



Mail Media Metrics

Case study: Virgin Mobile



Female
Household
co-ordinator
25 -34

Male
25-34

Child
0-16


















Received	Virgin Mobile Mailing
Sector	TV / Broadband / Landline / Mobile
Format	Upsell mailing
Content	Information about products/services
Reach	2 people in the household
Frequency	14
Commercial actions	4

Quadplay
Average reach = 1.1
Average frequency = 3.8





Over the course of 21 days this couple interacted with the Virgin Mobile mailing 18 times all together. She was exposed to the piece 11 times and he was exposed 3 times.. On day 5 he went into a Virgin store. The frequency of this piece is gathered through physical actions and not inferred commercial activity, so this piece has a frequency of 14. With an additional 4 commercial actions taken – phoned the sender, went in store and went online.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
3	4	5	6 Item arrived   Open Read	7	8	9  Phoned sender
10   Read Went in store	11	12	13   Open Read	14	15   Read Went online	16
17	18	19	20   Put aside Read	21   Open Put aside	22	23
24   Put in the usual place Went online	25  Read	26 Item live for 21 days  Threw away or recycled	28			