

JICMAIL Quarterly Results

Q2 2025

**JIC
MAIL**

Mail Media Metrics

Mail's Super Touchpoint Strengths in Q2 2025

 **4.56**

Frequency of DM mail interaction: a five year high.

 **+15%**

Growth in mail purchase effectiveness

 **8%**

of mail that prompts an account look-up also triggers an app download

 **145 secs.**

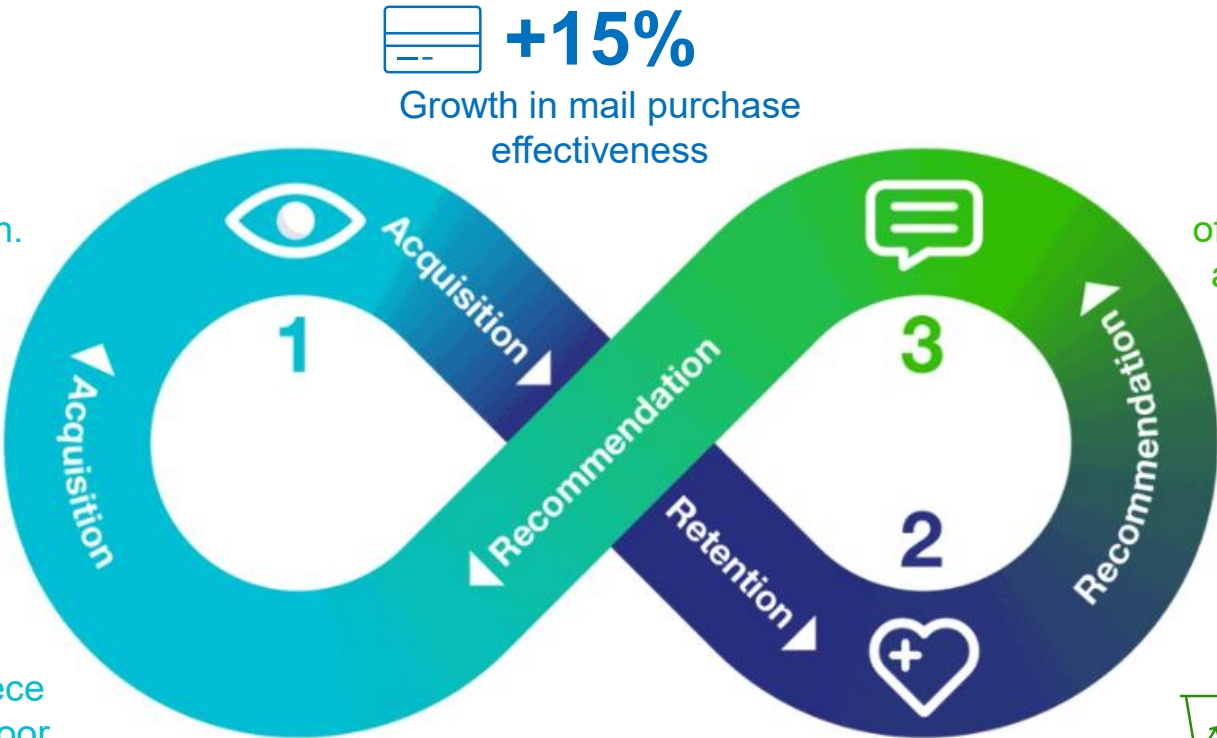
Spent with the average piece of DM. **60 seconds** with Door Drops.

 **9.2%**

of mail prompts a website visit: a five-year high reading of this metric.

 **87%**

Of discarded mail is recycled.



1.

Customer Engagement

Digital actions driven by mail (namely website visits and account look ups) were at a five-year high and almost reached the record levels set during the Q2 2020 lockdown period.

2.

Effectiveness

All key purchases related metrics increased year-on-year, with the overall purchase rate up 15%.

3.

Engagement

Frequency of interaction for Direct Mail was also at a five year high at 4.56 interactions per item.

Read rates and open rates continued on an upward trajectory with the average DM piece also commanding 145 seconds of attention and Door Drop attention growing to one minute per item.

Mail Engagement Q2 2025

Reach, Frequency, Lifespan and Attention

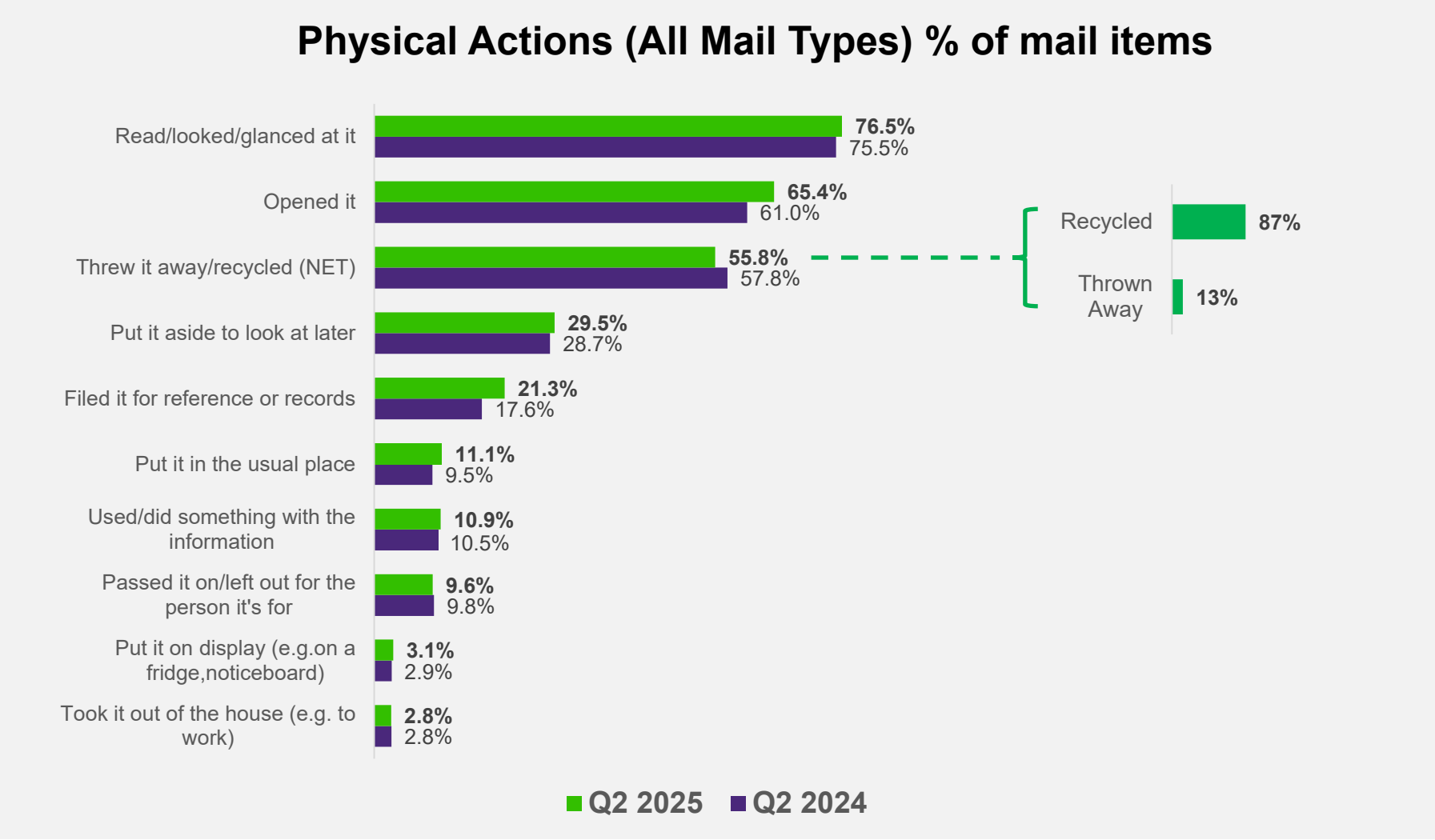
Mail read, open and retention rates all up year on year in Q2 2025 5

Nearly all key physical actions with mail grew in Q2 2025, with read rates continuing on an upward trajectory and open rates steadily climbing for the last figure quarters.

The amount of mail put aside to look at later and filed away, points to the desire among consumers to retain key advertiser comms delivered via the mail channel.

