

# The Impact of Mail

## Business Mail Performance

### Q3 2024



### Item Reach

On average, each piece of Business Mail reaches **1.17** people



### Lifespan

Business Mail stays within the household for up to **8.7** days

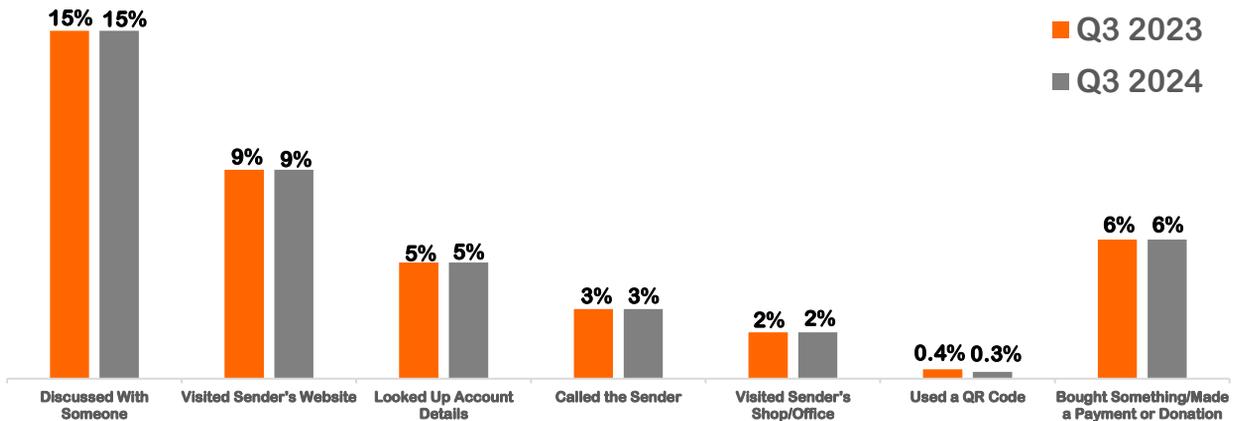


### Frequency

Business Mail is read **4.86** times whilst in the home

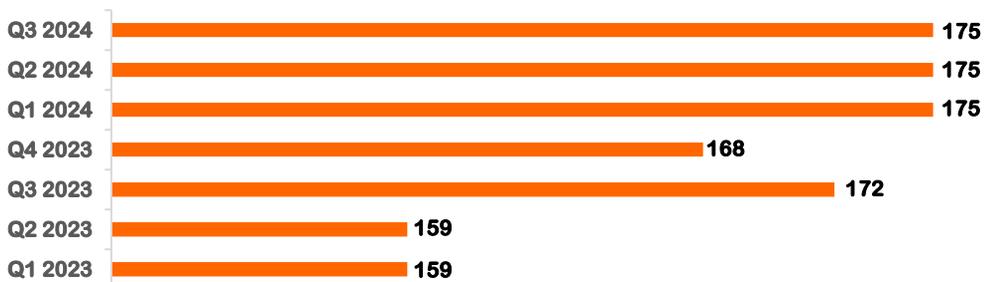
## Commercial Actions: All Mail Items

6% of Mail prompted a purchase in Q3 2024



## Business Mail Attention Holds Firm In Third Quarter

Business Mail Attention (seconds interacted with per item)



### Contact us

At Whistl we have over 70 years of experience in Business Mail and Direct Mail delivery solutions

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