Mail and the Customer Journey



The impact of mail throughout the Customer Journey

Direct Mail can strategically benefit the customer journey and integrated alongside other media channels, mail can improve your opportunity to deliver maximum value to your audience.

Acquisition



Brand Awareness

30% of consumers who saw mail first had 30% more dwell time on social media



Well Remembered

87% Of people consider mail to be believable, compared to 48% for email

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Browse and buy

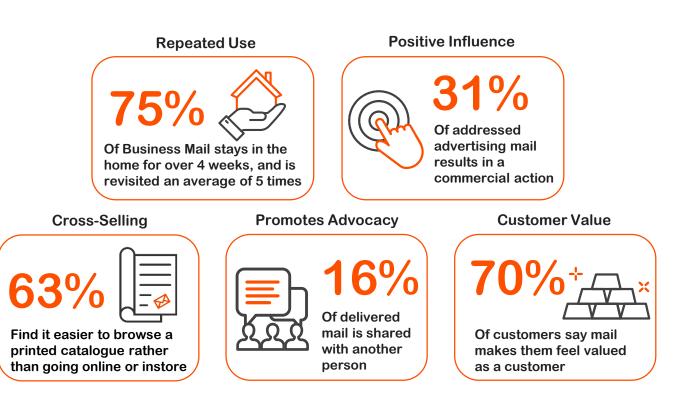
25% of people who bought or ordered as a result od receiving mail in the past 12 months



Better Impression

70% said mail gives them a better impression of the company that sent it

In-Life and Return



Contact Us

At Whistl we have over 70 years of experience in delivery management, contact us to find out how we can help deliver your business

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Sources from; Royal Mail MarketReach, Neuro-Insight, 2018. Royal Mail MarketReach, The Value of Mail in Uncertain Times, Kantar TNS, 2017. IPA Touchpoints, 2018. Royal Mail, Door drop entries, DMA Awards Meta Analysis, 2012-2016. JICMAIL, Q2 2018 – Q2 2020. Power of Print Catalogues, Illuminas 2017.