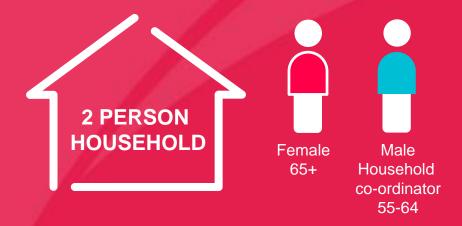


Case study: NHSBT



Received

NHS Blood Transplant

Sector

Medical

Format

Information about products / services

Content

Notification / reminder

Reach

2 people in the household

Frequency

13

Commercial actions

1

Medical
Average reach = 1.2
Average frequency = 4.6





The mail household co-ordinator passes this pack on to the addressee who is the female in the household. Over the course of 26 days the recipients' invite to a blood donation session was interacted with a total of 13 times. Prompting mostly physical interactions where the letter is read, used to follow up, taken out of the home. It prompts one visit to the sender's web site which we don't attribute to frequency.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Passed on to addressee	12	13	14	15	16	17
18	19	20	21	22	23 Read Used it Took out of home	124
Read USED USED USED USED	26 V	27	28	29	30	Put in the usual place
Sender's web site	3	4	5	6 Item live for Read Threw away or recycled		Read Used it