



Door Drop Report 2025

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/ Introduction – The DMA Print Council Door Drop Hub

Welcome, and thank you for taking the time to explore the DMA Door Drop Report 2025. Whether you're already familiar with the medium or just beginning to consider its potential, there's never been a more exciting time to engage with this powerful channel.

We are delighted to see that volume and spend on the channel increased last year – up 4% and 6% respectively.

It is further encouraging—though not surprising to those familiar with the door drop medium—that both the number of users and effectiveness of door drop campaigns both continue to grow.

The General Election was the standout event of 2024 in terms of influence on door drop activity, yet encouragingly this report demonstrates that growth was not confined to the political sector with volumes increasing across three of four quarters and across multiple sectors.

Traditionally viewed as a direct marketing tool driving immediate sales, Door Drops are now increasingly recognised for their brand-building capabilities. This shift is supported by data from JICMAIL and the DMA, which highlights growing consumer engagement. The number of ad impressions per item continues to rise, reinforcing the channel's expanding influence.

The report shows an increasing move towards lighter door drop items. This further supports the environmental credentials of the channel, with these lower-pagination formats achieving equal or greater marketing impact.

We are also seeing the audience profile for Door Drops evolve. Once considered a tool for reaching older, less affluent demographics, the medium is continuing to increase its appeal to younger, more affluent consumers – a real positive for businesses reaching saturation in digital channels. Success hinges on precise targeting and compelling creative—demonstrating that results stem from strategic execution, not from outdated assumptions about the audience.

We're delighted to see the growth in door drop that this report shows, and hope you are ready to harness the full potential of the door drop channel. Please do feel free to reach out to any members of the Door Drop Hub.

The DMA Print Council Door Drop Hub

/ Acknowledgements

A special thank you to the DMA Print Council's Door Drop Hub for its expertise and support. Contributors and members of the hub include:

- Jayne Raynsford, Whistl (Chair)
- Neal Dodd, The Letterbox Consultancy
- Christian Petersen, Royal Mail
- Mark Graham, Smart Distribution Solutions
- Richard Whyte, Webmart

/ Seven things you should know about Door Drops

1. 2024 has been a year of bounce-back for the Door Drop industry. Recording year on year growth for the first time in three years, **Door Drop expenditure by UK advertisers increased by 5.5%** to reach a total sum of £182.2 million last year. 4.1% growth was recorded in Door Drop volumes in 2024, with 3,410 million units distributed overall.
2. Nielsen Ad Intel reports that **8,564 advertisers used the Door Drop channel in 2024**. This equates to 16% of all UK advertisers tracked by Nielsen last year.
3. Door Drops' **share of total mail volumes increased by two percentage points** to 25.3% in 2024, with share generally growing as the year progressed.
4. Overall, the **commercial effectiveness of the Door Drop channel has been on a six year upward trajectory** with 13.9% of Door Drops generating at least one of the commercial actions tracked by JICMAIL. At the same time, engagement with the Door Drop channel has grown to a point where 84% of Door Drops have some sort of action taken with them other than being immediately thrown away upon arrival.
5. Door Drops have recorded a **0.5% response rate** – an average reading taken across 2021 to 2024 data. In addition Door Drops deliver an ROI of £2.90 for every £1 invested – a vital metric when calculating the payback of marketing investment and one which grew 39% year on year between 2023 and 2024.
6. In 2024 the gap between **ABC1 household engagement rates** and C2DE household engagement rates continued to widen with the former recording 3.12 interactions per Door Drop and the latter 3.02.
7. Along with more affluent audiences, **younger audiences have also been showing increased signs of Door Drop engagement** over the past six years with their 3.39 interactions per month now in excess of any other age group.

