

1. Show clients the wider effects of a Mail Campaign

What is the predicted reach of your mail campaign?

[Users Guide](#)

Sector

Financial and insurance services

Mail Type

Addressed Mail Door Drop Business Mail Partially Addressed

Select Demographic

Total

Select Target

Adults 17+

Select Commercial Objective

Any Commercial Action

Business Mail in the Financial and insurance services sector:



1.15
Item Reach

4.6
Frequency

8.19 days
Lifespan

Input number of Items

100,000

115,218
Campaign Reach

531,154
Campaign Impacts

