

By the end of 2021, the average piece of Telecoms DM was interacted with 4.1 times and generated x4.6 as many ad impressions

What is the predicted reach of your mail campaign?

[Users Guide](#)

Sector
TV/Broadband/Landline/Mobile

Mail Type
 Addressed Mail Door Drop Business Mail

Select Demographic
Wave

Select Target
Q4 2021

Addressed Mail in the TV/Broadband/Landline/Mobile sector:



1.13
Item Reach

4.1
Frequency

6.57 days
Lifespan

Input number of Addressed Mail Items
1000000

1,128,313
Campaign Reach

4,659,932
Campaign Impacts