/ Door Drop Delivery Trends

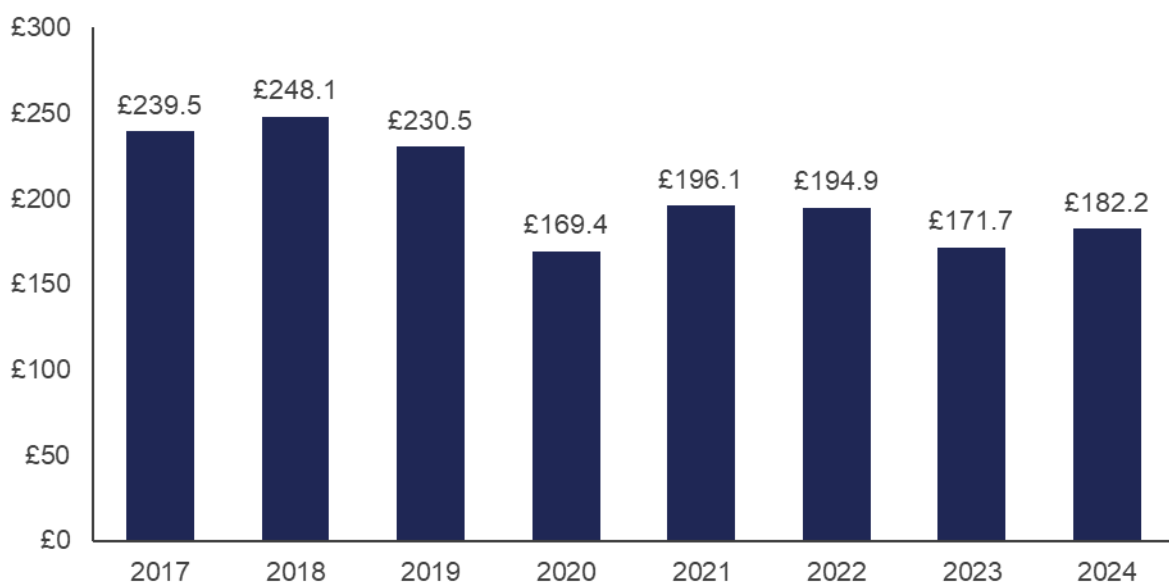
Spend and Volume

2024 has been a year of bounce-back for the Door Drop industry. Recording year on year growth for the first time in three years, Door Drop expenditure by UK advertisers increased by 5.5% to reach a total sum of £182.2 million last year. Any concerns that these figures are merely a consequence of price rises are quickly refuted by the fact that the industry also grew in terms of volume: 4.1% growth was recorded in Door Drop volumes in 2024, with 3,410 million units distributed overall.

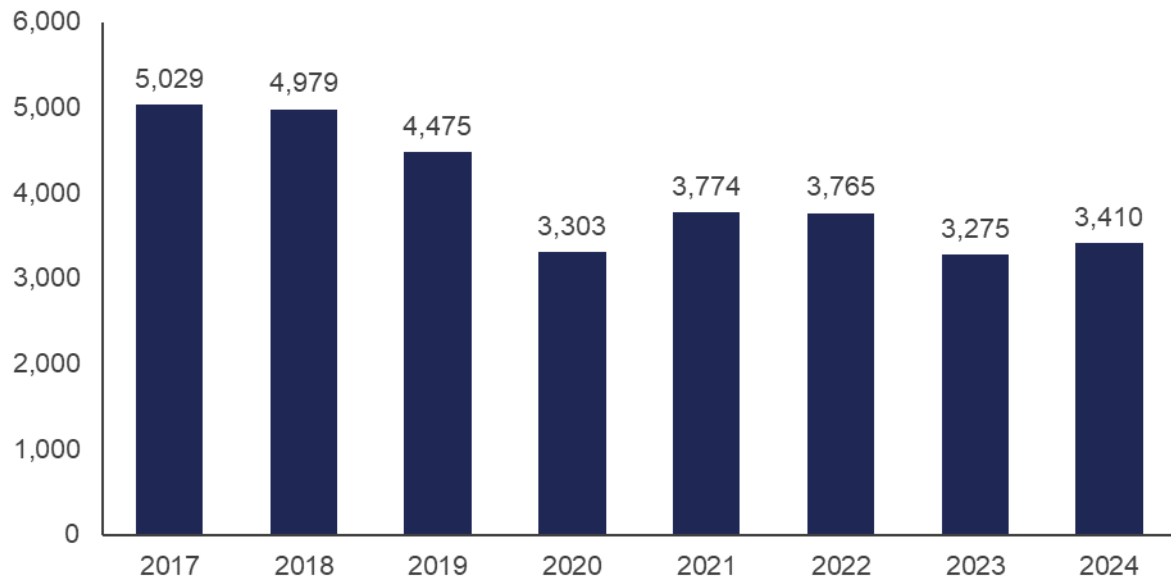
A calming of market conditions created a stable platform for the Door Drop sector last year. With the mail sector industrial action of 2023 now well in the past and the overall UK economic growth rate doubling year-on-year as inflationary concerns eased, advertisers invested in the Door Drop channel with greater confidence as they looked to invest in the future and expand their customer base.