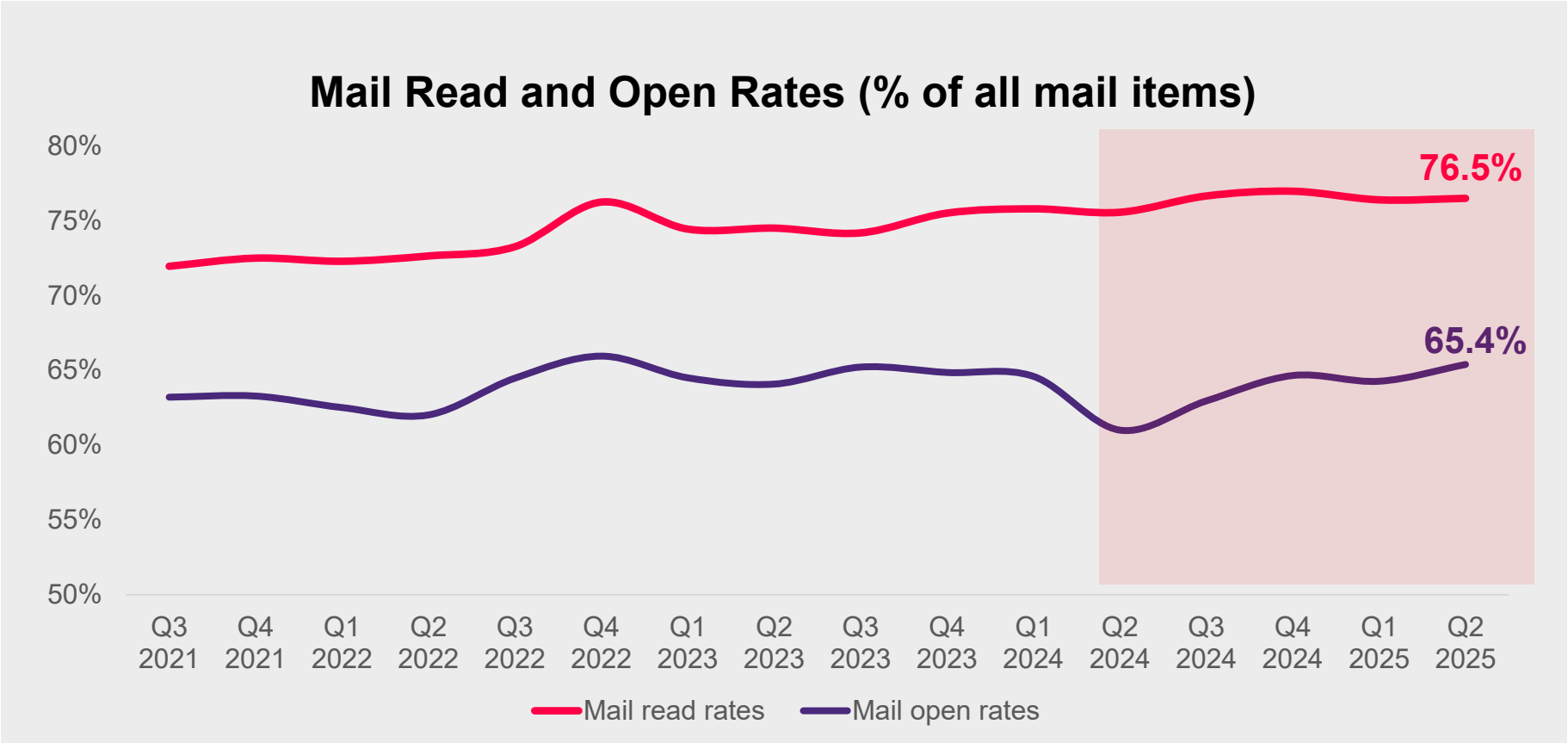


Mail Media Metrics



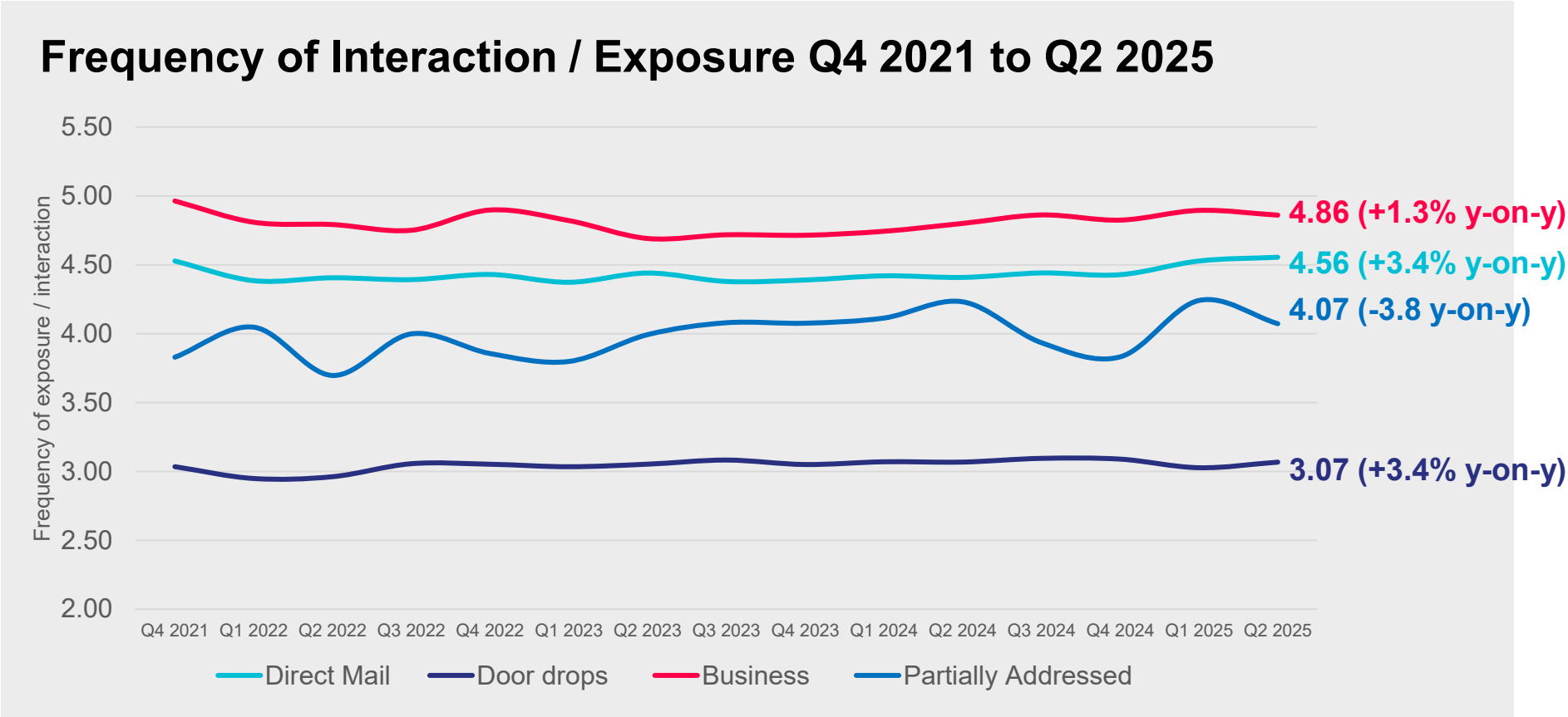
Source: JICMAIL Item Data Q2 2024 n=11,548 mail items; Q2 2025 n=9,802 mail items

Mail read rates continue on a long-term upward trend, while open rates have been steadily increasing across the last year



