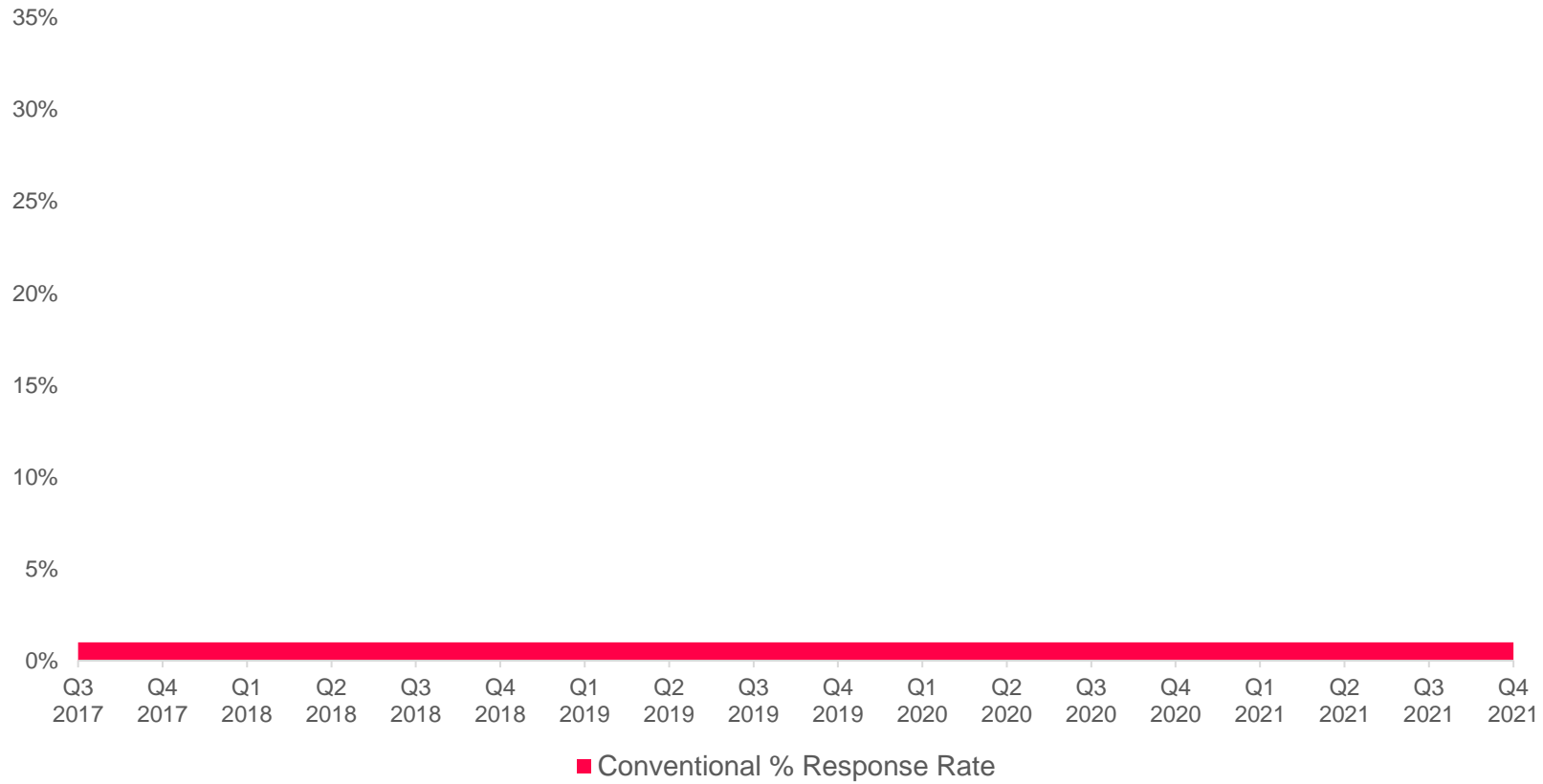


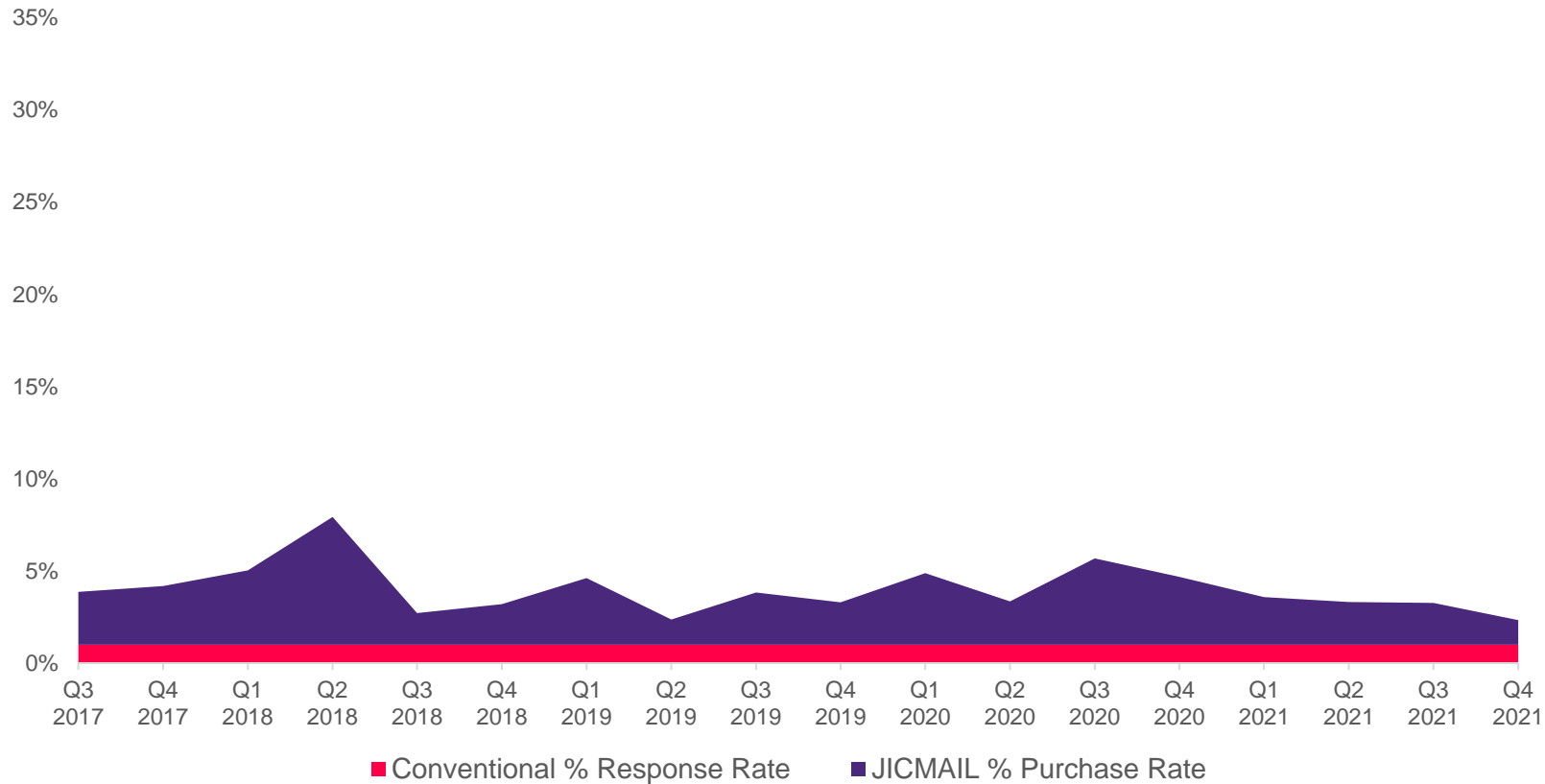
The anatomy of Telecoms Mail effectiveness

Telecoms Mail (Door Drops, DM and Business Mail)
Commercial Actions (% of items)