The IPA's quarterly [Bellwether Report](#) consistently reported upward revisions to direct marketing budgets throughout the year, with the Q4 2024 edition commenting that "Direct marketing continues its impressive growth streak, although firms shy away from main media advertising." While the UK economy has returned to growth, budgetary pressures remain when it comes to marketing spend. However, with often clear and demonstrable returns available in the short term (as referenced later in this report), direct marketing of which Door Drops are an important part, has retained the trust of marketing leaders.

Door Drops yearly expenditure (millions of pounds)

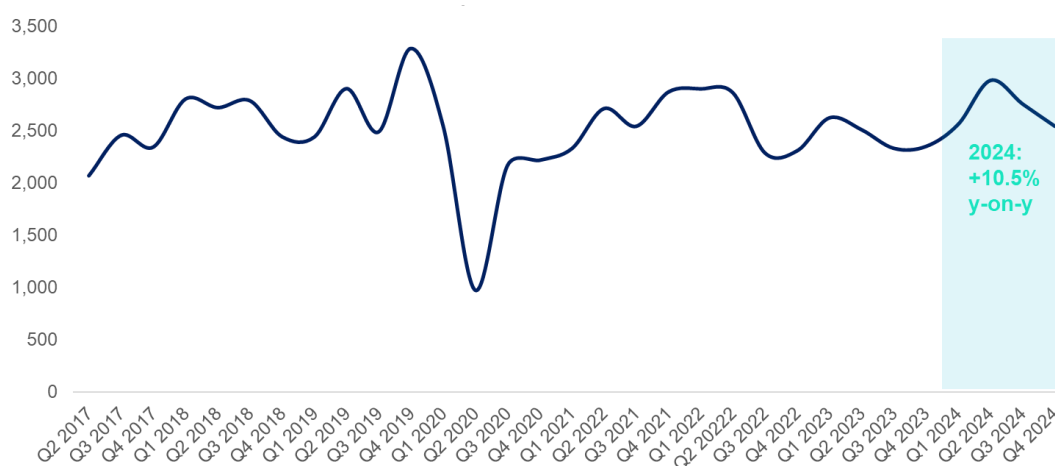


Door Drops yearly volumes (millions of units)



The aggregated volume trends published in this annual report are based on the submission of seven key industry organizations. They can be broadly verified and cross-referenced against volume trends observed on JICMAIL's panel of 1,100 nationally representative households. The JICMAIL panel represents a smaller "top-slice" of mail activity, and so year-on-year growth rates will naturally differ from the census view published in this report. Despite this, JICMAIL panel volumes are directionally in line with the figures in this report, with the number of Door Drops tracked in UK households growing 10.5% year-on-year.

JICMAIL Door Drop volumes (Q2 2017 to Q4 2024)

