

The Impact of Mail

How Direct Mail performed in Q1 2025



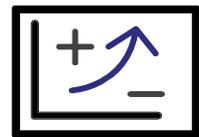
Item Reach

On average, each piece of Direct Mail reaches **1.14 people**



Lifespan

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

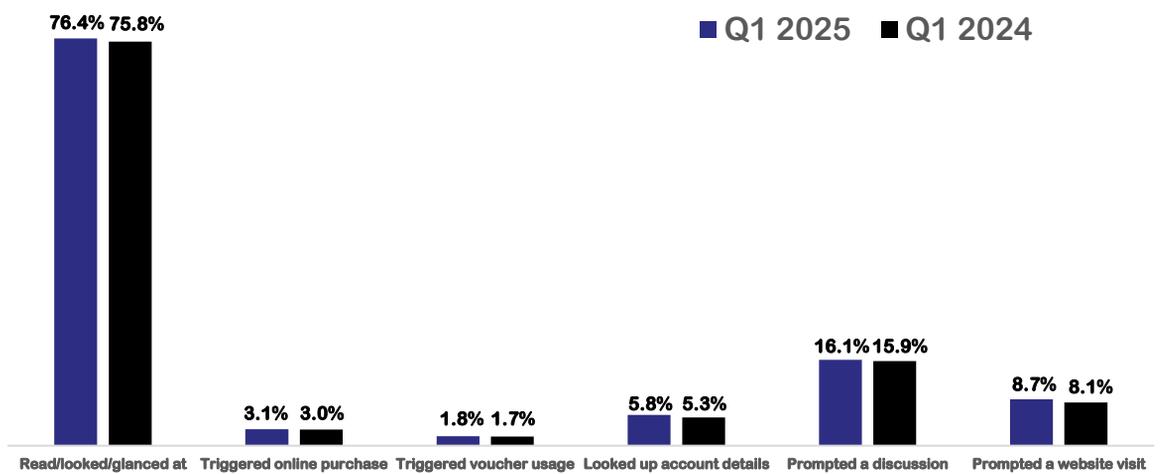


Frequency

Direct Mail is read **4.43 times** whilst in the home

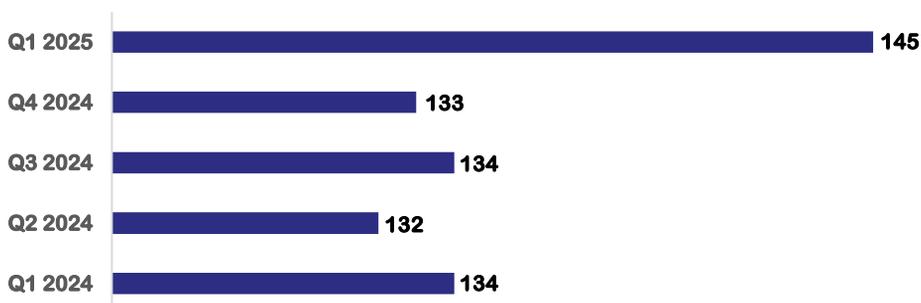
Commercial Actions: All Mail Items

Mail triggers increased response rates in Q1 2025



Direct Mail Attention Reaches New All-Time High

Direct Mail Attention (seconds interacted with per item)



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