

The Impact of Mail

Business Mail Performance

Q1 2025



Item Reach

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



Lifespan

Business Mail stays within the household for up to **8.9** days

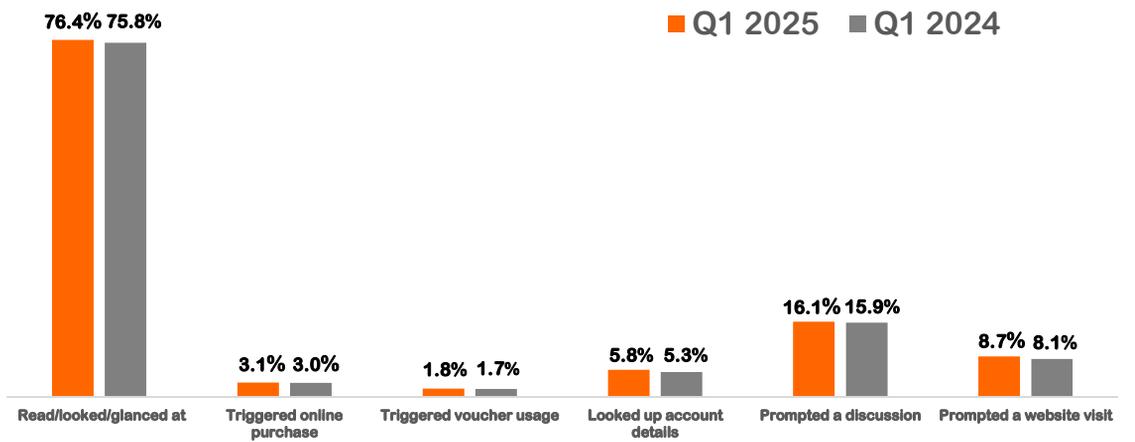


Frequency

Business Mail is read **4.83** times whilst in the home

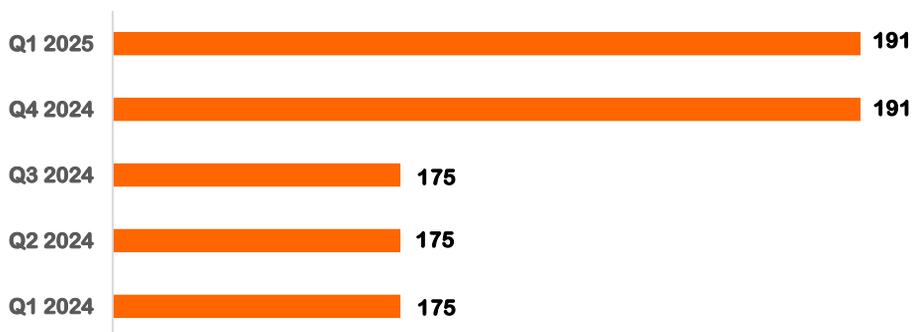
Commercial Actions: All Mail Items

77% of Mail was read, looked or glanced at in Q1 2025



Business Mail Attention Remains at All-Time High

Business Mail Attention (seconds interacted with per item)



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