

The Impact of Direct Mail

How Direct Mail performed in Q4 2021



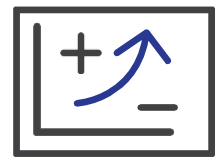
Item Reach

On average, each piece of Direct Mail reaches **1.12 people**



Lifespan

Direct Mail stays within the household for up to **7.4 days**

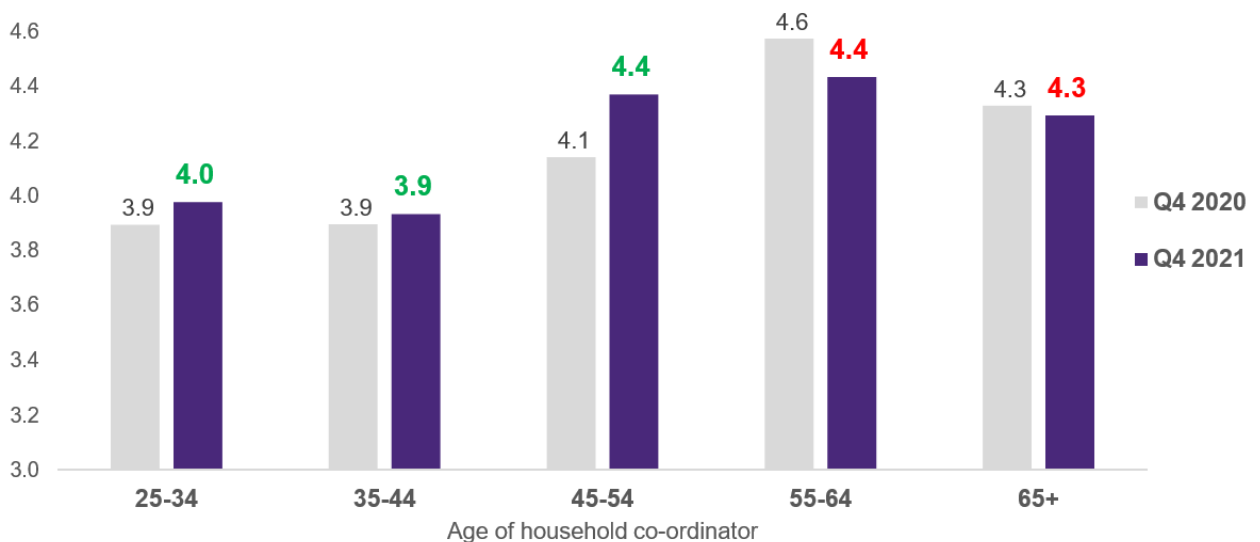


Frequency

Direct Mail is read **4.55 times** whilst in the home

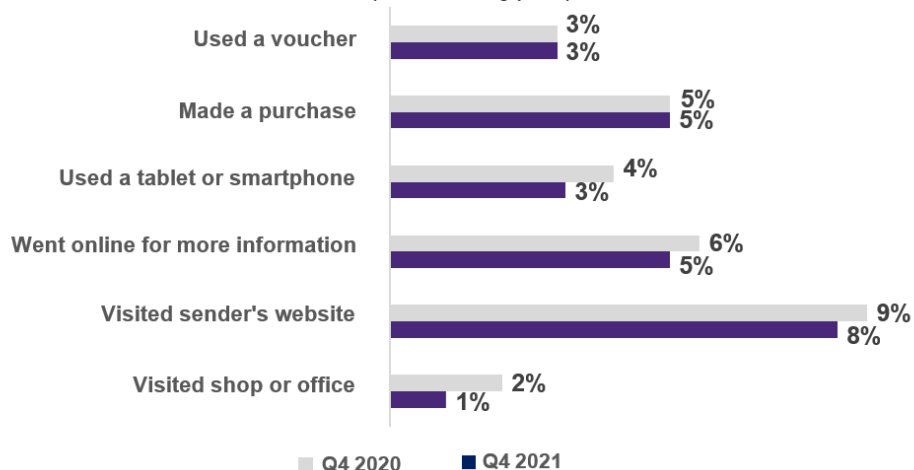
Mail Interaction Increasing with Younger Audiences

Direct Mail Frequency of Interaction by Age



Mail Effectiveness: Both improved digital AND physical impact seen in 2021

Commercial Actions (All Mail Types) % of mail items



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At Posthub our client-focused team of experts will simplify the complexity of your data and mail requirements, to give you the best experience in direct mail.

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