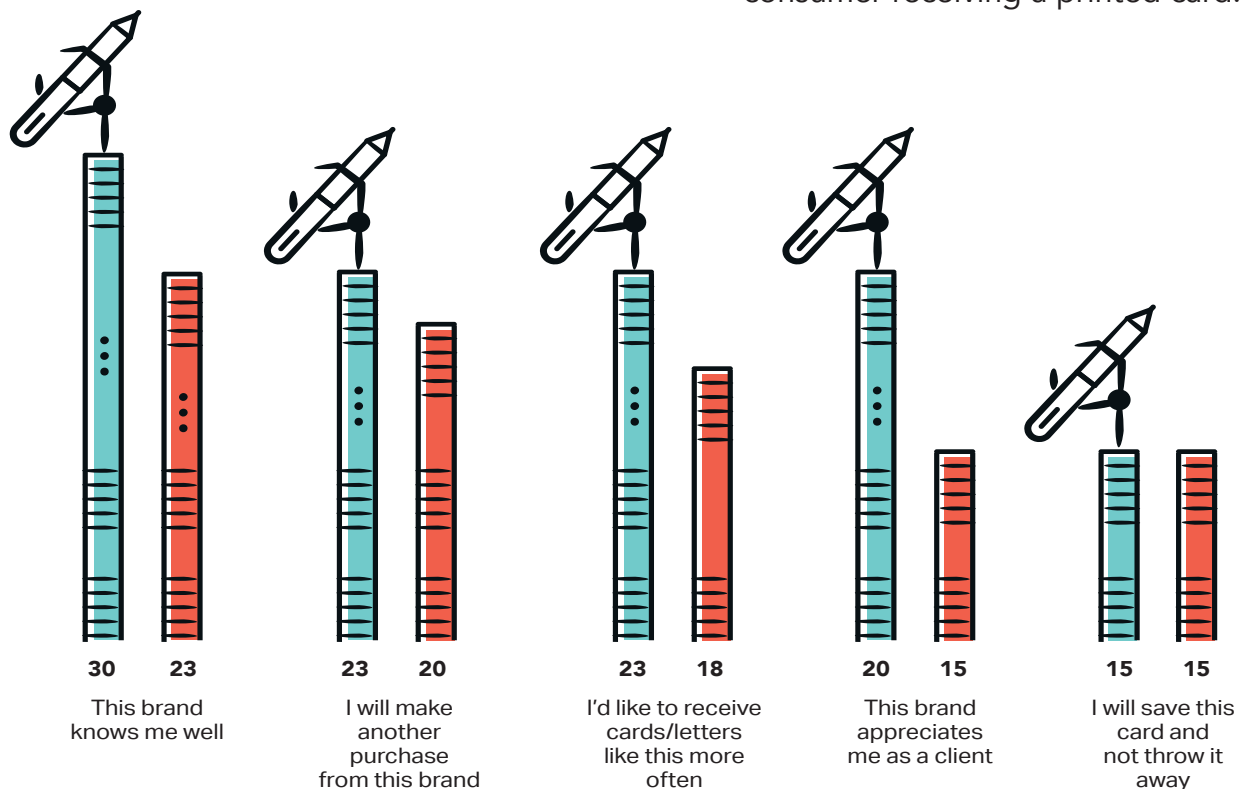
Handwritten messages are a good instrument to increase the open rate and engagement of your mail marketing campaign.

Handwritten Notes Strengthens a Brand's Connection With Their Customers

HANDWRITTEN CARDS ARE AN EFFECTIVE TOOL FOR BRANDS TO SHOW THAT THEY KNOW THEIR CUSTOMERS WELL

Consumers Connection to Brand When Receiving a Handwritten Note

A consumer who receives a handwritten card is more likely to feel appreciated compared to a consumer receiving a printed card.



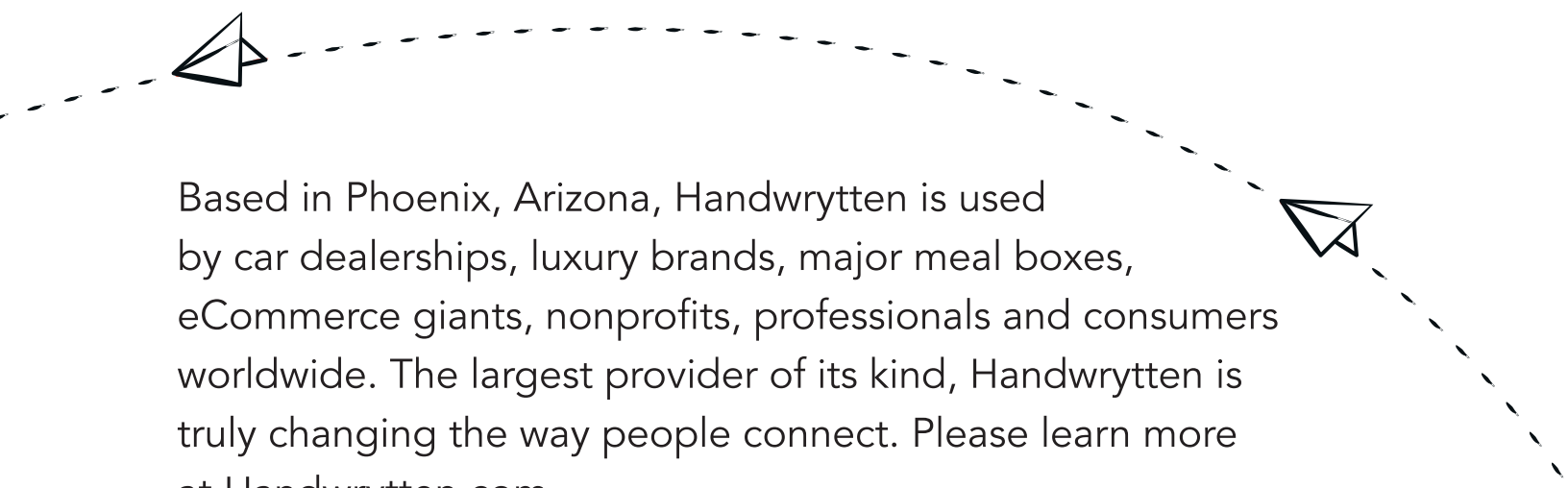
Source: Handwrytten Inc.'s 2022 Consumer Outreach Survey



About Handwrytten

Handwrytten brings back the lost art of letter writing through scalable, robot-based solutions that write and address your notes in pen. Notes can be written on custom stationery featuring your branding, and can include inserts such as gift cards to major brands. All notes are mailed with real stamps for the most authentic look.

Developed as a platform, Handwrytten enables consumers and businesses of all sizes to send their fully-customized cards quickly and easily. Handwrytten offers a web site, mobile apps for iPhone and Android, and multiple integrations to leading platforms and no-code solutions, such as Salesforce.com, Zapier, CDK and more.



Based in Phoenix, Arizona, Handwrytten is used by car dealerships, luxury brands, major meal boxes, eCommerce giants, nonprofits, professionals and consumers worldwide. The largest provider of its kind, Handwrytten is truly changing the way people connect. Please learn more at Handwrytten.com