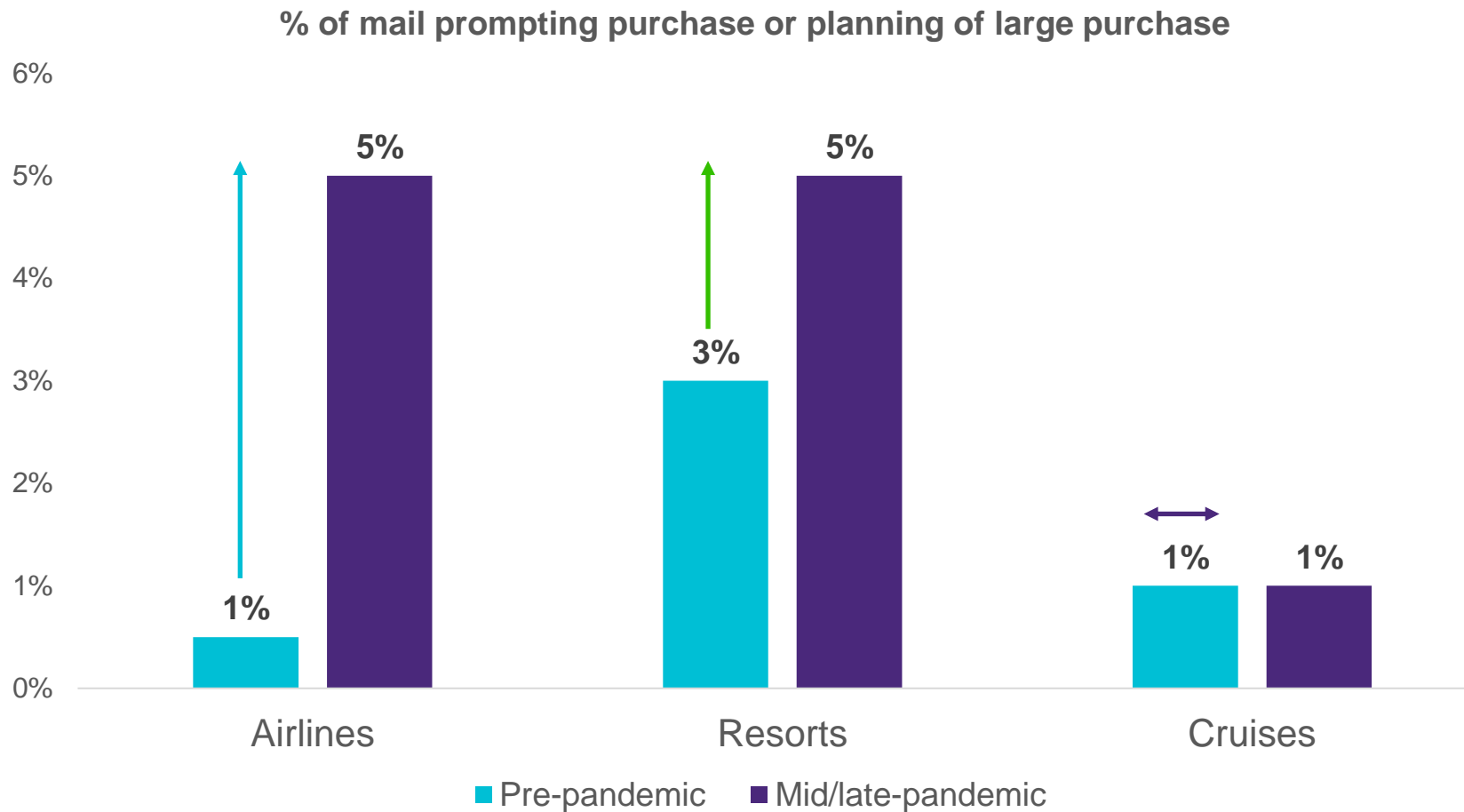


Largest growth in purchase response comes from airline mail – i.e. the potentially lowest consideration category



Mail Media Metrics

Source: JICMAIL Mail Item Database Q3 2017 to Q1 2022 n=2,116 mail item.
Pre-pandemic = Q2 2017 to Q1 2020. Mid/late pandemic = Q2 2020 to Q1 2022