

The Impact of Direct Mail

How Direct Mail performed in Q1 2024



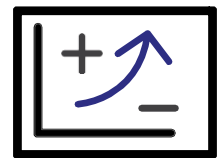
Item Reach

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



Lifespan

Direct Mail stays within the household for up to **7.0 days**

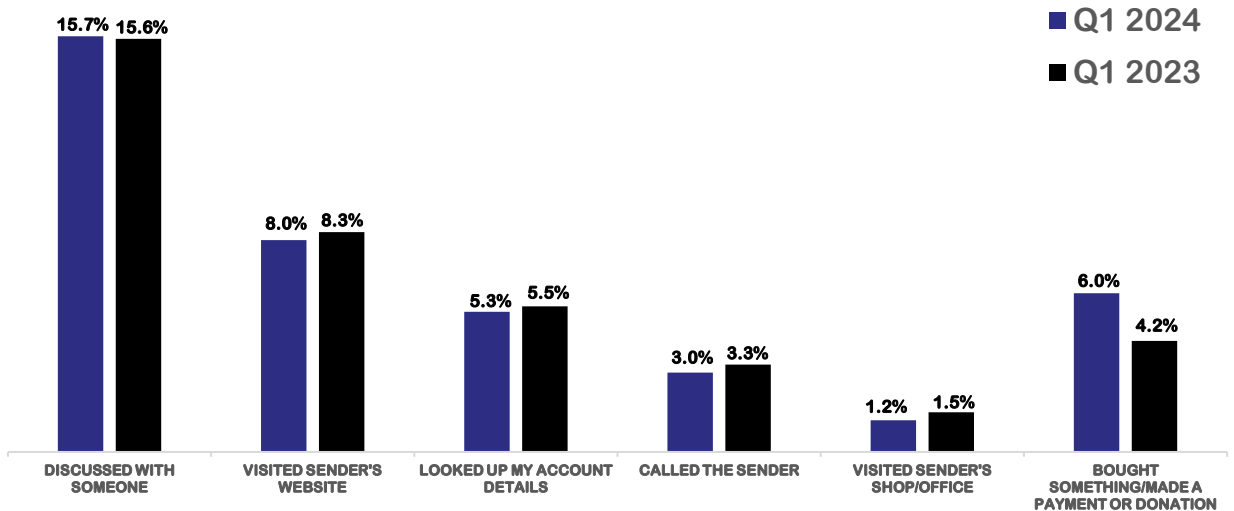


Frequency

Direct Mail is read **4.2 times** whilst in the home

Commercial Actions: All Mail Items

Purchases prompted by mail saw strong year-on-year growth in Q1 2024



Direct Mail Attention has increased by 16 seconds year-on-year

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.

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