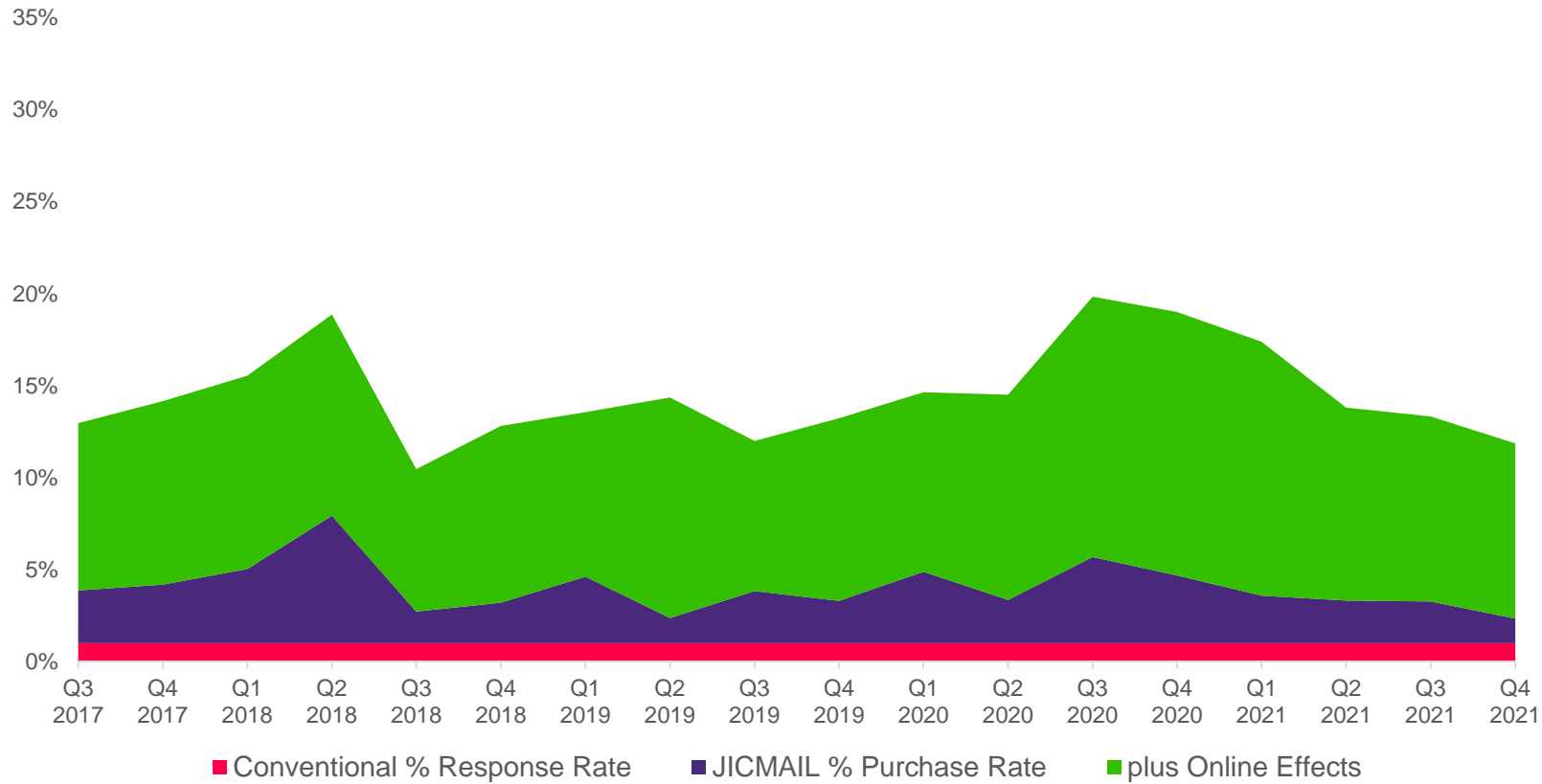
Conventionally tracked response rates only tell part of the story

Telecoms Mail (Door Drops, DM and Business Mail)
Commercial Actions (% of items)



12% of telecoms mail has a purchase or digital effect

Telecoms Mail (Door Drops, DM and Business Mail)
Commercial Actions (% of items)



Conversations prompted by mail further amplify effectiveness

Telecoms Mail (Door Drops, DM and Business Mail)
Commercial Actions (% of items)

