

Golden Insight 3

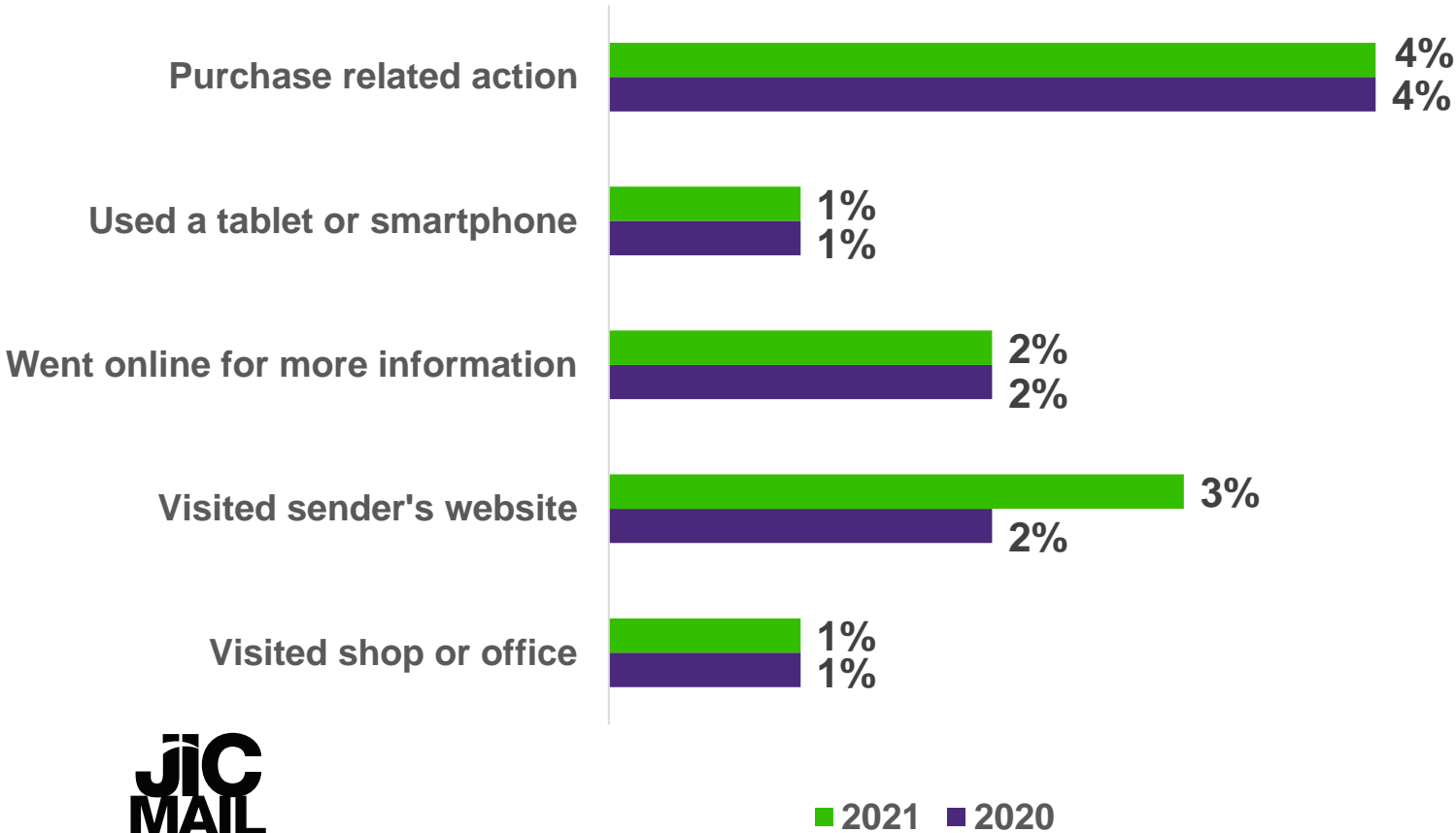
**Door Drops trigger both
physical and digital
advertising effects**



Mail Media Metrics

Door Drops' effectiveness story in 2021

Commercial Actions (All Mail Types) % of mail items



- 1. purchase rates remain healthy year on year.
- 2. mail's digital impact grows.
- 3. at the same time, the physical footfall effects of door drops remain

With the UK avoiding another lockdown in Q4 2021, Door Drops footfall effects continued to rebound while new found digital effects are sustained