Mail frequency of interaction across 28 days up across all core mail types

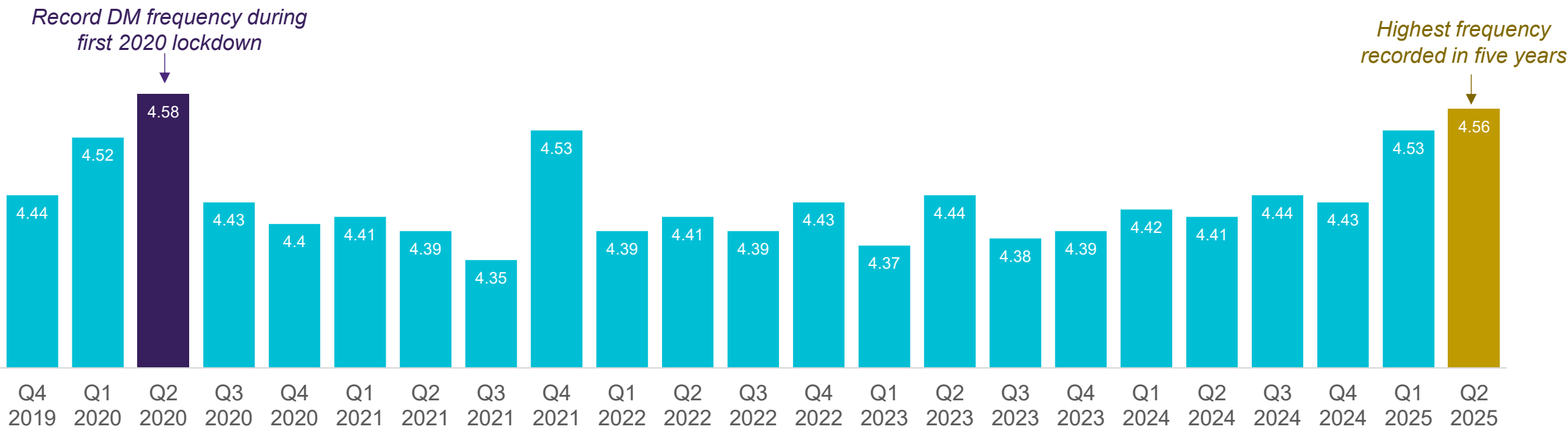
Those who invested in the Direct Mail channel in Q2 2025 saw the rate at which mail items converted into ad impressions increase by 2.6% year. This is the highest interaction rate recorded since the last record set in the covid era in Q2 2020.



Source: JICMAIL Item Data Q4 2021 to Q2 2025 n=159,218 mail items

Direct Mail frequency of interaction hits five year high

Direct Mail Frequency of Interaction Q4 2019 to Q2 2025



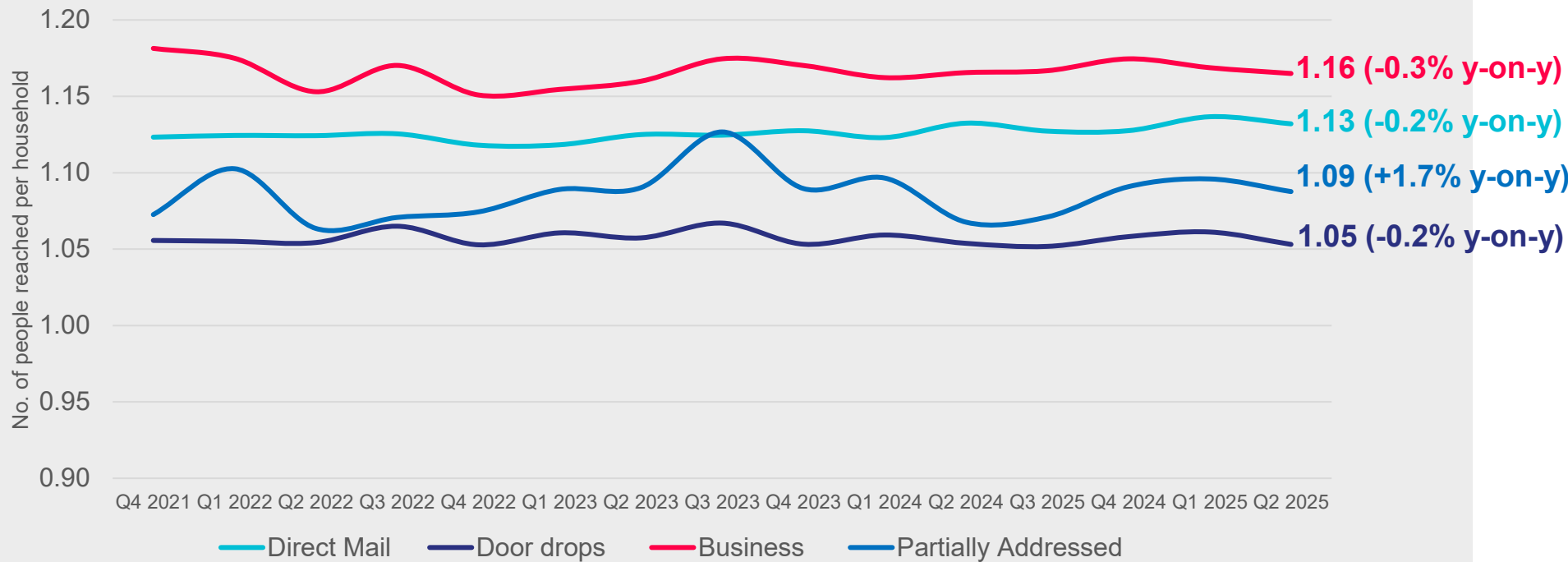
Mail sharing rates stable year on year

The average piece of Business Mail is seen by 1.16 people per household, generating an additional 160,000 people reached per 1 million mail items.

Door Drop item reach sits at 1.05 and Direct Mail 1.13.



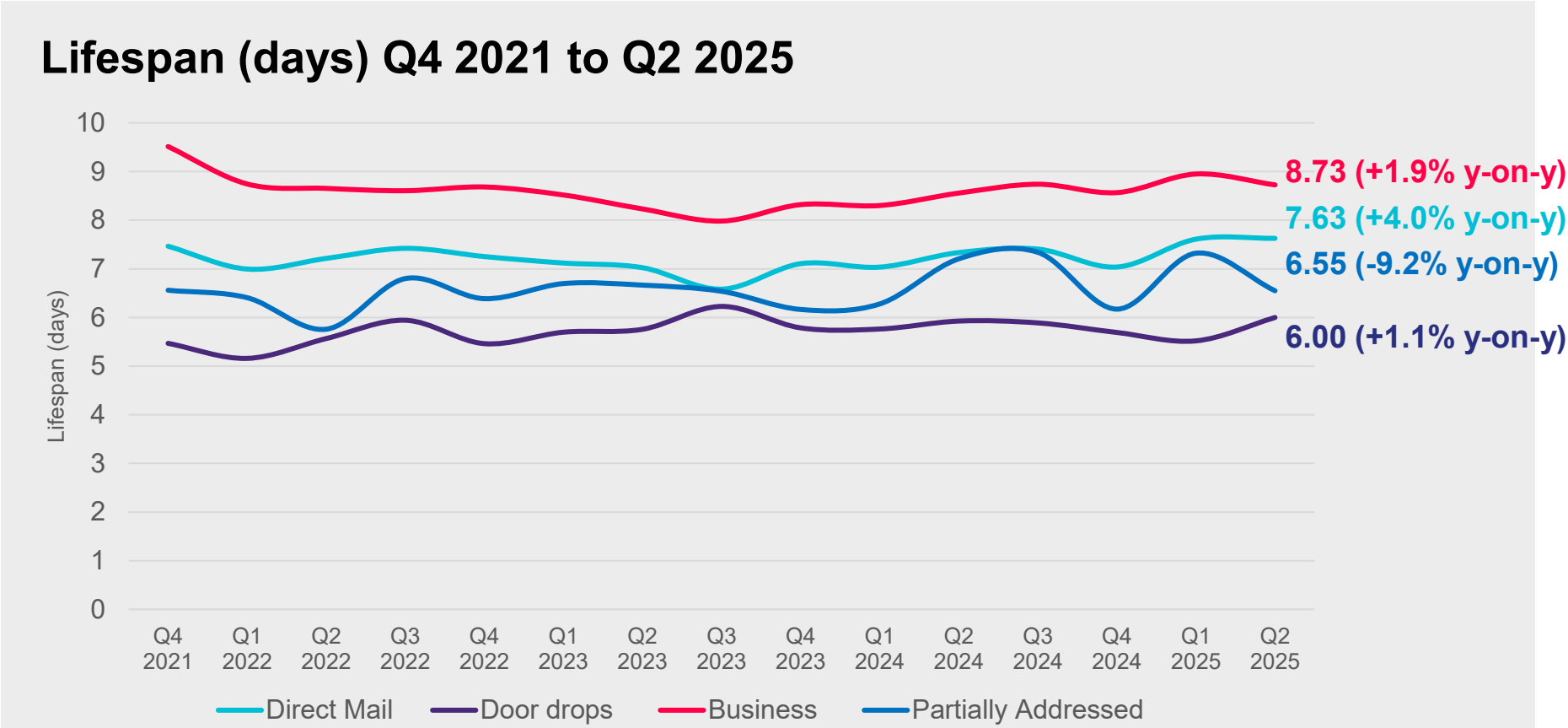
Item Reach in the Household Q4 2021 to Q2 2025



Source: JICMAIL Item Data Q4 2021 to Q2 2025 n=159,218 mail items

Lifespan up year on year for DM, Business Mail and Door Drops 10

Business Mail lifespan has grown for the fifth quarter running, while both Direct Mail and Door Drops were also retained in the home for longer in Q2 2025 vs a year prior.

