

2. Show clients potential campaign results

A typical Swoon/Made/Loaf mail item will stay in the home **8.3 days on average**

The average Swoon/Made/Loaf mail item generates **three exposures a month**, contributing to brand planning KPIs

15% prompted website visits and 3% are used to plan a large purchase

- 472 orders
- AOV £645
- Total revenue £304,400
- Marketing spend £13,600



**JIC
MAIL**

Mail Media Metrics