A month in the life of mail

See how Advertising mail reaches more people, more often, over a 28 day period

JICMAIL
Mail Media Metrics

Items on which commercial actions are taken...

Ad mail items top facts...

ON DAY 1

65%
Are read / looked / glanced at

26%
Put on display, in the usual place or aside to look at later

15%
Of mail is filed away

BY DAY 7

45%
Are discussed with someone else

Day of arrival:

Monday–Wednesday
Days most likely to result in purchase

Thursday–Friday
Days most likely to prompt a call to advertiser

Weekend
Highest mail frequency

BY DAY 14

22%
Prompt website visits

Items kept for two weeks most likely to come from:

- Grocers
- Government
- Magazine publishers
- Telecoms

BY DAY 21

6%
Prompt a store visit

Items kept for three weeks most likely to come from:

- Utilities
- Automotive
- Government
- Medical

BY DAY 28

6%
Used to plan a large purchase

Live in the home (after four weeks):

45%
Of direct mail is still live* in the home

14%
Of door drops are still live* in the home

Source: JICMAIL Item and Audience Data: Q4 17 to Q3 18

*not thrown away

MRS™ Awards 2018 Winner Media Research

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Advertising mail is a combination of direct mail and door drops