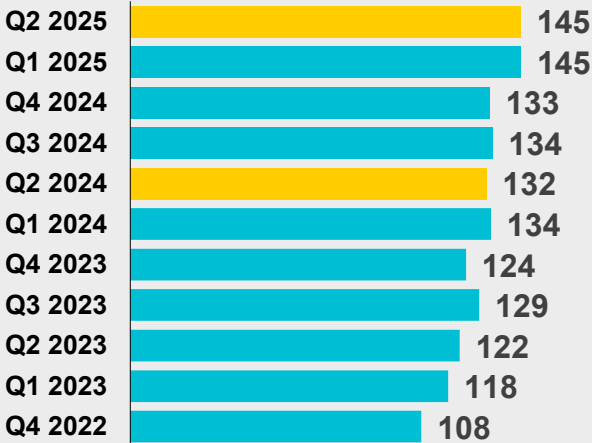


Source: JICMAIL Item Data Q4 2021 to Q2 2025 n=159,218 mail items

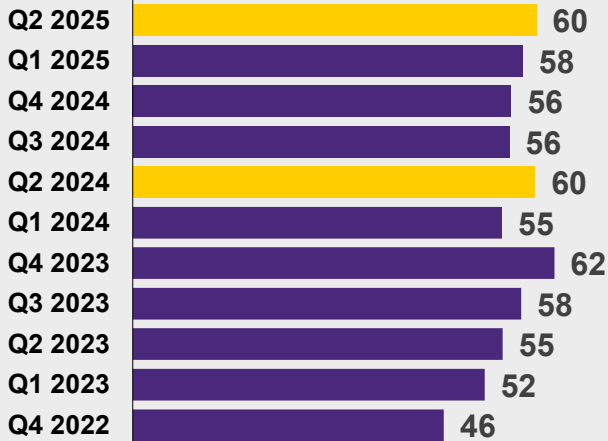
Direct Mail attention increased by 13 seconds per item year on year in Q2 2025

The average Direct Mail item was interacted with for 145 seconds by anyone in the household across a 28 day period in Q2 2025, and the average Door Drop for one minute.

Direct Mail Attention (seconds interacted with per item)



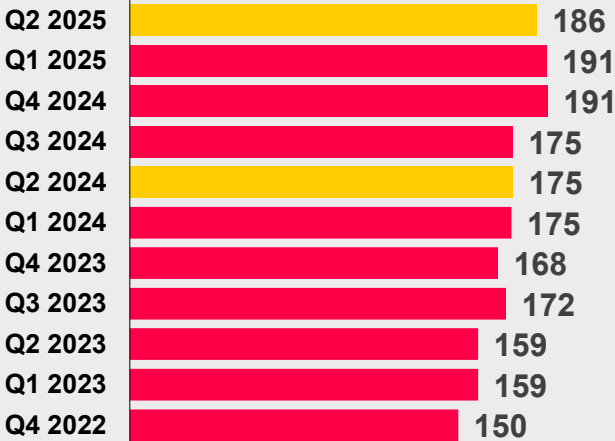
Door Drop Attention (seconds interacted with per item)



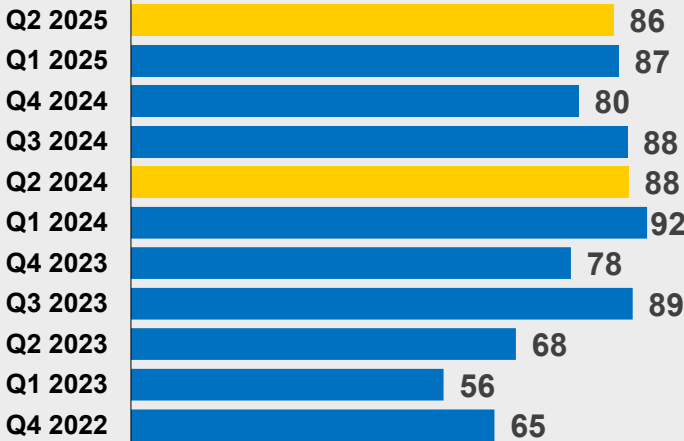
Business Mail attention increased by 11 seconds per item year on year in Q2 2025

The average Business Mail item was interacted with for 186 seconds by anyone in the household across a 28 day period in Q2 2025.

Business Mail Attention (seconds interacted with per item)



Partially Addressed Mail Attention (seconds interacted with per item)



