

## Golden Insight 4

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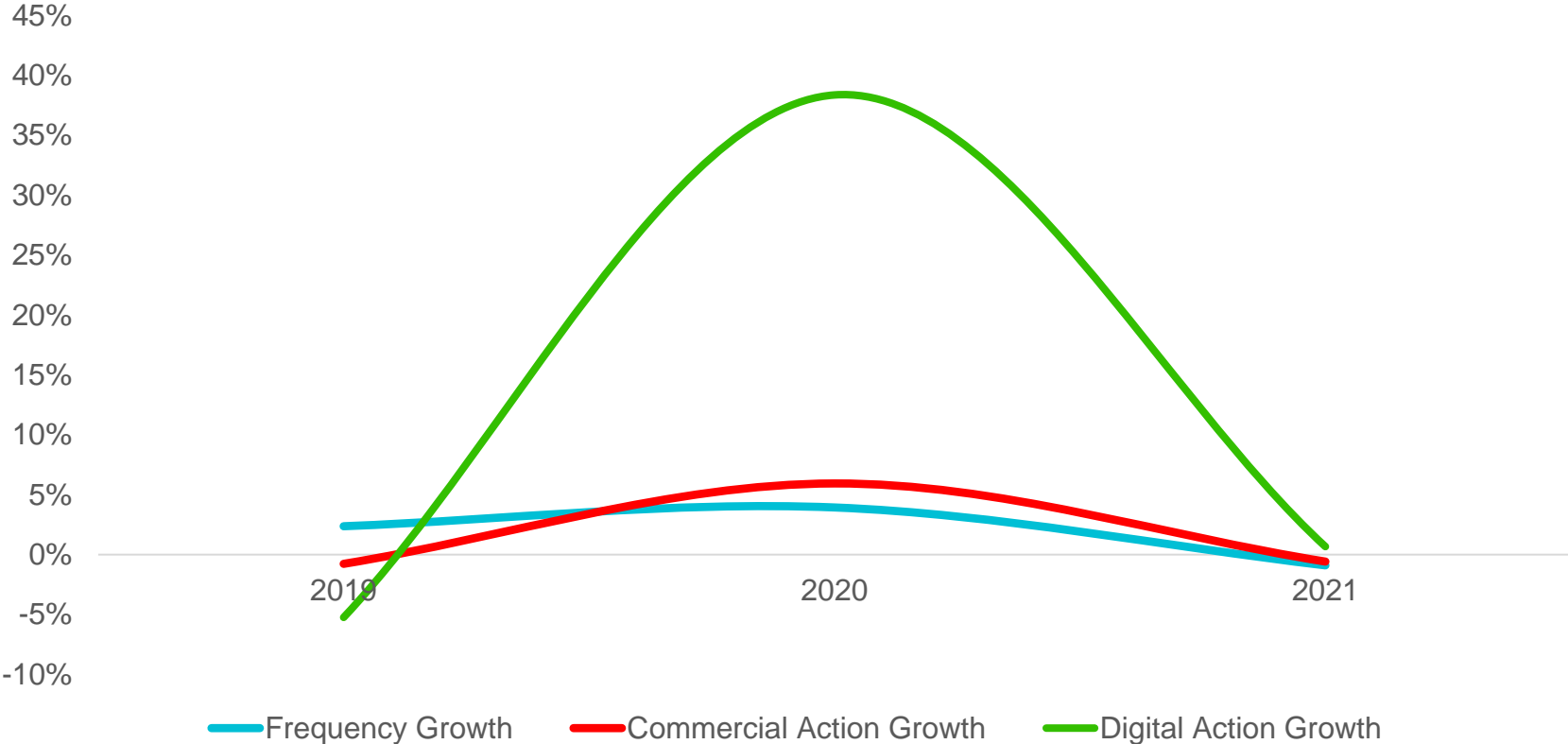
**Mail is working harder than ever to drive commercial outcomes for advertisers**



Mail Media Metrics

# Digital action growth outstrips frequency growth, meaning that each Direct Mail impression is working harder than ever to drive digital outcomes

Year-on-year growth in Direct Mail frequency and commercial actions



Source: JICMAIL Item Data Q1 2018 – Q4 2021 Direct Mail = 99,610 items