

The Impact of Mail

Business Mail Performance
Q1 2021



Item Reach

On average, each piece of mail reaches **1.17** people



Lifespan

Mail stays within the household for up to **9.4 days**

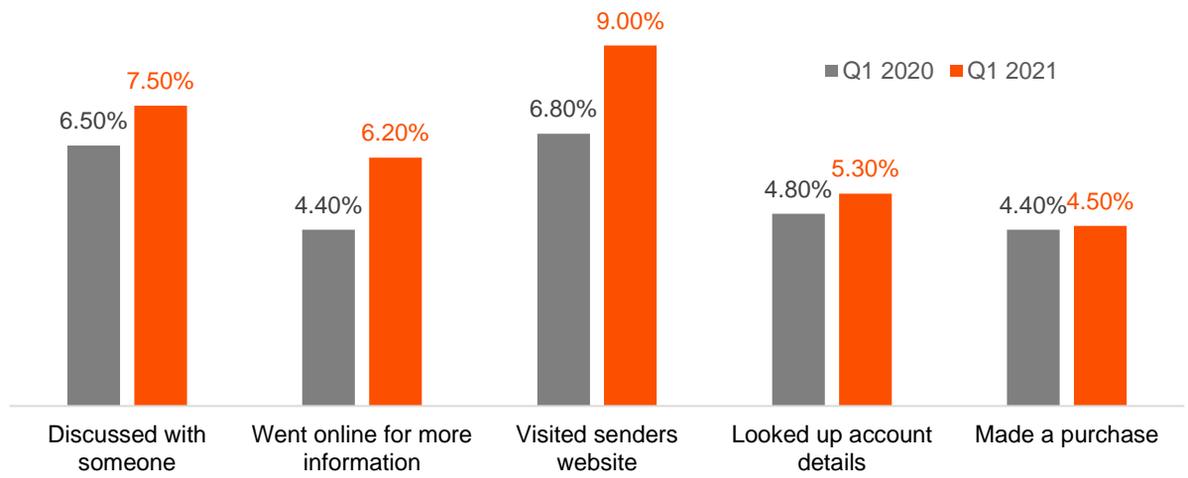


Frequency

Mail is read **4.63** times whilst in the home

Commercial Actions: All Mail Items

As a result of receiving items at home, all commercial actions have seen an increase YoY



Two Year Positive Growth Rates

Frequency of interaction with mail (mail exposure) and item reach (an indicator of the extent to which mail is shared in the home) have declined marginally Q1 2021 vs. Q1 2020

The two year growth rates show growth which is evidence of the effectiveness of mail as a channel

Year On Year Growth	Two Year Growth
-2.8%	+2.4%

Contact us

At Whistl we have over 70 years of experience in Business Mail and Direct Mail delivery solutions

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Sources from; JICMAIL Item Data Q2 2017 to Q1 2021