

The Impact of Mail

Business Mail Performance

Q3 2025

Source: JICMAIL Quarterly Results – Q3 2025



Item Reach

On average, each piece of Business Mail reaches **1.18** people



Lifespan

Business Mail stays within the household for up to **9.3** days

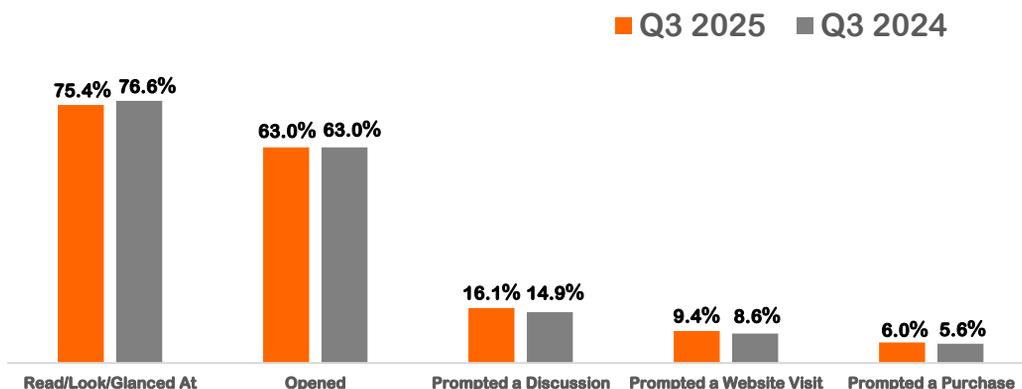


Frequency

Business Mail is read **5.0** times whilst in the home

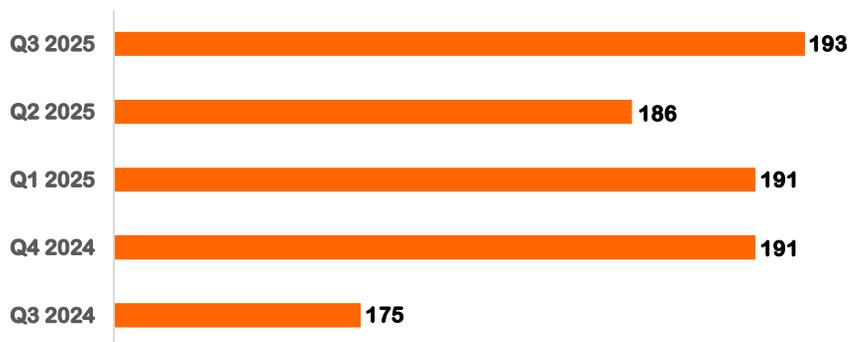
Commercial Actions: All Mail Items

The amount of mail prompting a purchase has increased 7% year-on-year



Business Mail Attention Reaches New High

Business Mail Attention (seconds interacted with per item)



Contact us

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

www.whistl.co.uk/mail

