

DMA Annual Door Drop Report 2022



Increased Interactions and New Audiences



Broader Demographic

Upmarket ABC1 audiences now interact with the average door drop more than those the in C2DE social grade



Door Drop Interaction

The average person the UK interacts with the average door drop 3.1 times a month.



Door drops volumes on JICMAIL's national! representative panel were up 33% Year-on¬ Year

2021 Annual Report: Quick Stats

Items Received

2.5



The number of items homes received in 2021 returned to a post-pandemic normality

Mail Market

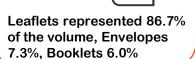


23%

The total mail market up from 20% share in 2020 to 23% in 2021

Changing Formats

86.7%



Item Reach

1.05
Of delivered mail is shared with another person

Item Weight

20.64g

The average weight of a door drop item was 20.64 grams in 2021

Contact Posthub

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