

# The Impact of Direct Mail

How Direct Mail performed in 2021



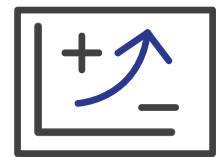
**Item Reach**

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



**Lifespan**

Direct Mail stays within the household for up to **7.7 days**

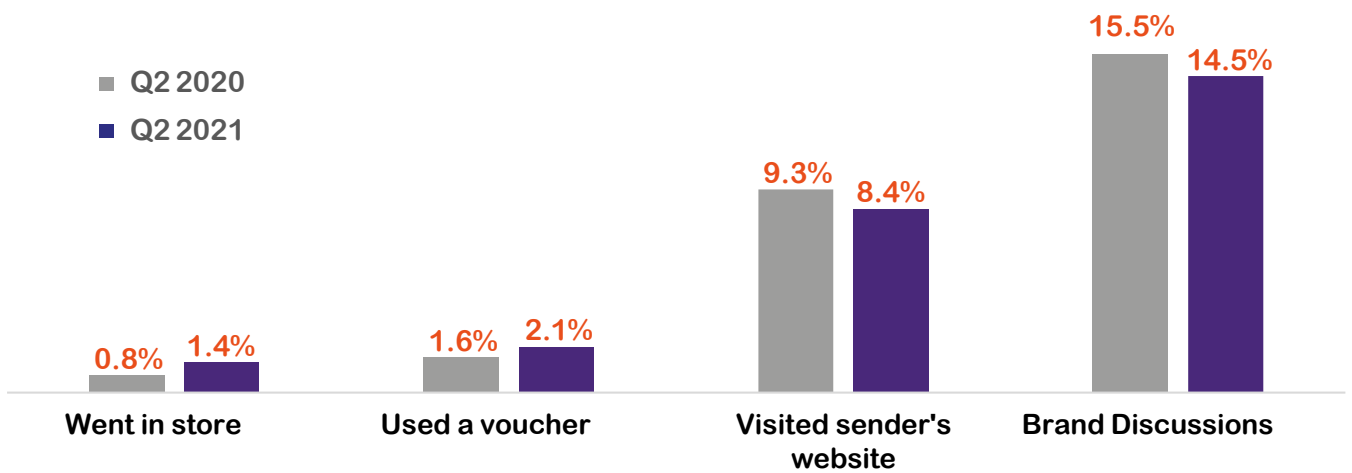


**Frequency**

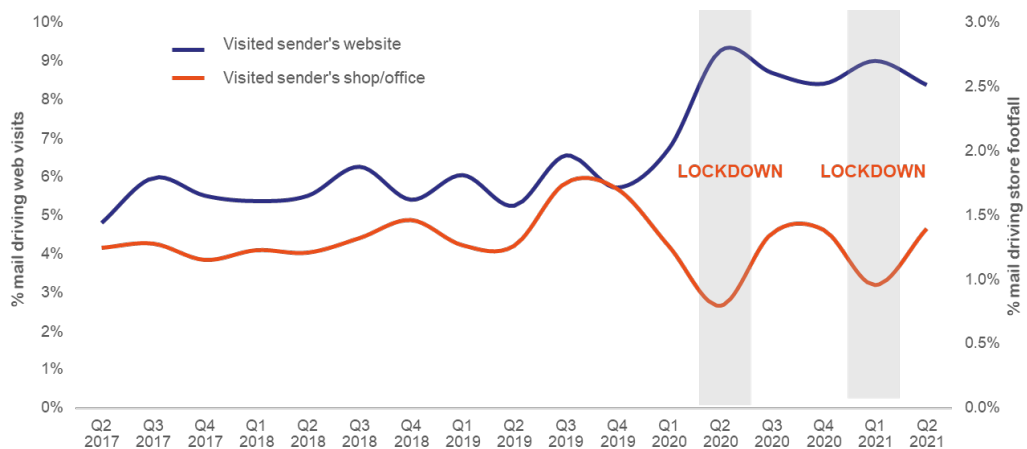
Direct Mail is read **4.4 times** whilst in the home

## Mail Creates Commercial Actions

A new normal for mail effectiveness: footfall effects rebound as lockdown ends, but digital effects are still sustained



### % of Direct Mail, Business Mail and Door Drops driving people in store vs online



### 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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