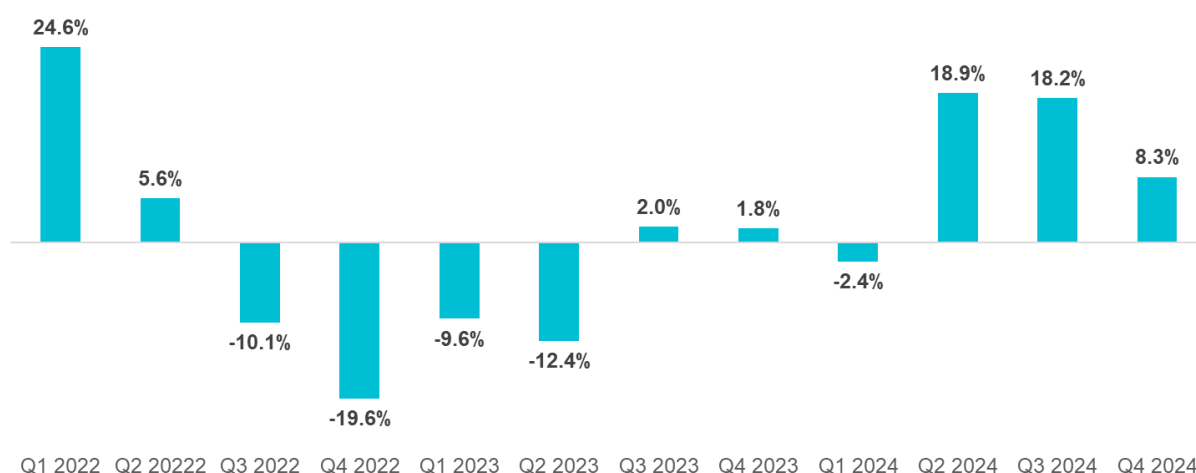


Source: JICMAIL Item Data Q2 2017 – Q4 2024 Door Drops = 78,079 items

The additional benefit of analysing JICMAIL panel volumes is that an assessment of quarterly growth rates can be made. While Door Drop volumes recorded a muted start to the year with a marginal decline, volume growth really took off from Q2 onwards. Q2 and Q3 recorded more than 18% growth in volumes, before the usually busy Q4 period (where growth rates have to work from a higher baseline) achieved 8.3% growth year-on-year.

While the Door Drop channel benefitted from a General Election driven boost to volumes in Q2, as the following section shows, growth was not confined to the political sector alone with strong cross-industry increases seen across the board.

JICMAIL Door Drop Volumes Year-on-Year Change (Q1 2022 to Q4 2024)



Source: JICMAIL Item Data Q2 2017 – Q4 2024 Door Drops = 78,079 items

Nielsen Ad Intel reports that 8,564 advertisers used the Door Drop channel in 2024. This equates to 16% of all UK advertisers tracked by Nielsen last year. This is the first time a full-year number has been extracted from Nielsen's JICMAIL endorsed rebooted circulation tracking and year on year comparisons will be available in next year's report. With a long-tail of SMB's willing to invest in the channel, developments on the supply side to facilitate ease of purchase are likely making their cumulative effect starting to be felt.

