

Golden Insight 3

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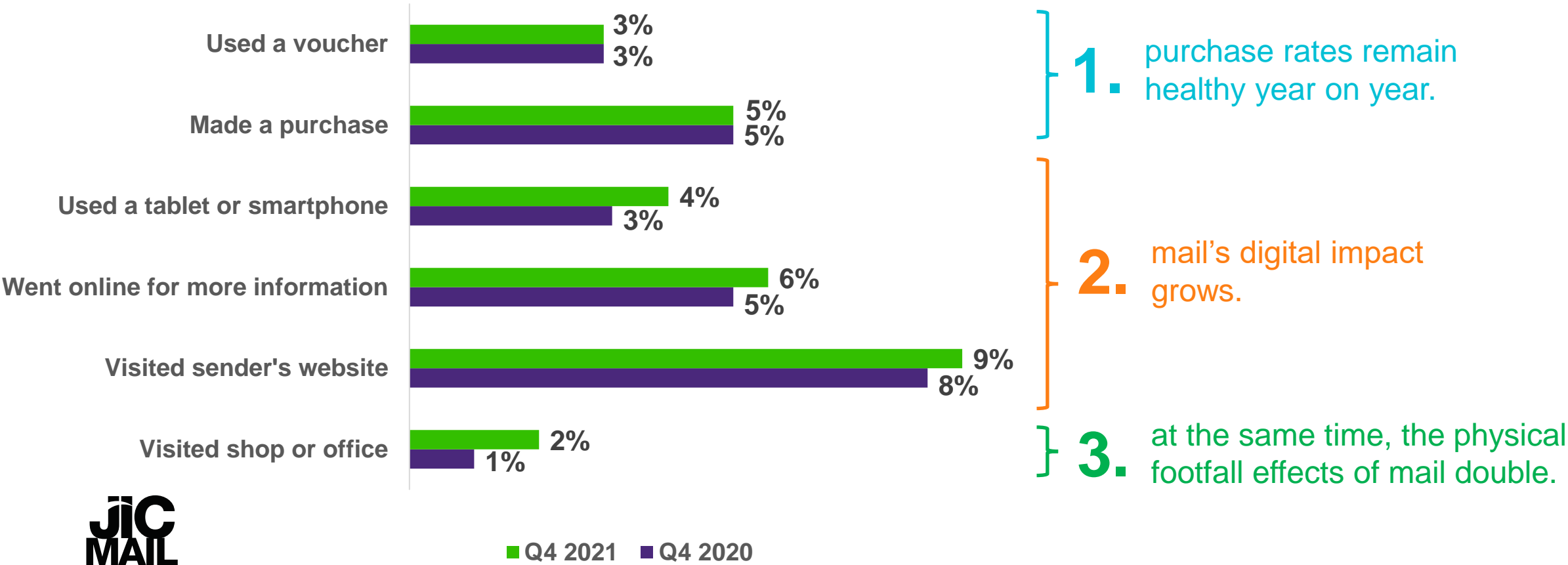
**Mail triggers both physical  
and digital advertising  
effects**



Mail Media Metrics

# Mail's effectiveness story in 2021: improved digital AND physical impact

Commercial Actions (All Mail Types) % of mail items



# With the UK avoiding another lockdown in Q4 2021, mail's footfall effects have continued to rebound while new found digital effects are sustained

