

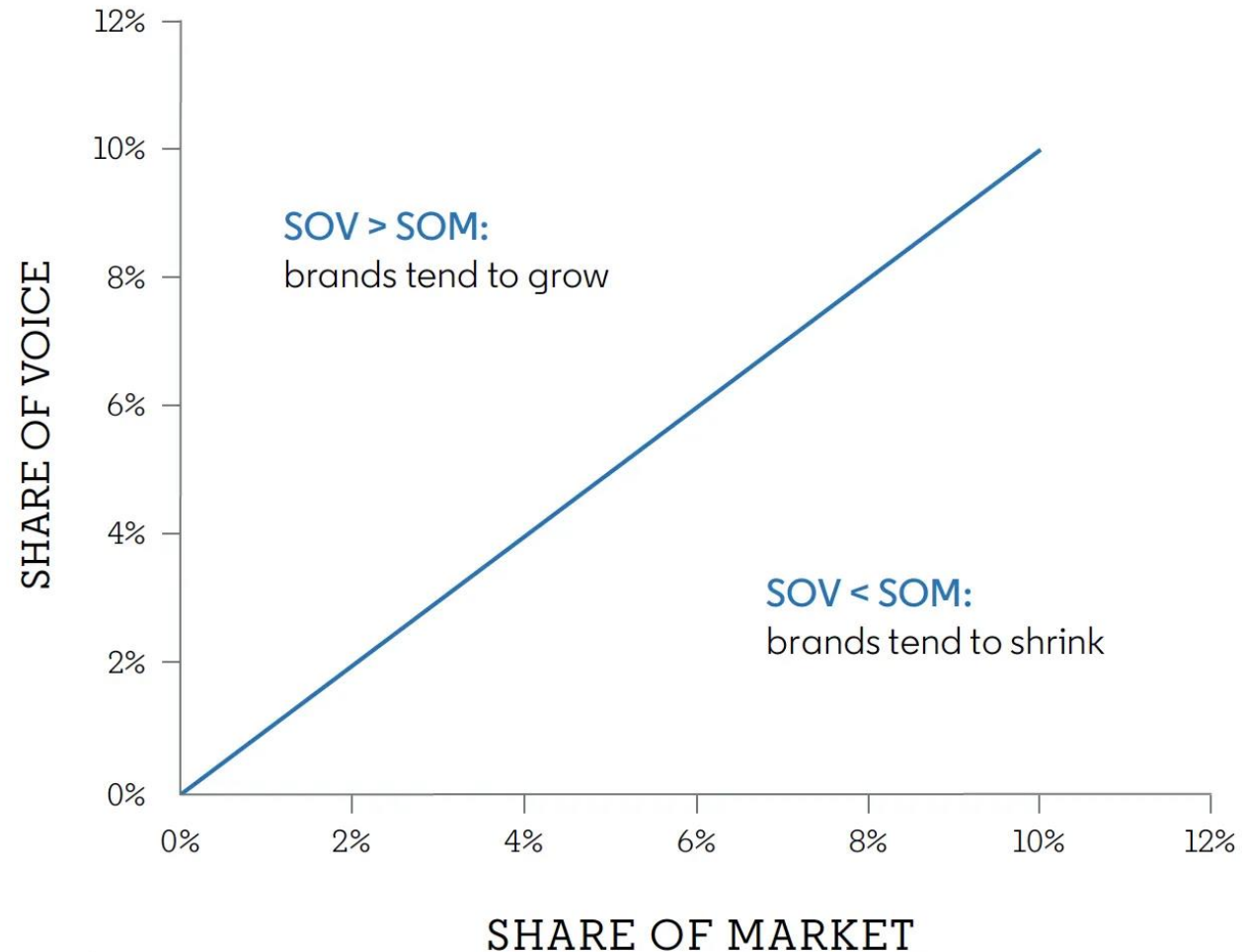
Golden Insight 7

**Measure share of doormat
across your competitive set
with JICMAIL**



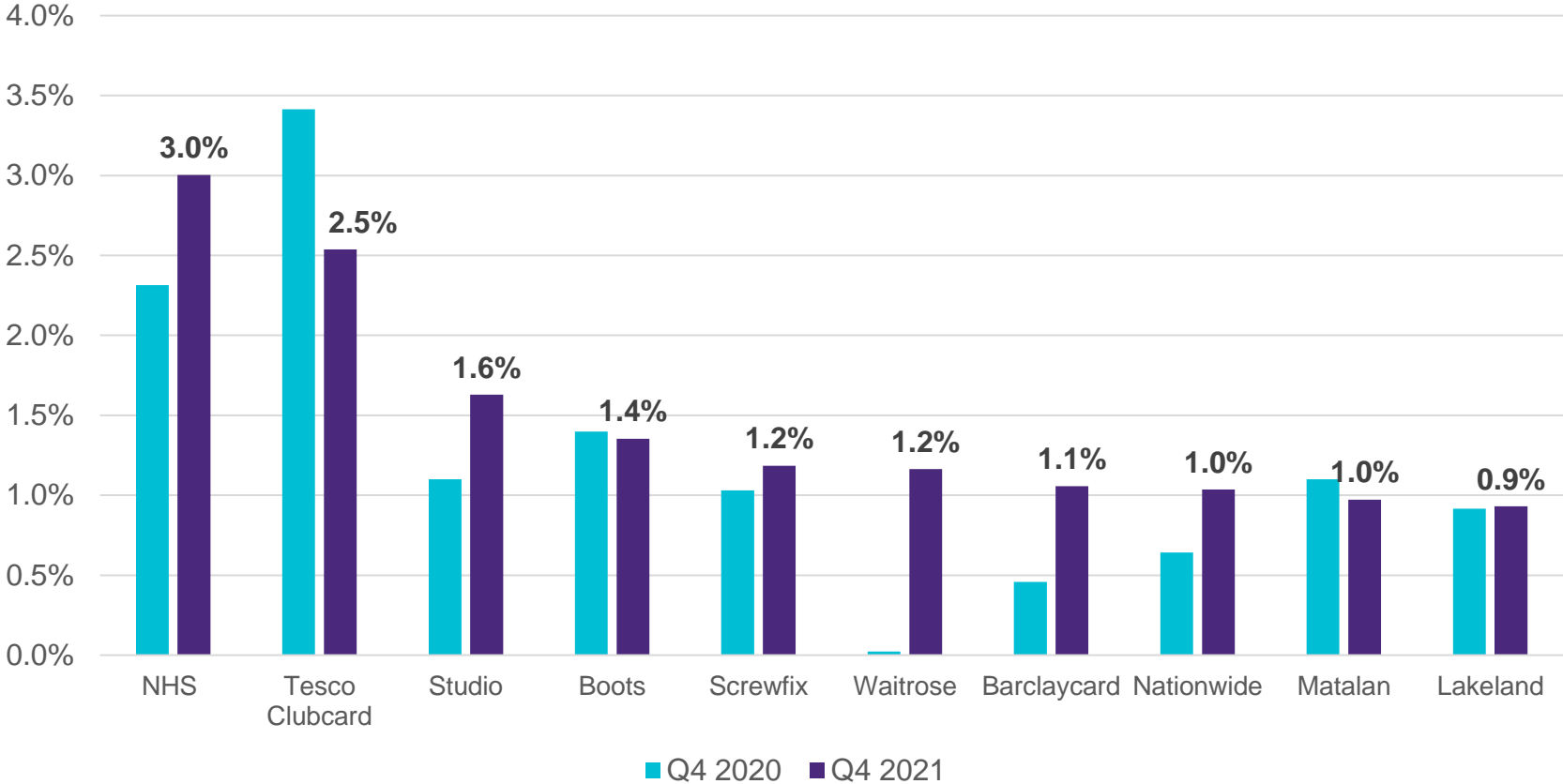
Mail Media Metrics

There is a correlation between brands that grow share of voice with share of market over time



NHS trades places with Tesco to top the Q4 2021 Direct Mail share of door mat rankings

Share of Door Mat (% of DM items)
Q4 2021 vs Q4 2020



Measure mail performance within your competitive set

Items by Actions - 2017 - 2021

Mail Type: All - Mail Content: All - Sector: Financial and insurance services

