## Door Drops deliver considerable value to multi-channel campaigns at effective frequency levels



## **Balancing frequency is hard**

TOO LITTLE

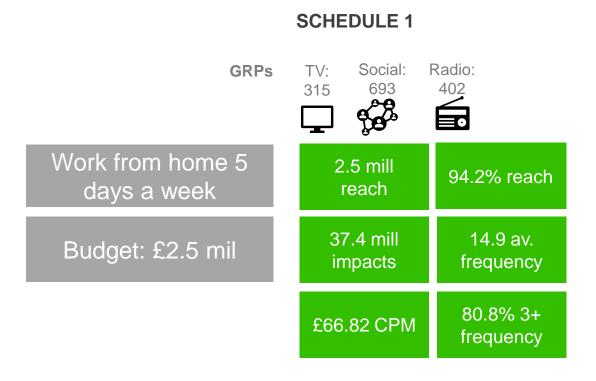
Lack of cut through

Reduced effectiveness

Consumer irritation



## "In home" media reach 2.5 million people working from home five days a week with a budget of £2.5million





## Add Door Drops: Four bursts of door drops improve overall campaign CPMs, and effective frequency CPMs



