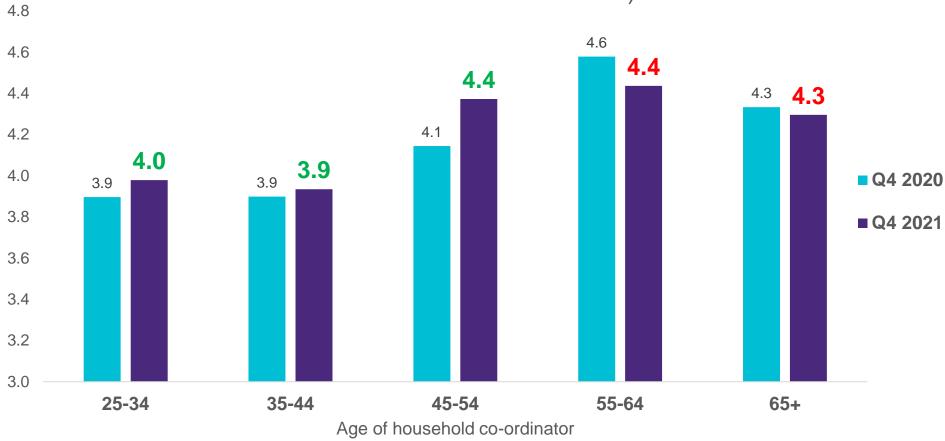
## **Golden Insight 8**

## Time to target young people with Door Drops



## Increased frequency of Door Drop and mail interaction is driven by younger audiences

Mail Frequency of Interaction by Age (Direct Mail, Door Drops and Business Mail Combined)





Source: JICMAIL Item Data Q2 2017 to Q4 2021 n=216,866 mail items

## In the Travel Sector, younger audiences are more likely to plan a future holiday than respond immediately

Performance Indices	55-64 year olds	25-34 year olds	Up to:
PURCHASE	100	105	5% more likely
PLAN LARGE PURCHASE	100	192	x2 more likely

