



FACTSHEET

Mail & The Customer Journey

Mail is a Super Touchpoint that generates trust and engagement throughout the customer journey. When integrated with other channels, mail is a powerful medium for driving acquisition and retention.

Acquisition



Brand Awareness

Website visits and online account look-ups prompted by mail are at a **five-year high**



Trusted Channel

Mail is the **most trusted** communications channel, 2.5x more trusted than email



Purchasing Power

In 2025, purchases prompted by mail reached **8.4%**, a 35% rise year-on-year

Engagement & Retention

Engaging Medium



10K

Every year, customers engage with mail for the equivalent of 10,000 years combined

Attention Grabber

3 Min+



The average item of Business Mail is viewed for 193 seconds.

Repeated Use

9.3



Business Mail stays in the home for 9.3 days on average, and is read nearly five times

Promotes Advocacy

16%

Of mail triggers an in-home discussion with someone else



GET MORE FROM MAIL

Speak to our experts about reliable and cost-effective mail delivery

www.whistl.co.uk/mail

Sources: [IPA Bellwether Report](#) | [Marketing Week](#) | [Marketreach: 'The Trust Factor'](#) | [JICMAIL: Mail - The Super Touchpoint](#), [JICMAIL/Whistl: Q3 2025 Results](#)

Updated in December 2025

