

# The Impact of Mail

## Business Mail Performance

### Q4 2023



### Item Reach

On average, each piece of mail reaches **1.2** people



### Lifespan

Mail stays within the household for up to **8.3** days

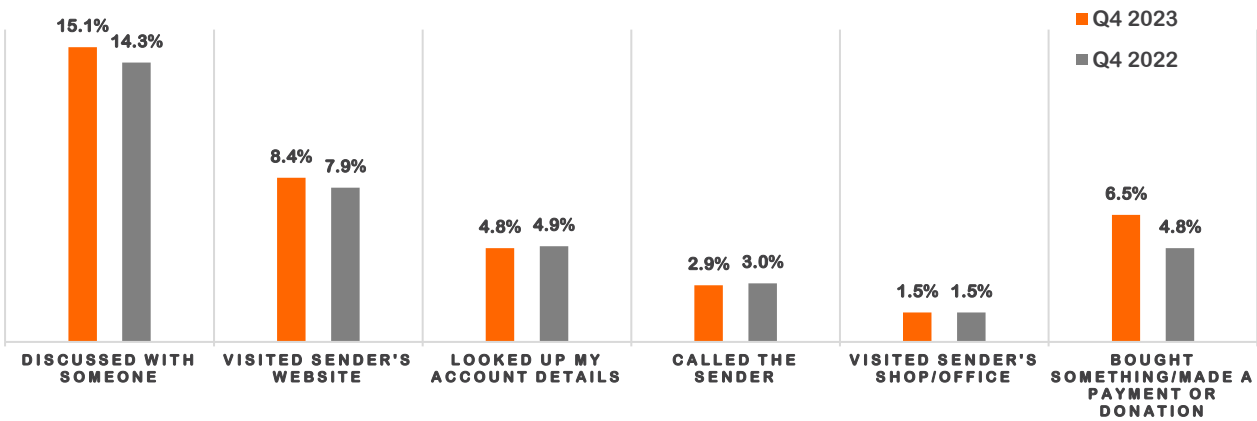


### Frequency

Mail is read **4.7** times whilst in the home

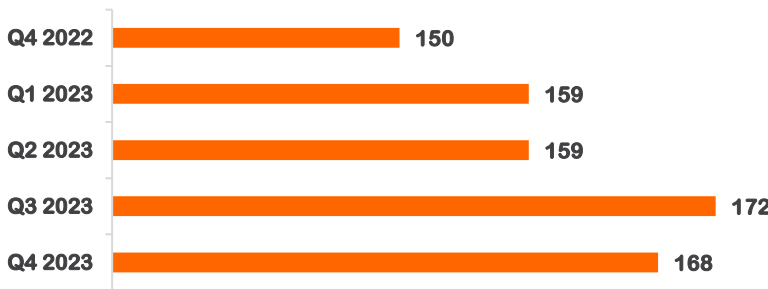
## Commercial Actions: All Mail Items

Website visits, purchases and discussions prompted by mail have all increased in Q4 2023



## Business Mail Attention stabilises but sees year-on-year growth

Business Mail Attention (seconds interacted with per item)



### Contact us

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

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