

The Impact of Mail

Business Mail Performance

Q1 2024



Item Reach

On average, each piece of Business Mail reaches **1.16** people



Lifespan

Business Mail stays within the household for up to **8.3** days

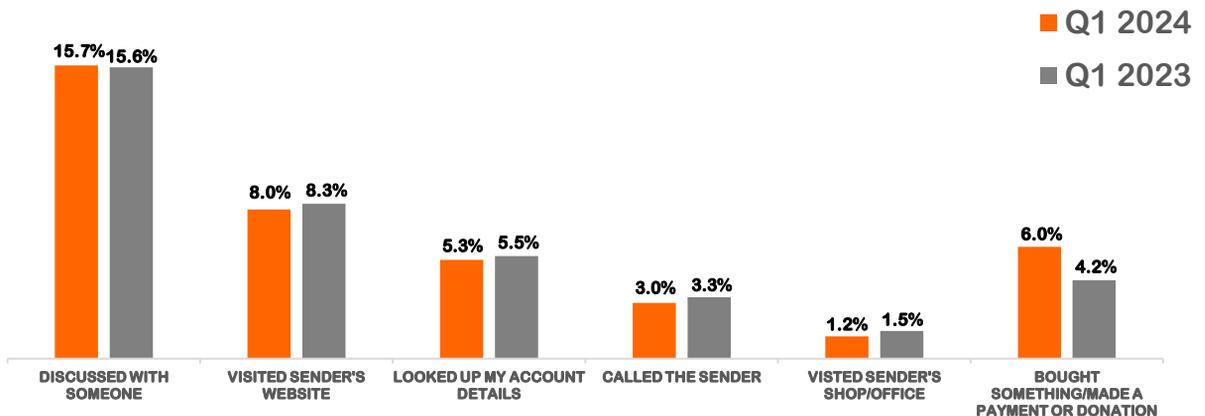


Frequency

Business Mail is read **4.74** times whilst in the home

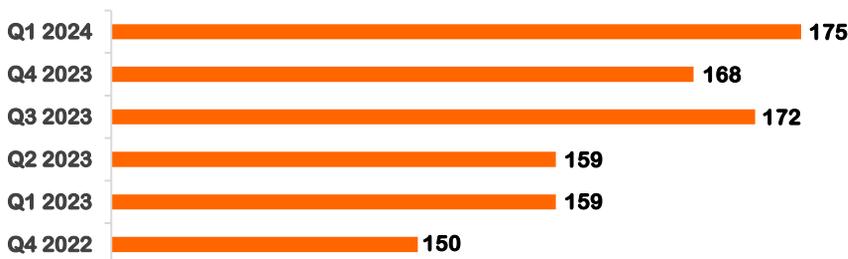
Commercial Actions: All Mail Items

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



Business Mail Attention posts impressive year-on-year figures

Business Mail Attention (seconds interacted with per item)



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