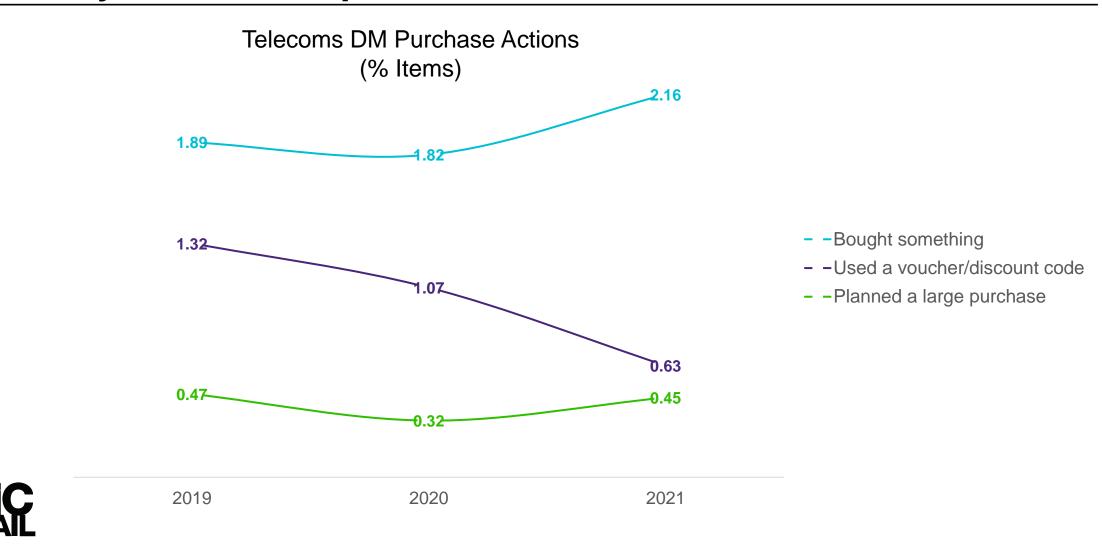
Telecoms DM voucher usage is down; response rates generally are on the up



Source: JICMAIL Item Data 2018 to 2021 Direct Mail = 5,175 items

Mail Media Metrics