

The Impact of Mail

How Direct Mail performed in Q2 2025



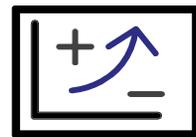
Item Reach

On average, each piece of Direct Mail reaches **1.13 people**



Lifespan

Direct Mail stays within the household for up to **7.6 days**

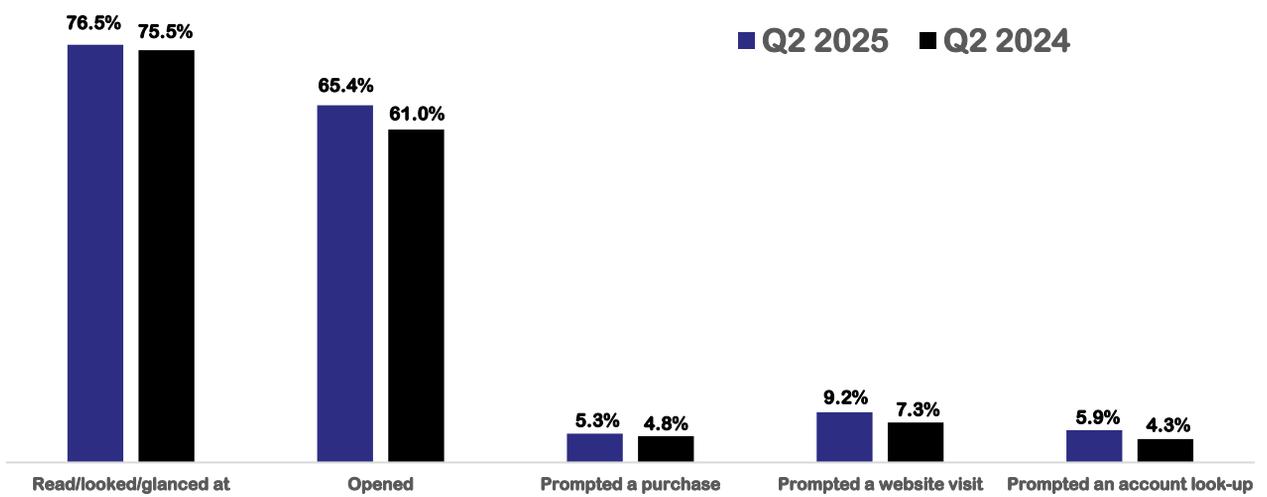


Frequency

Direct Mail is read **4.6 times** whilst in the home

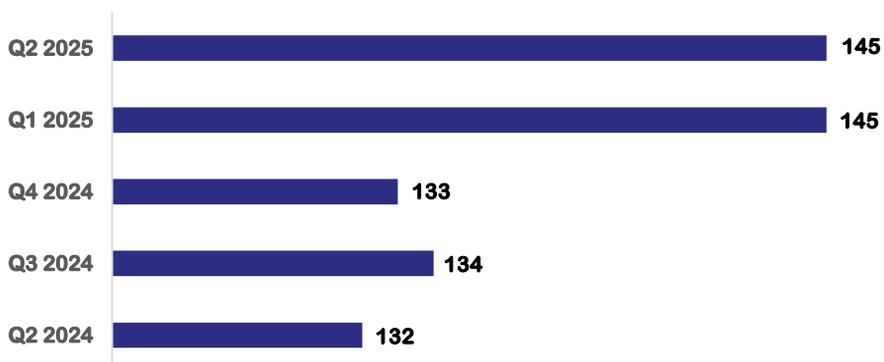
Commercial Actions: All Mail Items

Mail drives five-year high digital interactions in Q2 2025



Direct Mail Attention Remains at All-Time High

Direct Mail Attention (seconds interacted with per item)



Contact Posthub

At Posthub our client-focused team of experts will simplify the complexity of your data and mail requirements, to give you the best experience in direct mail.

www.post-hub.co.uk/enquiries