

## Golden Insight 2

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**Mail drives consumer  
behaviours throughout the  
customer journey**

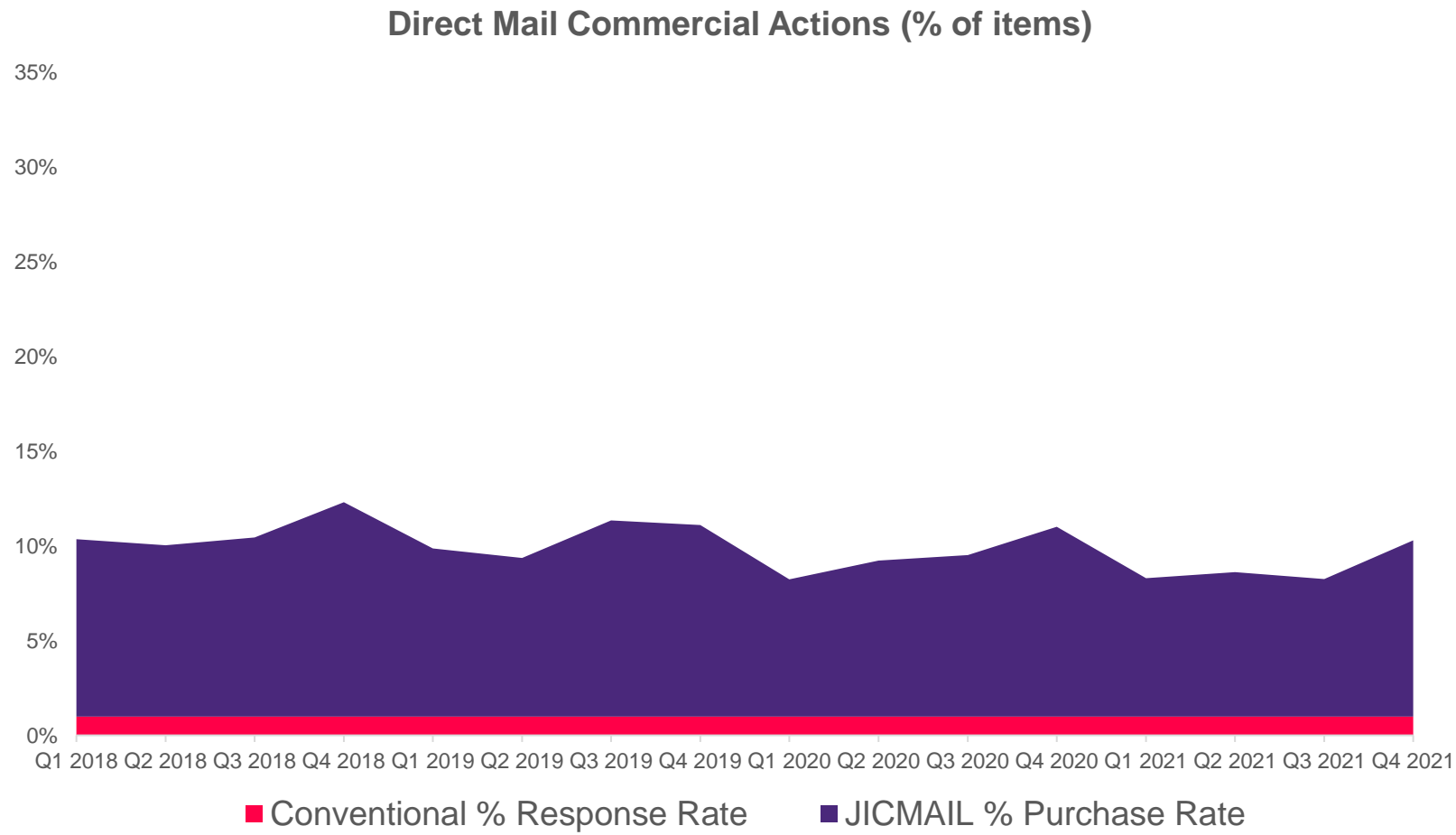


Mail Media Metrics

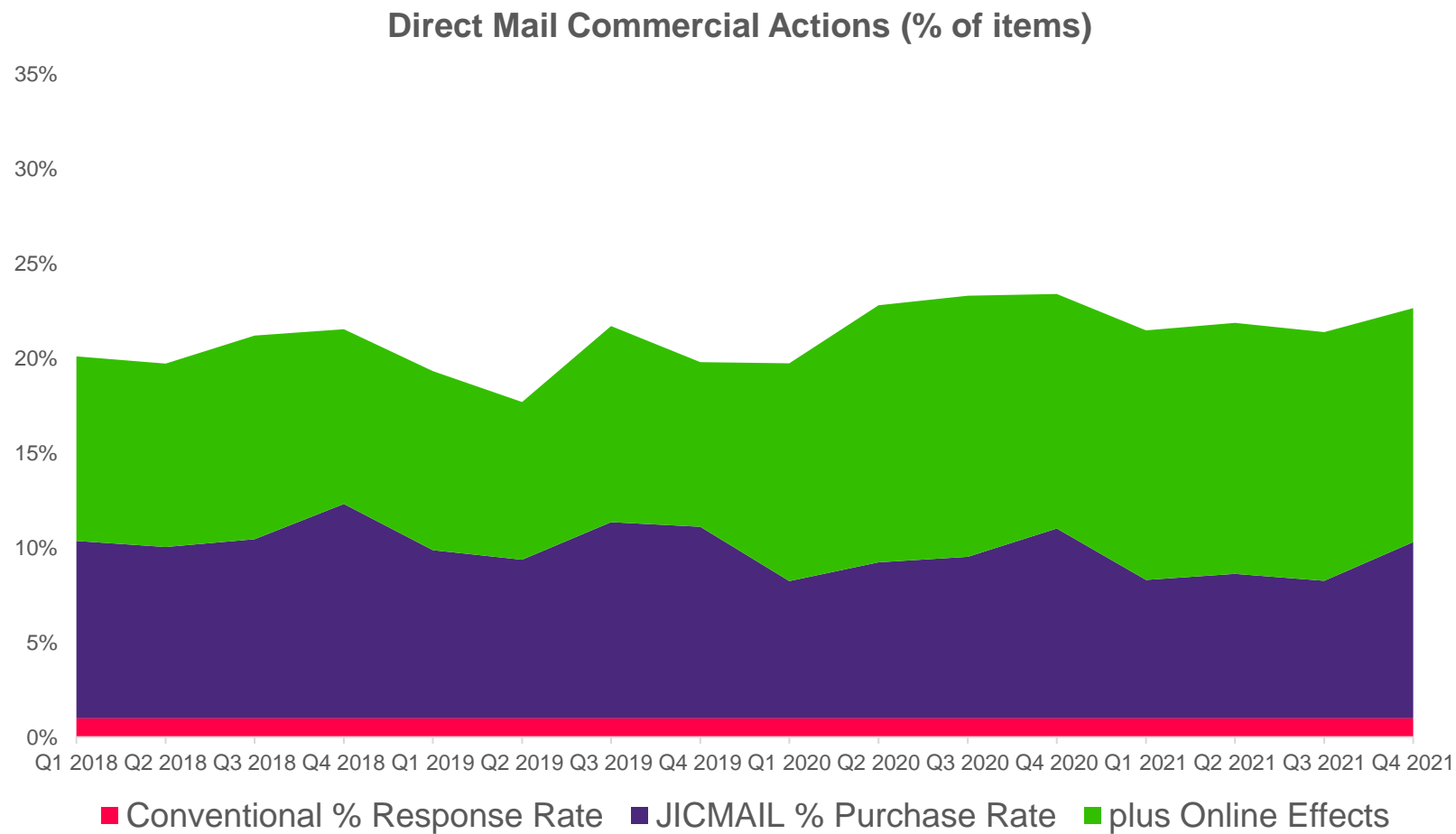
# Standard response rates are not the full story...