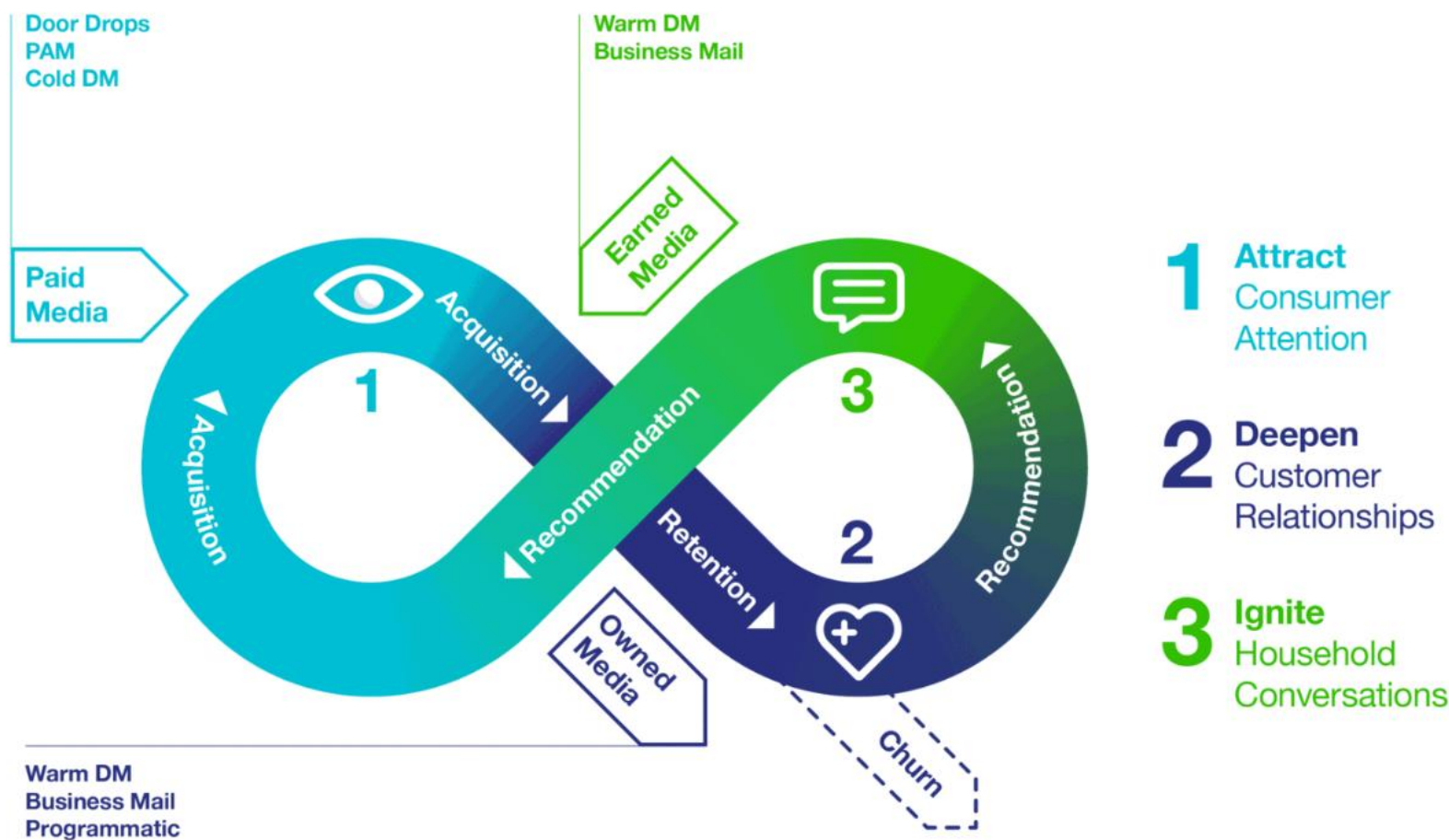
Mail Effectiveness Q2 2025

Mail's Super Touchpoint Strengths



Mail Media Metrics

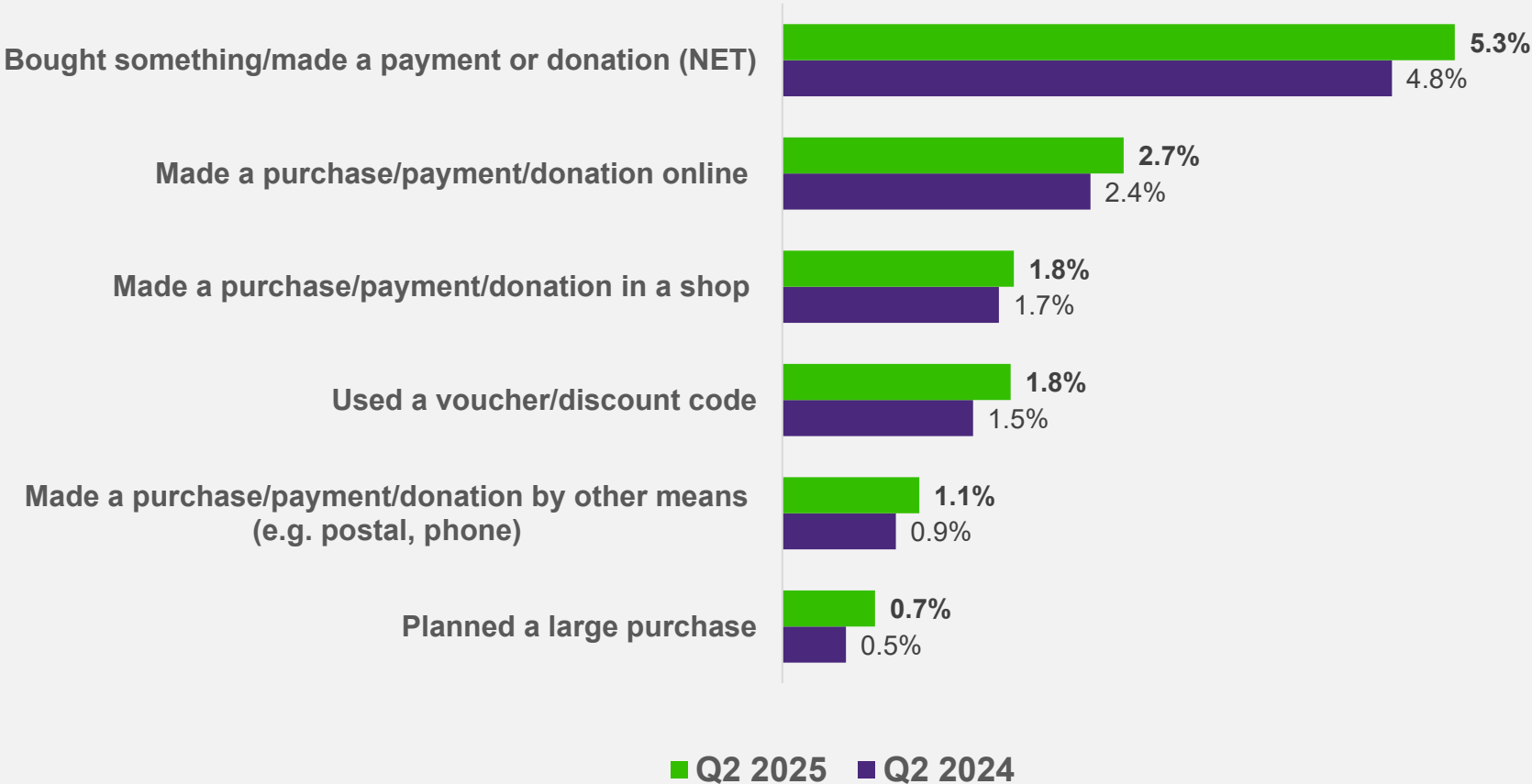
Mail drives acquisition, retention and recommendation



From voucher redemption, to planning large purchases, mail's impact on driving sales increased across the board in Q2 2025

Customer Acquisition

Commercial Actions (All Mail Types) % of mail items



The majority of purchases prompted by mail are transacted online

However, the 34% of purchases that are transacted in store continues to demonstrate that mail still has a significant footfall effect for bricks-and-mortar retailers.

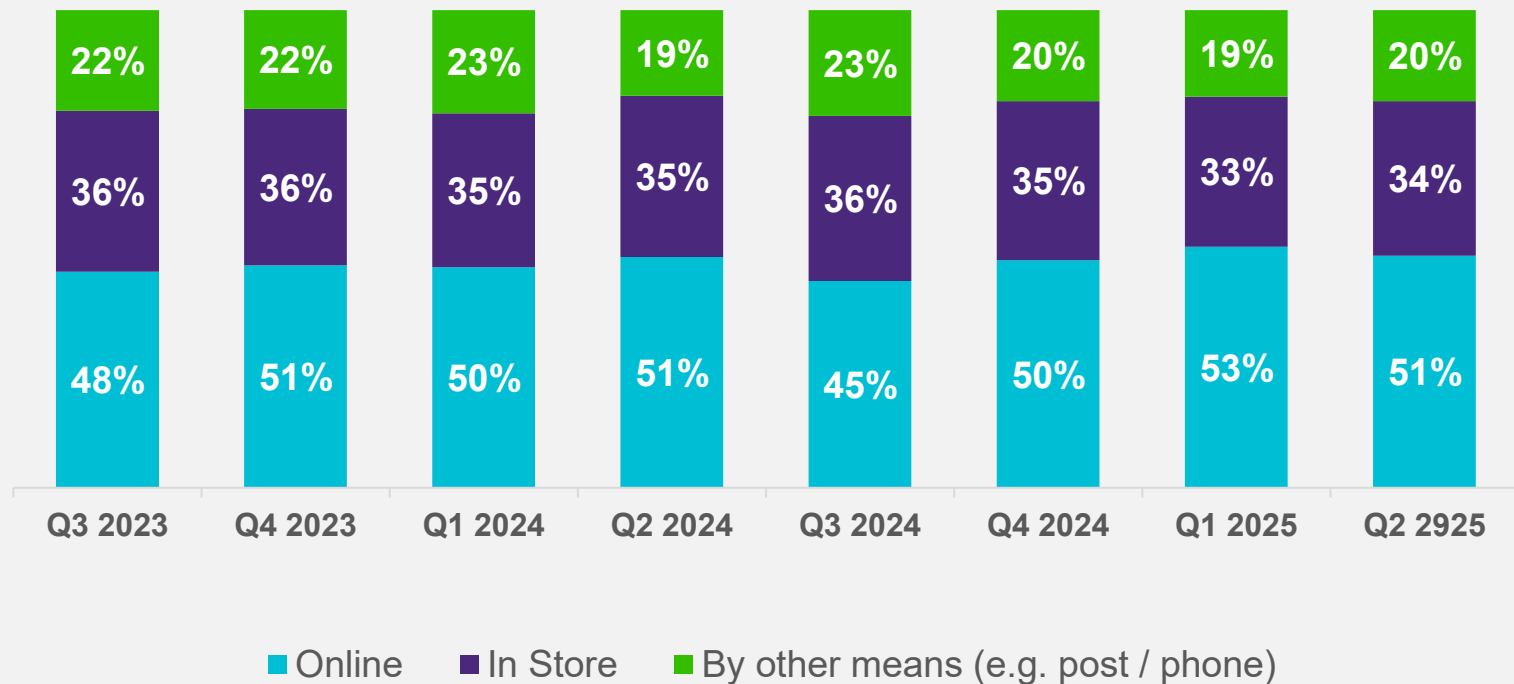
In addition, with one fifth of purchases transacted by post or phone, mail continues to prove its impact in driving omni-channel shopping experiences.



