

The Impact of Mail

Business Mail Performance

Q2 2025



Item Reach

On average, each piece of Business Mail reaches **1.16** people



Lifespan

Business Mail stays within the household for up to **8.7** days

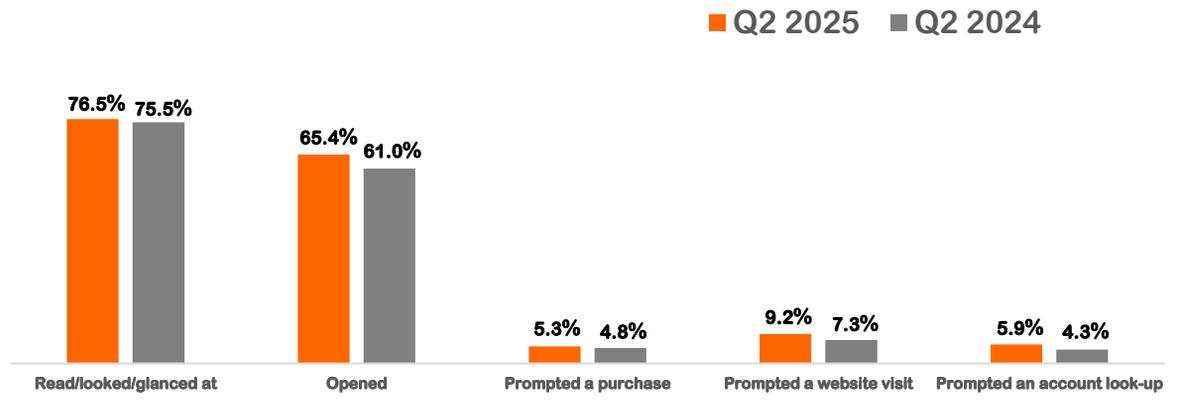


Frequency

Business Mail is read **4.9** times whilst in the home

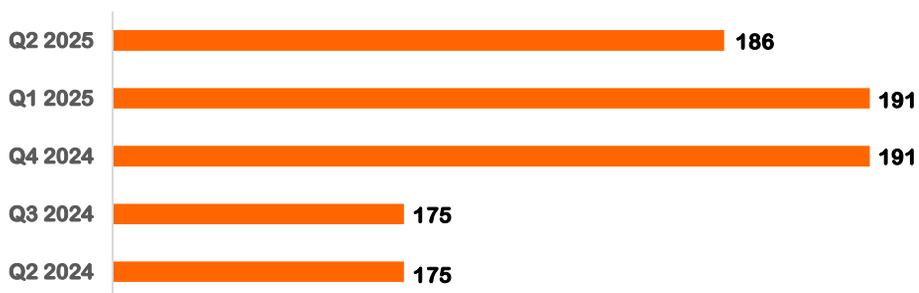
Commercial Actions: All Mail Items

Mail-driven digital interactions reached five-year high in Q2 2025



Business Mail Attention Climbs Year-on-Year

Business Mail Attention (seconds interacted with per item)



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