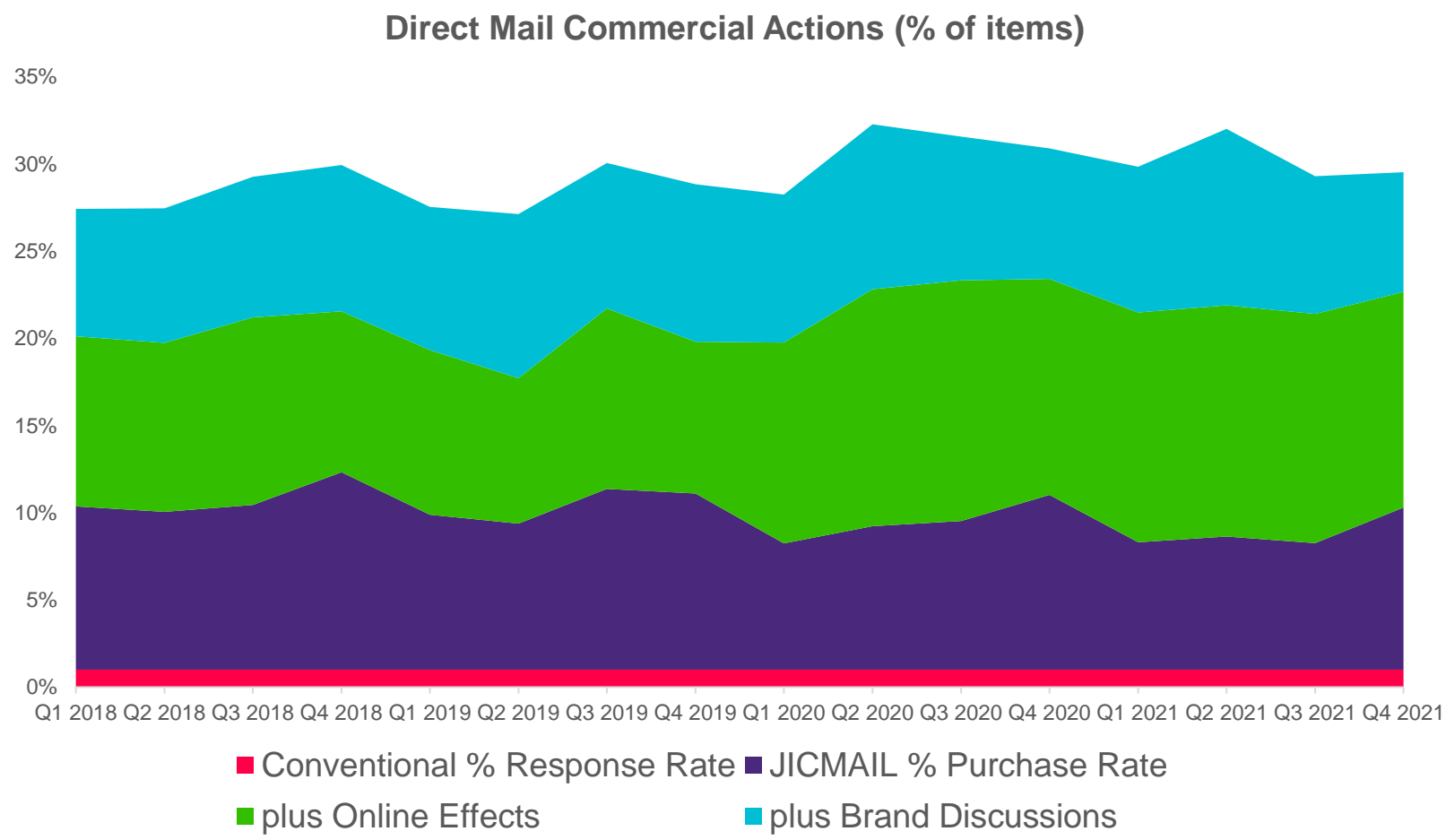
# Adding Purchase data



# Adding Online Effects



# Adding Brand Discussions



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