

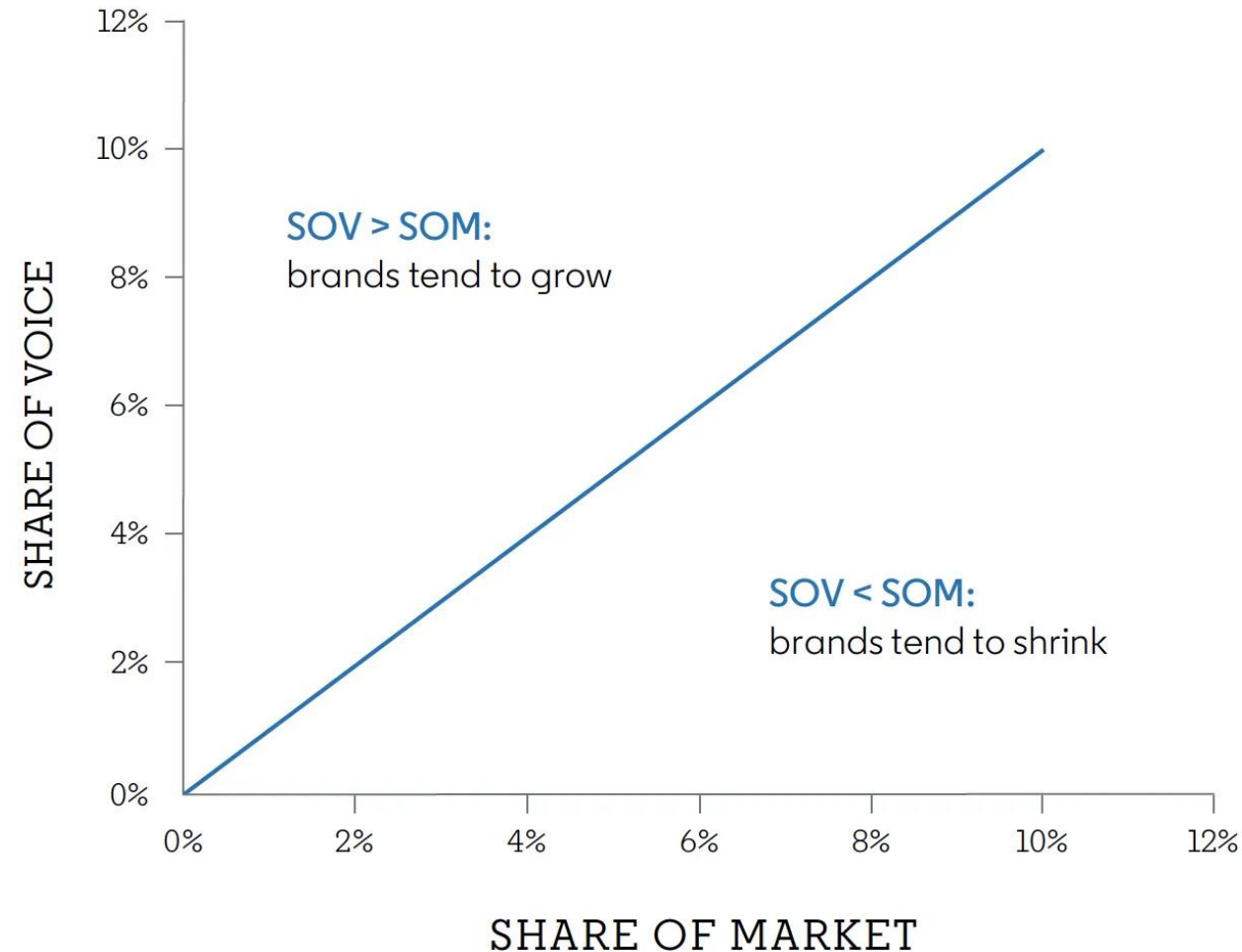
Golden Insight 7

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

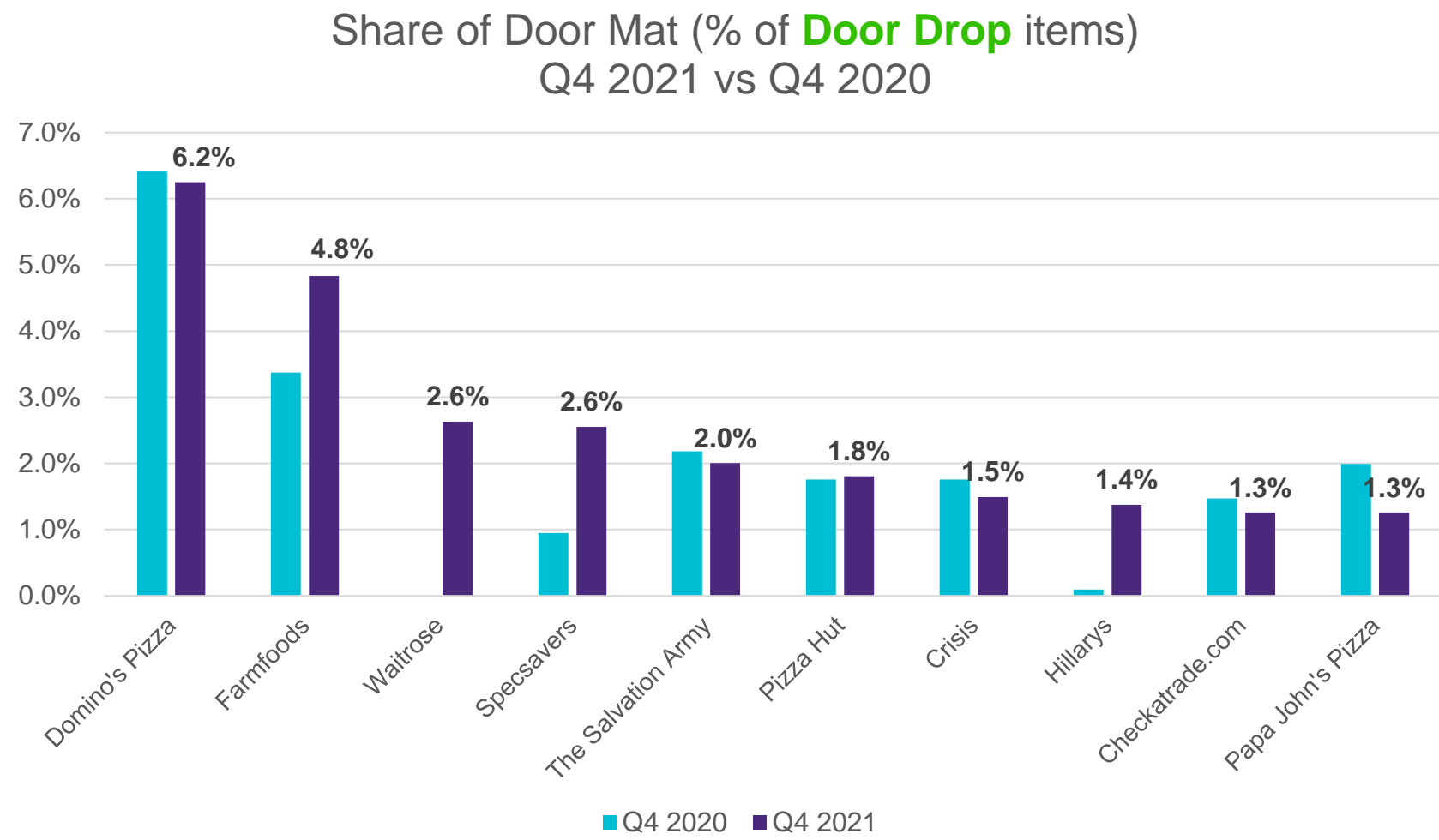


Mail Media Metrics

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



Farmfoods, Waitrose and Specsavers recorded the biggest share of door mat gains in the Door Drop channel in Q4 2021



Measure door drop performance within your competitive set

Items by Actions - 2017-07-03 - 2022-01-02

Mail Type: Door drop - Mail Content: All - Sector: Retailer (e.g. clothing, household electrical etc.)

