

## Golden Insight 6

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**Door Drops generate  
impressions more efficiently  
than digital channels**



Mail Media Metrics

# Predict campaign impressions with JICMAIL Discovery

## What is the predicted reach of your mail campaign?

[Users Guide](#)

Sector

Supermarket or grocery store

Mail Type

☐ Addressed Mail ☒ Door Drop ☐ Business Mail

Select Demographic

Total

Select Target

Adults 17+

Select Commercial Objective

Purchase related actions

Door Drop in the Supermarket or grocery store sector:

1.07

Item Reach

3.3

Frequency

6.63 days

Lifespan

Input number of Door Drop Items

1000000

1,066,759

Campaign Reach

3,520,305

Campaign Impacts

Mail Media Metrics

# Door Drops deliver more than you pay for. The opposite is true with digital channels

## Audience Comparison Tool



	CPT £	Purchased Impacts	Delivered Impacts	Audience Impacts CPT	Difference vs Buy
Door Drop	50	2,000,000	5,616,000	£17.81	-64 %
Digital Display	1.9	52,631,579	31,578,947	£3.17	67 %
Social	4	25,000,000	15,000,000	£6.67	67 %
PPC	50	2,000,000	2,000,000	£50	0 %
Email	30	3,333,333	700,000	£142.86	376 %

