

The Impact of Mail

Business Mail Performance

Q4 2024



Item Reach

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



Lifespan

Business Mail stays within the household for up to **8.6** days

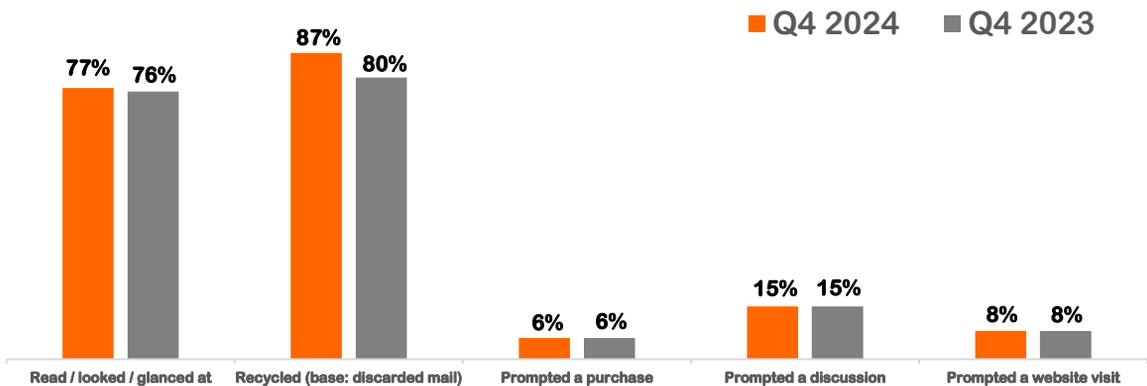


Frequency

Business Mail is read **4.8** times whilst in the home

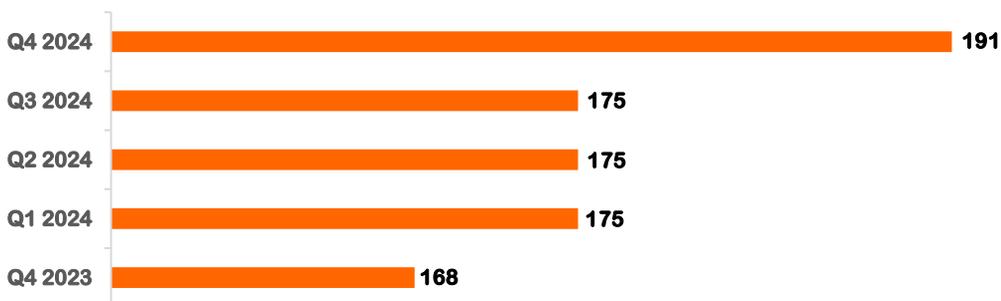
Commercial Actions: All Mail Items

6% of Mail prompted a purchase in Q4 2024



Business Mail Attention Hits All-Time High

Business Mail Attention (seconds interacted with per item)



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