

## Golden Insight 10

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



Mail Media Metrics

# Balancing frequency is hard

TOO LITTLE

TOO MUCH



Lack of cut through




Wastage

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








## SCHEDULE 1

GRPs	TV: 315 	Social: 693 	Radio: 402 
Work from home 5 days a week	2.5 mill reach	94.2% reach	
Budget: £2.5 mil	37.4 mill impacts	14.9 av. frequency	
	£66.82 CPM	80.8% 3+ frequency	

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

## SCHEDULE 1

## SCHEDULE 2

	GRPs	TV: 315 	Social: 693 	Radio: 402 	GRPs	TV: 282 	Social: 640 	Radio: 389 	Door Drop: 271* 	
Work from home 5 days a week		2.5 mill reach	94.2% reach			2.6 mill reach	+4%	98.4% reach	+5%	
Budget: £2.5 mil		37.4 mill impacts	14.9 av. frequency			44.4 mill impacts	+19%	17.01 av. frequency	+14%	
		£66.82 CPM	80.8% 3+ frequency			£56.34 CPM	-16%	92.9% 3+ frequency	+15%	
Frequency 6 to 10		27% of reach	£479			28% of reach	+4%	£432	-10%	