

# The Impact of Direct Mail

Direct Mail Performance  
In Q1 2021



**Item Reach**

On average, each piece of Advertising Mail reaches **1.12 people**



**Lifespan**

Advertising Mail stays within the household for up to **7.9 days**

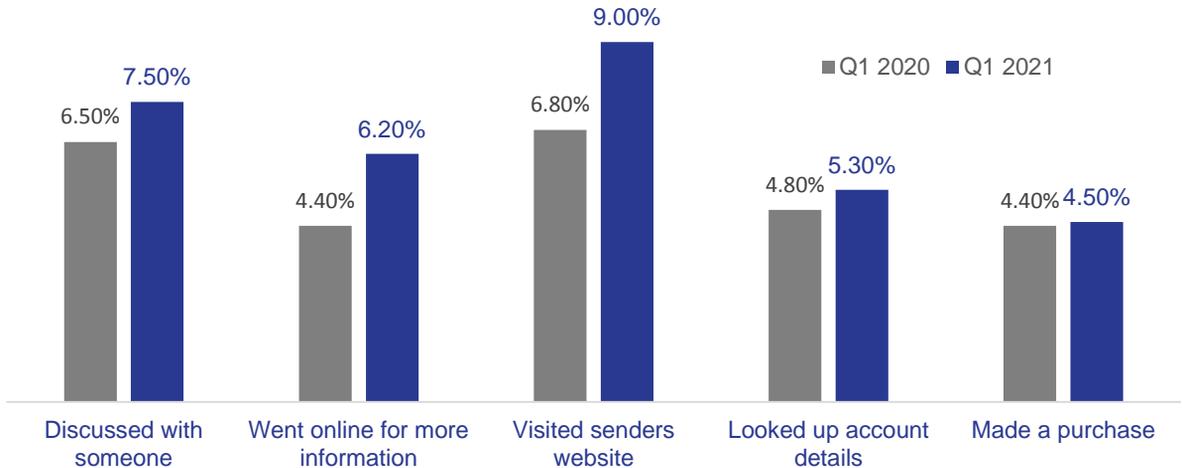


**Frequency**

Direct Mail is read **4.42 times** whilst in the home

## Mail Creates Commercial Actions

As a result of receiving items at home, all commercial actions have seen an increase YoY



## Two Year Positive Growth Rates

Frequency of interaction with mail (mail exposure) and item reach (an indicator of the extent to which mail is shared in the home) have declined marginally Q1 2021 vs. Q1 2020

The two year growth rates show growth which is evidence of the effectiveness of mail as a channel

Year On Year Growth	Two Year Growth
-2.2%	+5.1%

### 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.

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