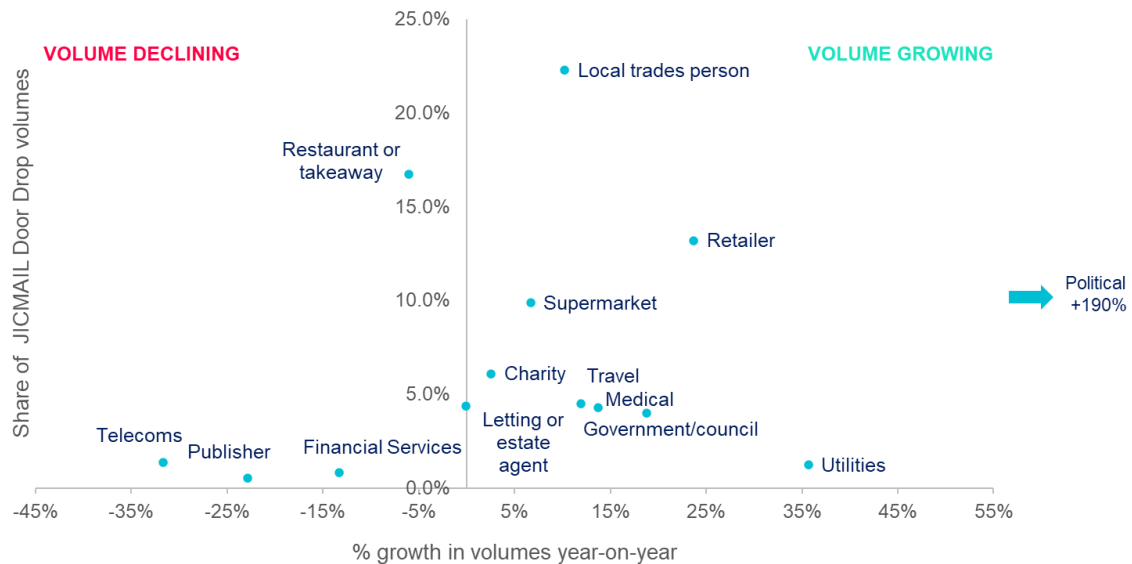
Advertising Sector Share of Doormat

Ten key industry sectors drove growth in Door Drop volumes in 2024, with Supermarkets, Retailers and Local Tradespeople accounting for 45% of volumes alone. The geo-targeting capabilities of the Door Drop channel clearly solve a challenge faced by the contemporary marketer when it comes to campaign targeting. Despite Google's u-turn on its decision to switch off third party cookies, issues with targeting based on probabilistic rather than deterministic data in the digital space are still prevalent. With Door Drops being a highly tried-and-tested, and trusted, channel when it comes to geo-targeting, Retailers and Supermarkets looking to drive footfall and Tradespeople looking to advertise local services have increased their share of doormat accordingly.

JICMAIL's "[Mail: The Super Touchpoint](#)" paper reports that the effectiveness of Door Drops at driving commercially beneficial outcomes for Local Tradespeople continued on a two-year upward trajectory in 2024, adding further context behind the likely reasons for increased spend from this sector.

Businesses increasingly prospected for new customers in 2024 as inflationary pressures eased and consumer confidence returned. Utilities, Travel and Charity advertisers in particular placed their bets on the customer acquisition strengths of Door Drops.

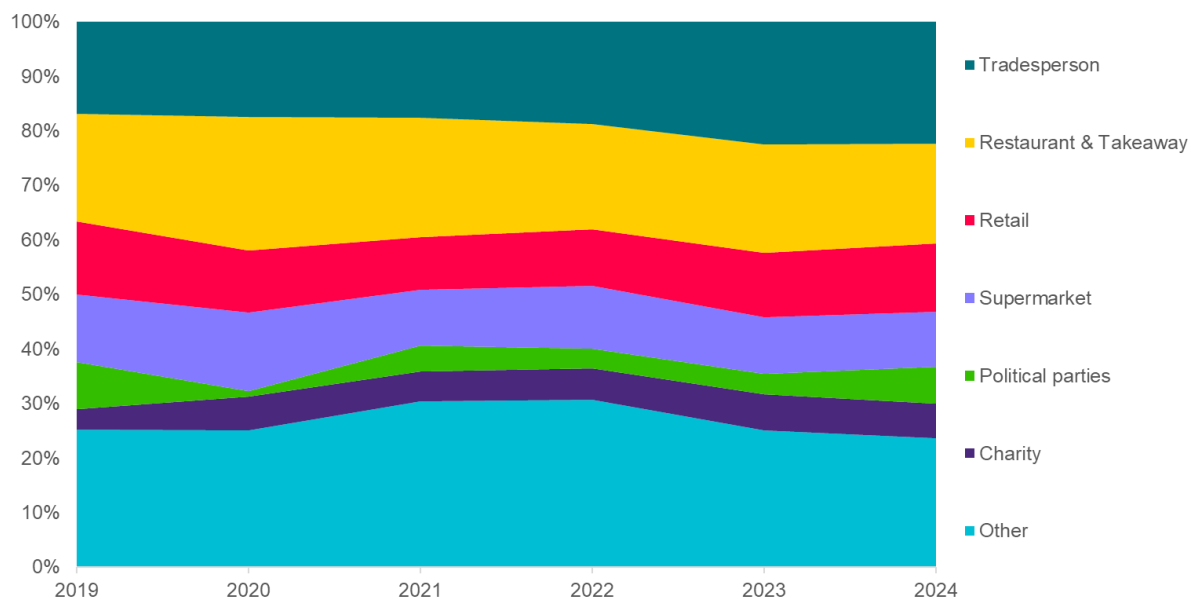
Door Drop Advertiser Sector Growth (2024)



Source: JICMAIL Item Data Q1 2022 – Q4 2024 Door Drops = 20,460 items

Local Tradespeople accounted for 22% of all Door Drop volumes in 2024. Restaurant and Takeaway at 18% and Retail at 13% round of the rest of the top 3 sectors. Political volumes in a general election year increased from 4% share to 7% and will likely return to their norm in 2025.