Mail Media Metrics

Purchases by Channel

(base: % of DM, Door Drop and Business Mail items prompting a purchase)



Source: JICMAIL Item Data Q3 2023 to Q2 2025 n=83,265 mail items

Significant growth in website visits and account detail look-ups prompted by mail in Q2 2025

Customer Retention and Recommendation

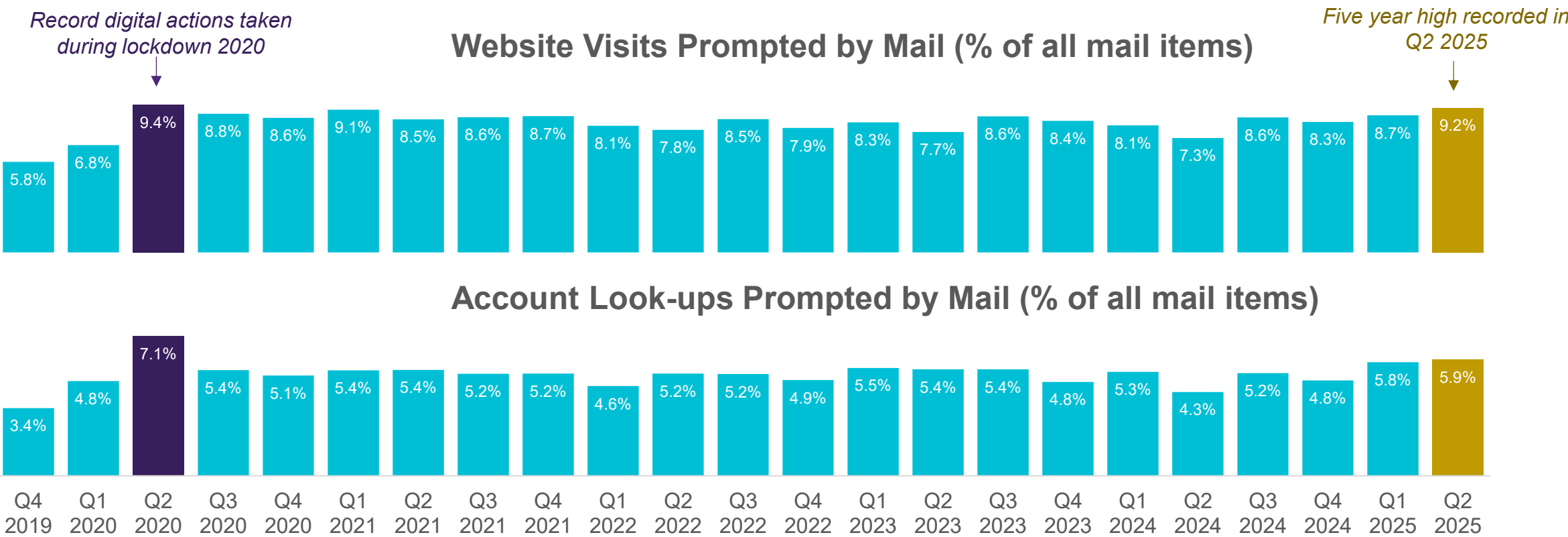
Commercial Actions (All Mail Types) % of mail items



Mail Media Metrics

Source: JICMAIL Item Data Q2 2024 n=11,548 mail items; Q2 2025 n=9,802 mail items

Key digital actions nearly at the record levels set during Q2 2020

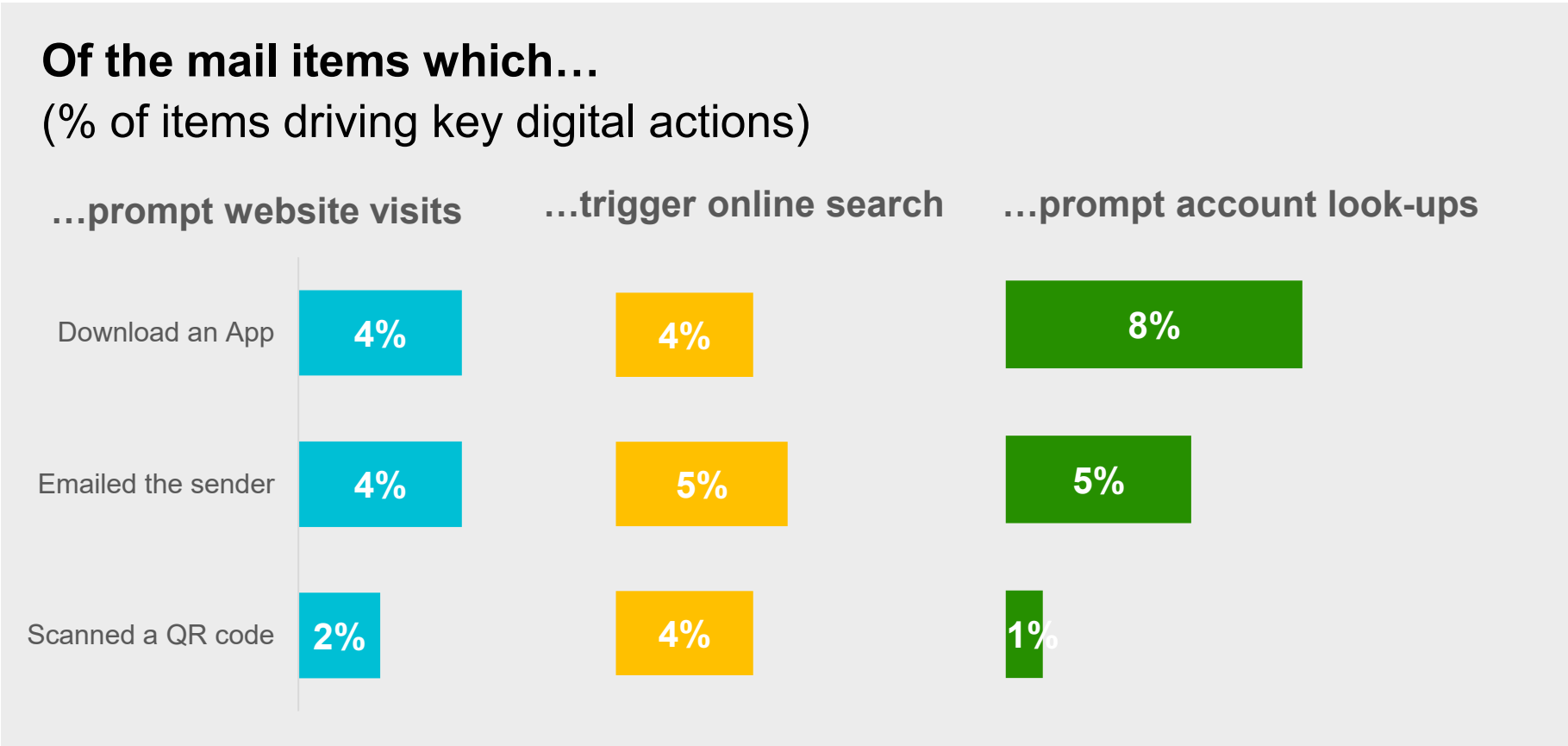


Website visits and account look-ups are linked to other key digital customer engagement actions

8% of the mail which triggers an account look up also triggers the download of an app.

4% of mail that prompts a website visit also prompts an email to the sender.

Online searches are particularly effective at driving emails to the sender and QR code scans.



Source: JICMAIL Item Data Q3 2023 to Q2 2025 n=10,011 Direct Mail, Door Drop and Business Mail items which drive website visits, searches or account look-ups

Advertiser Activity Q2 2025

Share of Doormat and Attention



Mail Media Metrics

Headline Nielsen Circulation Numbers

In H1 2025:



