



Mail Media Metrics

Case study: British Gas



Received	British Gas door drop
Sector	Utilities provider (Gas, Water, Electric)
Format	Leaflet without an address
Content	Information about products/services
Reach	2 people in the household
Frequency	2
Commercial actions	3

Utility
Average reach = 1
Average frequency = 2.7





In the short lifespan of this door drop for British Gas the male household co-ordinator carries out 5 individual actions in one day; using the door drop to do something, going to the sender's web site twice and going online for more general information. The piece is recycled on the same day.

