

The Impact of Direct Mail

How Direct Mail performed in 2020



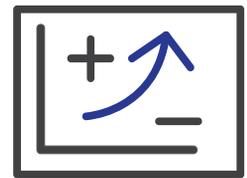
Item Reach

On average, each piece of advertising mail reaches **1.12 people**



Lifespan

Advertising Mail stays within the household for up to **8.1 days**

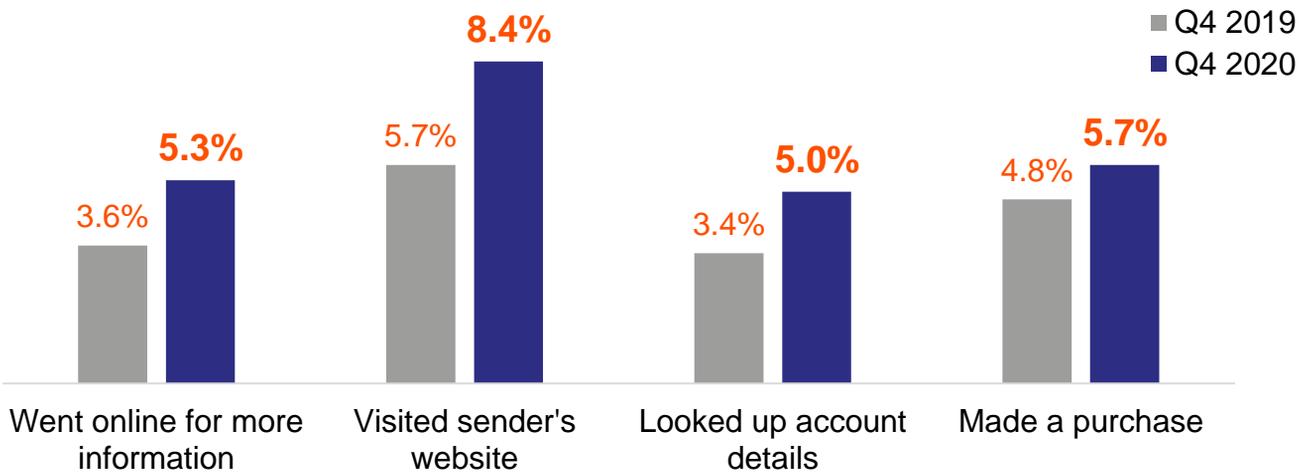


Frequency

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

Mail Creates Commercial Actions

Items delivered to the home create strong commercial actions for businesses and brands. With items purchased as a result of receiving an item up 19% from 2019



Direct Mail Share of Voice

The following brands all increased their volumes and share of voice in 2020 vs. 2019

MARKS & SPENCER

NHS

MATALAN



TESCO

Sainsbury's

Boden

SCREWFIX

Contact Posthub

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