Direct Mail
items tracked

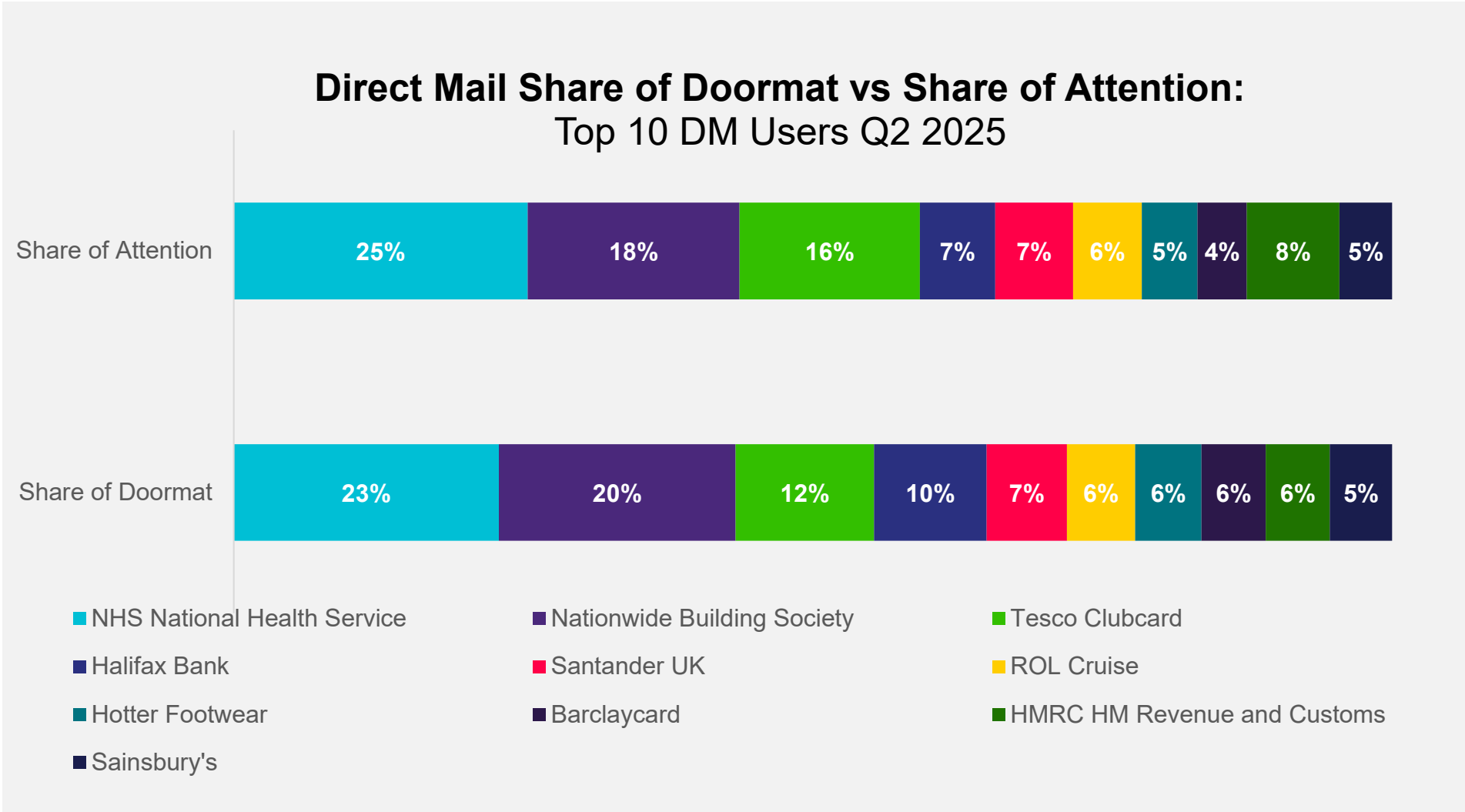


Door Drop
items tracked



Volume growth for DM
and Door Drops year-
on-year

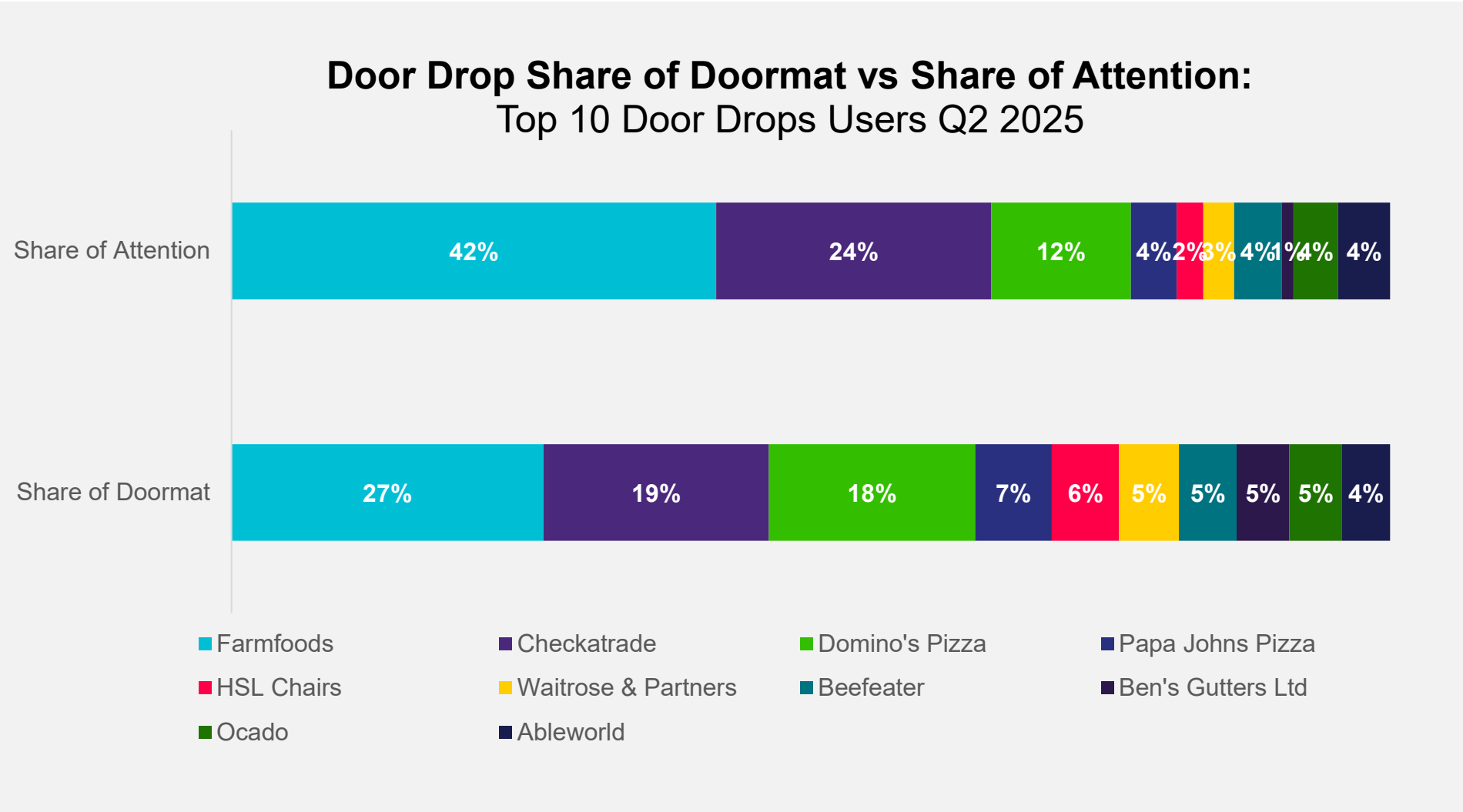
NHS, Tesco and HMRC over-performing for share of Direct Mail attention in Q2 2025



Top performing DM creatives from Q2 2025



Farmfoods and Checkatrade command two thirds of attention out of the top ten Door Drop advertisers



Top performing Door Drop creative from Q2 2025

25

Checkatrade

THIS IS YOUR TRADE DIRECTORY

Chester and Tarporley

Also covering: Elton, Kelsall, Tattenhall, Farndon, Higher Kinnerton and Saughall

LOCKSMITH

ELECTRICAL

PLUMBING

ROOFING

Q AND MANY MORE

checkatrade.com

Edition No. 21

KEEP ME HANDY

FOR WHEN YOU NEED ME

30% OFF

your first shop

+ FREE delivery

for 3 months

Life Delivered

cocado

Book your easyJet holidays
getaway online or with a
travel agent today.

easyJet

holidays

SAVE

£100

To holiday more for less,
enter your discount code at the checkout.*

Offer ends 14th July.

