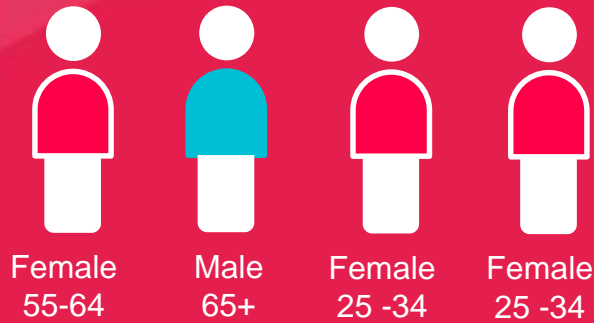




Mail Media Metrics

Case study: Boden



Received	Boden mailing
Sector	Retail
Format	Letter addressed to me
Content	Information products/services; + special offers
Reach	1 person in the household
Frequency	8
Commercial actions	1

Retail
Average reach = 1.1
Average frequency = 4.2





Over the 17 days that this Boden mailing was live in this household it was interacted with by the household co-ordinator 8 times. 7 are physical actions of opening, reading and putting aside and finally recycling but also includes one commercial action, that of phoning the sender. All activity is focused on two days in this period.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				Item arrived	24 Read Open Put aside	25
26	27	28	29	30	1 Phoned sender	2
3	4	5	6	7	8	9
10 Open Read Put aside Threw away or recycled	Item live for 17 days			13	14	15
						16