Advertiser Sector Share of Door Drop Panel Volumes

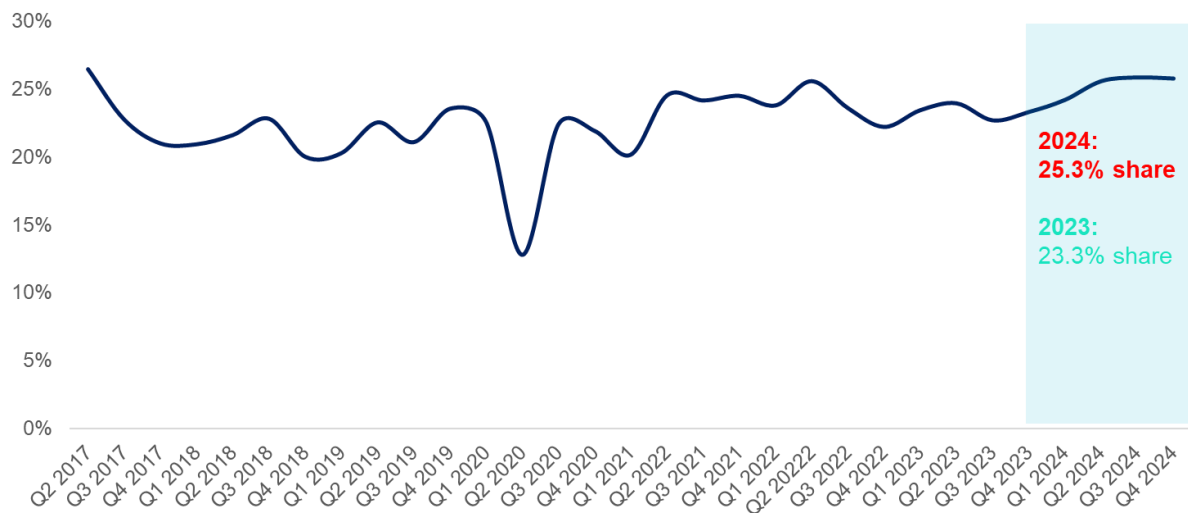


Source: JICMAIL Item Data Q1 2019 to Q4 2024 Door Drops = 66,465 items

Format and Material Trends

Door Drops' share of total mail volumes increased by two percentage points to 25.3% in 2024, with share generally growing as the year progressed. With well publicized Royal Mail price rises hitting the mail industry in 2024, some advertisers on the acquisition trail likely shifted their budgets from Cold Direct Mail activity to Door Drops.

JICMAIL Door Drop share of mail volumes (Q2 2017 to Q4 2024)



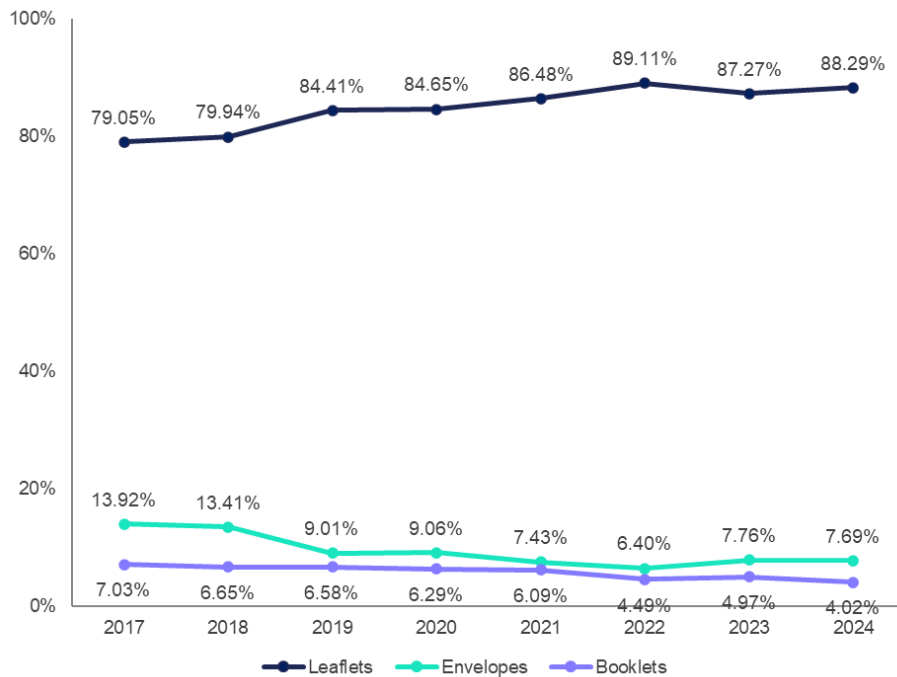
Source: JICMAIL Item Data Q2 2017 – Q4 2024 Door Drops = 78,079 items