MIX

Paper | Supporting
responsible forestry

FSC® C023476

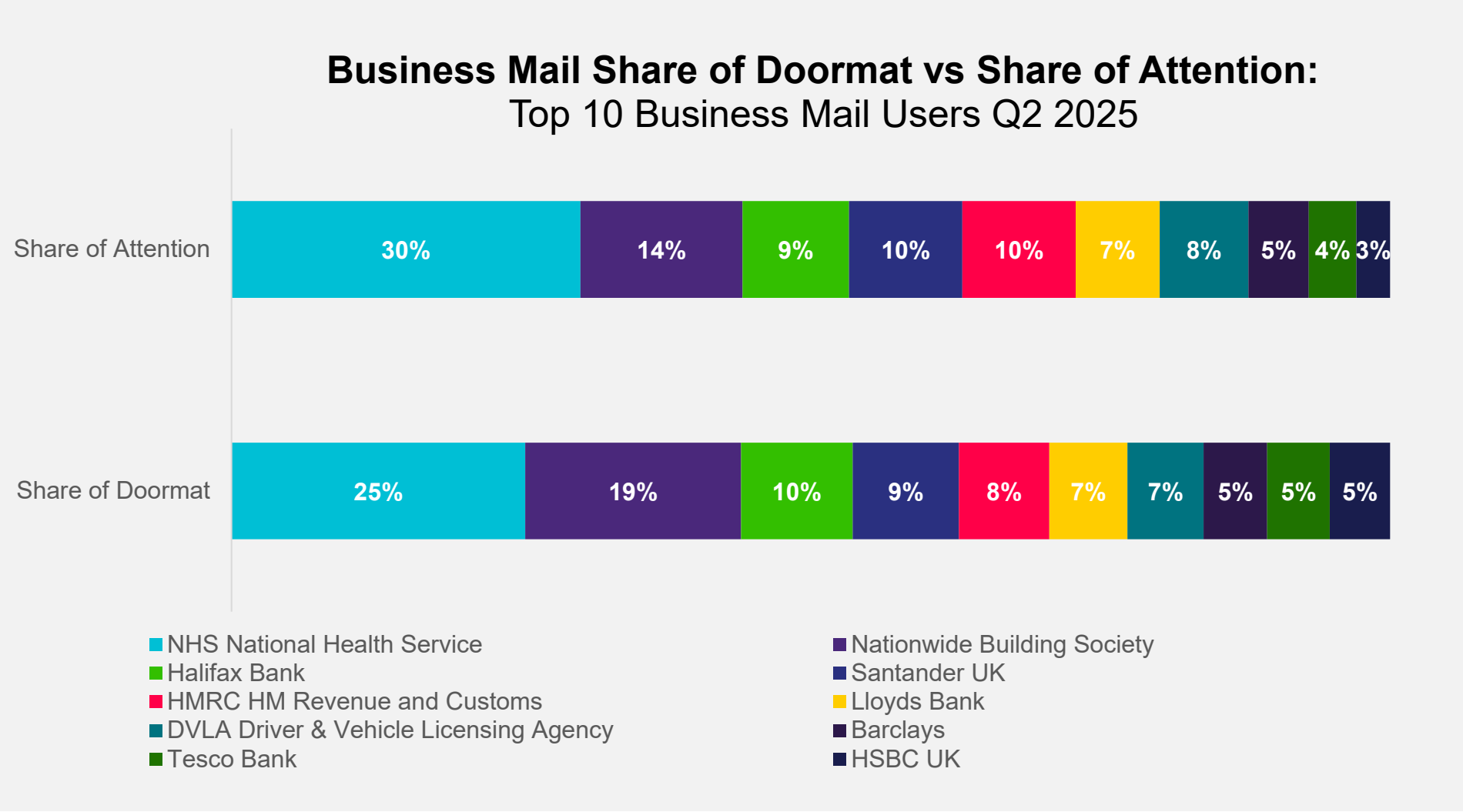
*£60pp deposit available on all easyJet holidays booked at least 28 days before departure. Final balance due at 28 days.
Spend the cost by making payments via your easyJet holidays online account.
easyJet holidays guarantee to beat the price if you find the same ABTA/ATOL protected holiday (inc. same flights and hotel) cheaper elsewhere online within 24 hours of booking. T&Cs apply.
*Transfers on beach holidays included. Transfers and 23kg hold bag on city breaks can be added for a fee.
*Save £100 per booking with your unique promo code, min spend £1,000. Spend/saving amount is per booking based on the total holiday price and the code must be applied on the extras page of easyJet.com/holidays. Promo code valid for new bookings made before 14/7/25 for holidays completed by 31/10/26. See Offer Conditions on our website for full T&Cs. easyJet holidays Ltd (ABTA 16653) is ATOL protected 116094.

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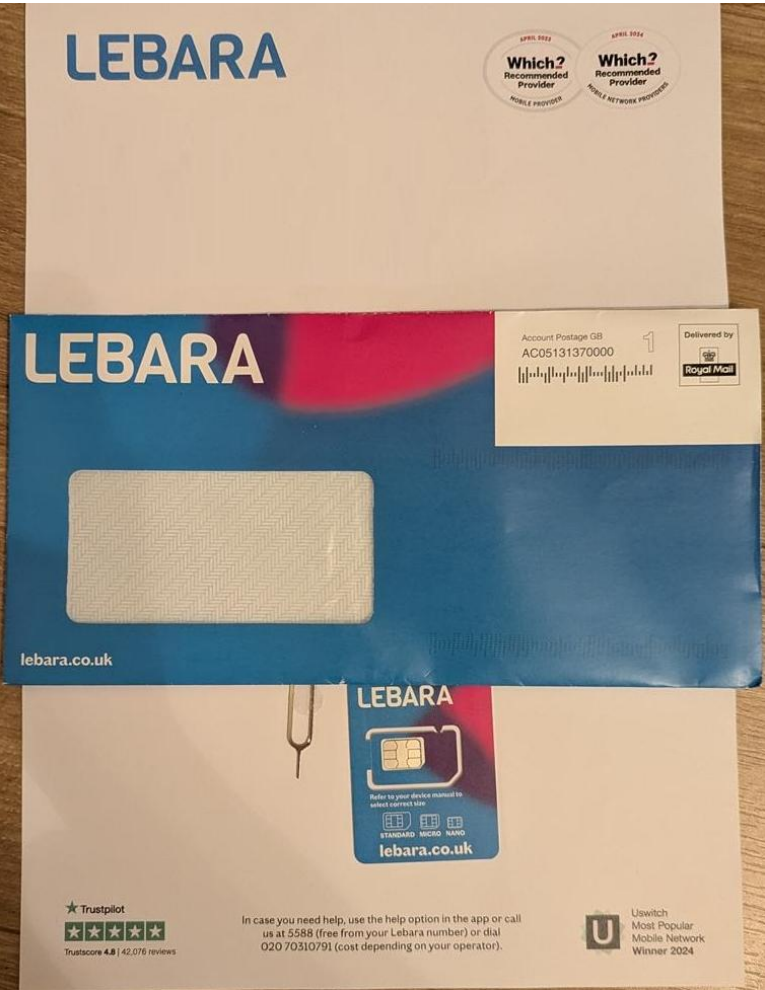
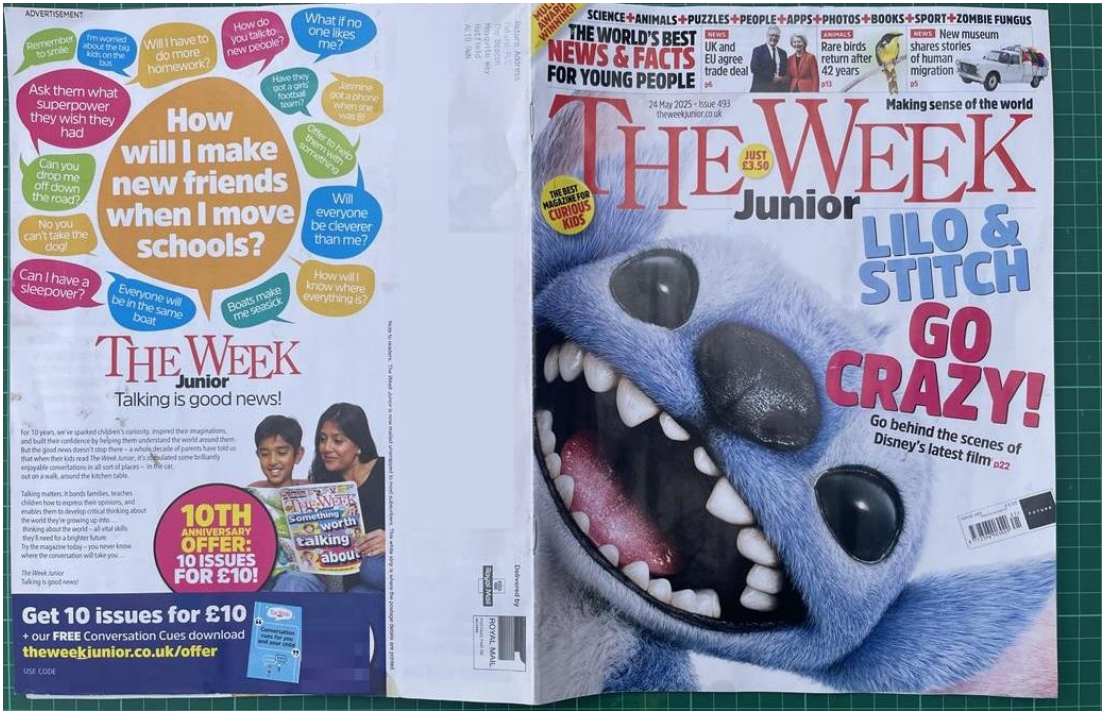
Mail Media Metrics

NHS, Santander and HMRC over-perform for share of Business Mail attention



Top performing Business Mail creative from Q2 2025

27





Customer Engagement

Digital actions driven by mail (namely website visits and account look ups) were at a five-year high and almost reached the record levels set during the Q2 2020 lockdown period.



Effectiveness

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Thanks

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 [@jicmailuk](https://twitter.com/jicmailuk)



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