

The Impact of Direct Mail

How Direct Mail performed in Q3 2021



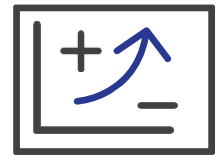
Item Reach

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



Lifespan

Direct Mail stays within the household for up to **7.4 days**

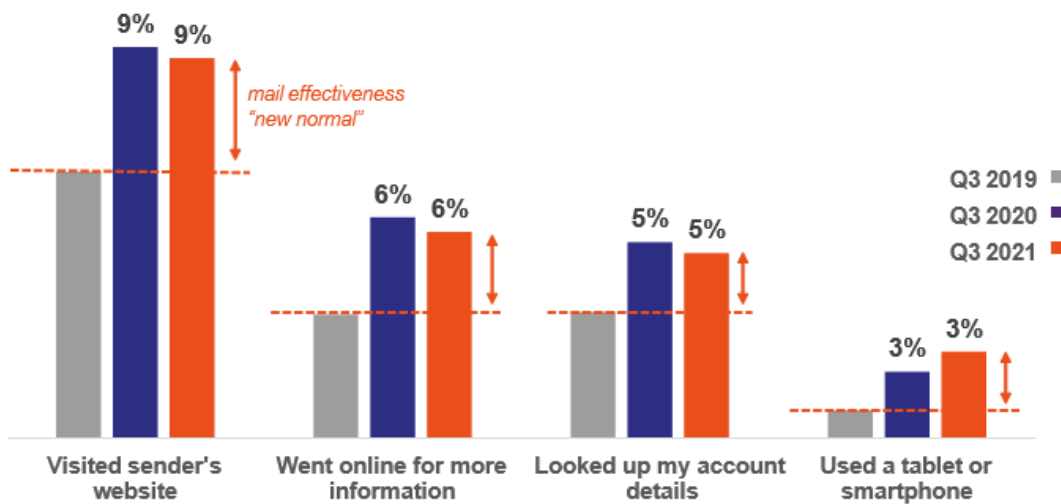


Frequency

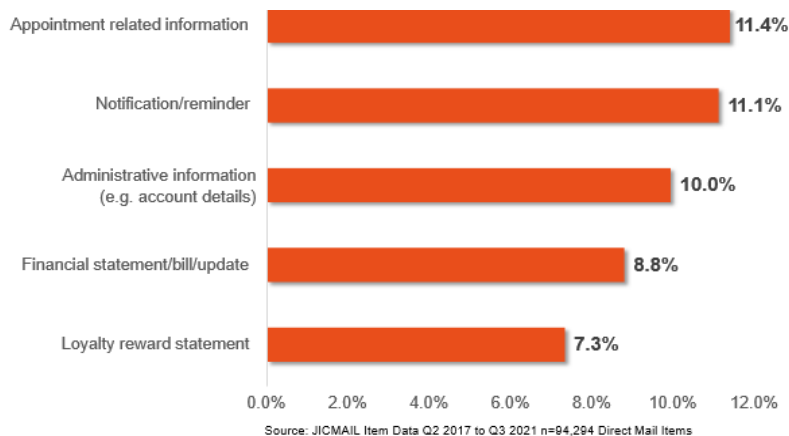
Direct Mail is read **4.35 times** whilst in the home

Mail Creates Commercial Actions

A new normal is sustained for mail effectiveness, with digital actions following mail receipt continuing



Customer-oriented mail messaging was most likely in prompting smartphone / tablet usage



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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