

The Impact of Mail

Business Mail Performance Q2 2024



Item Reach

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



Lifespan

Business Mail stays within the household for up to **8.6 days**

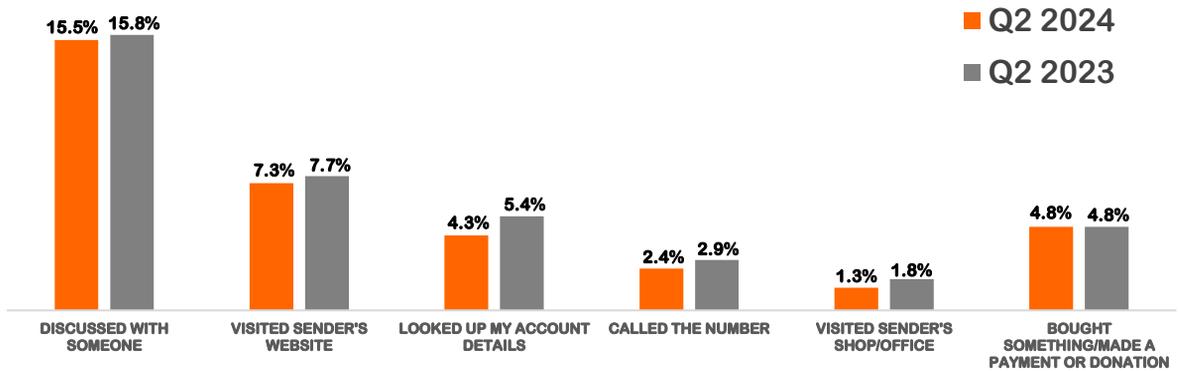


Frequency

Business Mail is read **4.80** times whilst in the home

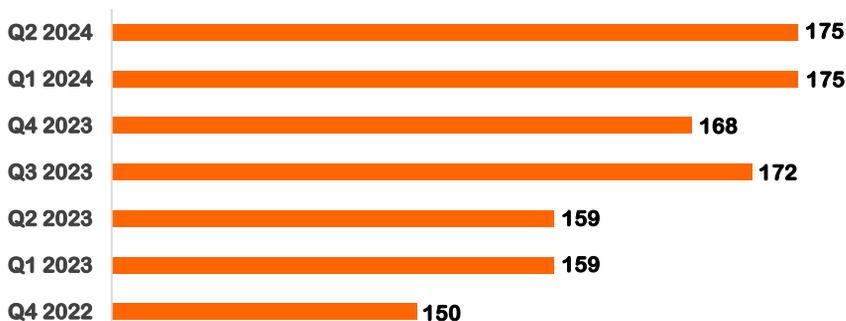
Commercial Actions: All Mail Items

Purchases prompted by mail maintained healthy levels in Q2 2024



Business Mail Attention figures are stable quarter-on-quarter

Business Mail Attention (seconds interacted with per item)



Contact us

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Graph 1: Source: JICMAIL Item Data Q2 2023 n=10,437 mail items; Q2 2024 n=11,669 mail items

Graph 2: Source: JICMAIL Item Data Q4 2022 to Q2 2024 n=74,416 mail items