

Golden Insight 10

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**Mail deliver considerable value  
to multi-channel campaigns at  
effective frequency levels**



Mail Media Metrics

# Balancing frequency is hard

TOO LITTLE

TOO MUCH



Lack of cut through

Wastage

Reduced effectiveness

Consumer irritation

# “In home” media reach 2.5 million people working from home five days a week with a budget of £2.5million

## SCHEDULE 1

GRPs TV: 315 Social: 693 Radio: 402



Work from home 5 days a week

2.5 mill reach

94.2% reach

Budget: £2.5 mil

37.4 mill impacts

14.9 av. frequency

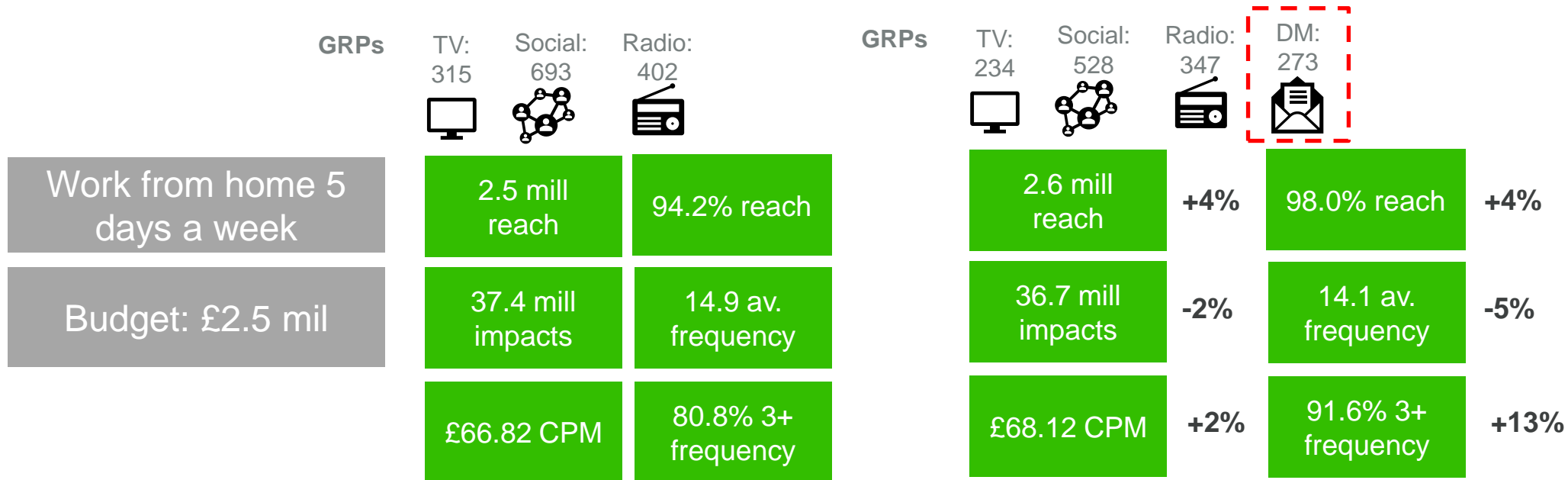
£66.82 CPM

80.8% 3+ frequency

# By diverting 23% of budget to highly targeted DM, campaign reach increases by 4%, yet so do CPMS...

## SCHEDULE 1








## SCHEDULE 2



# DM: Significant efficiencies are found in the effective frequency range however, with CPMs declining 22%

## SCHEDULE 1

## SCHEDULE 2

	GRPs	TV: 315 	Social: 693 	Radio: 402 	GRPs	TV: 234 	Social: 528 	Radio: 347 	DM: 273 	
Work from home 5 days a week		2.5 mill reach		94.2% reach		2.6 mill reach		+4%	98.0% reach	+4%
Budget: £2.5 mil		37.4 mill impacts		14.9 av. frequency		36.7 mill impacts		-2%	14.1 av. frequency	-5%
		£66.82 CPM		80.8% 3+ frequency		£68.12 CPM		+2%	91.6% 3+ frequency	+13%
Frequency 6 to 10		27% of reach		£479		33% of reach		+14%	£373	-22%
Frequency 4 to 8		31% of reach		£557		35% of reach		+13%	£463	-17%