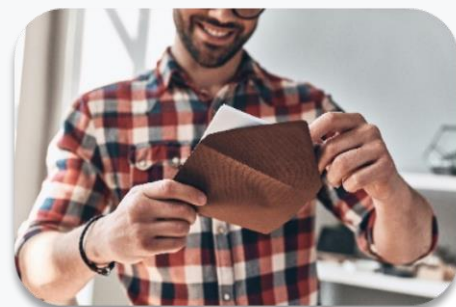


# The Impact of Mail

How Mail performed in 2020



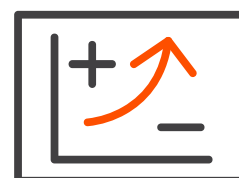
## Item Reach

On average, each piece of mail reaches **1.16** people



## Lifespan

Mail stays within the household for up to **9 days**

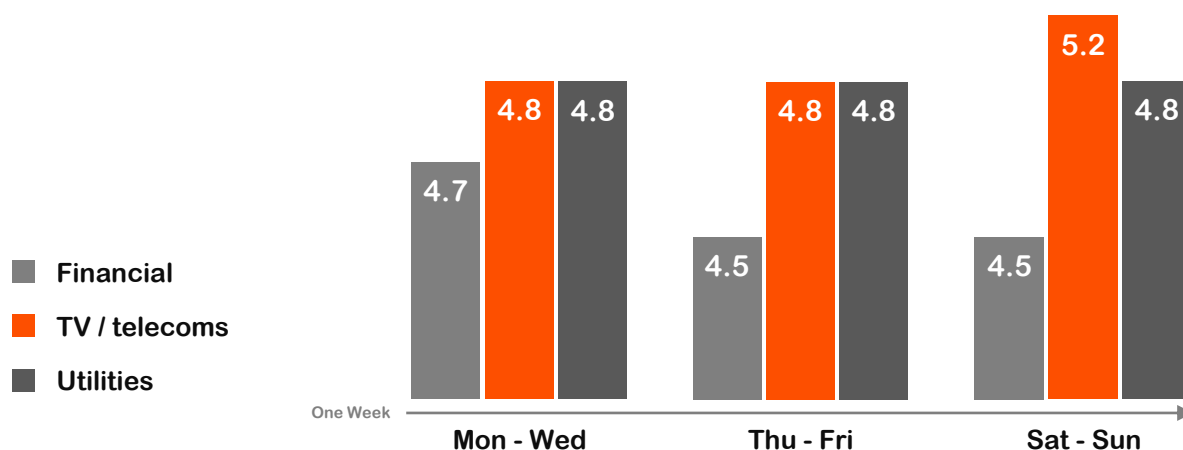


## Frequency

Mail is read **4.64** times whilst in the home

## Frequency of interaction rates by arrival day

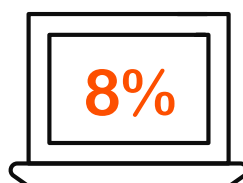
Interaction with finance and utilities business mail peaks in the first half of the week.  
TV and Telecoms business mail tends to be interacted with more at the weekend.



## Mail and Commercial Actions



enticed consumers to  
Make a purchase



drove visits to the  
senders website



generated brand  
conversions

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