Also a consequence of postage price rises, more budget was shifted in to leaflets in 2024, with share of Door Drop volumes increasing to 88.29%. Booklets took the largest hit, declining to 4.02% share while envelopes declined only marginally to 7.69%.

As a more cost-effective option, leaflets have also likely benefitted from changes to one-piece mailer conditions by Royal Mail, with advertisers shifting budget to the Door Drop solution which is seen to have greater flexibility without the cost premium.

A shift towards lower-weight Door Drop formats will have also had a positive impact on the sustainability credentials of the channel. Unifida's carbon cost calculator reports that while print channels such as Door Drops have a cost of sale comparable to digital media, the carbon footprint per sale is in fact much lower for print. With Ad Net Zero's global initiative to tackle the carbon emissions of the advertising and marketing industry now supported by localized channel specific efforts such as PrintGreen in the UK, greater focus and interest are being placed in channels which can prove their sustainability credentials.

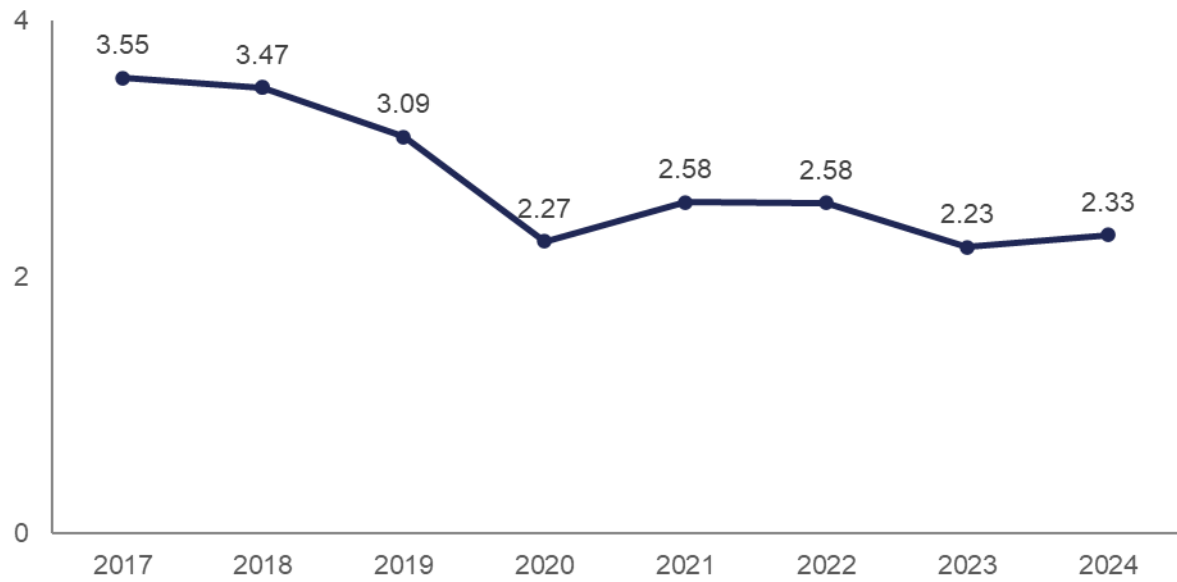
Percentages of Door Drop material by category



Household Volumes

With both Door Drop volume, and Door Drop share of mail volumes growing, units received per household has naturally increased year-in-year in 2024. 2.33 Door Drops are now received per household vs 2.23 units in 2023.

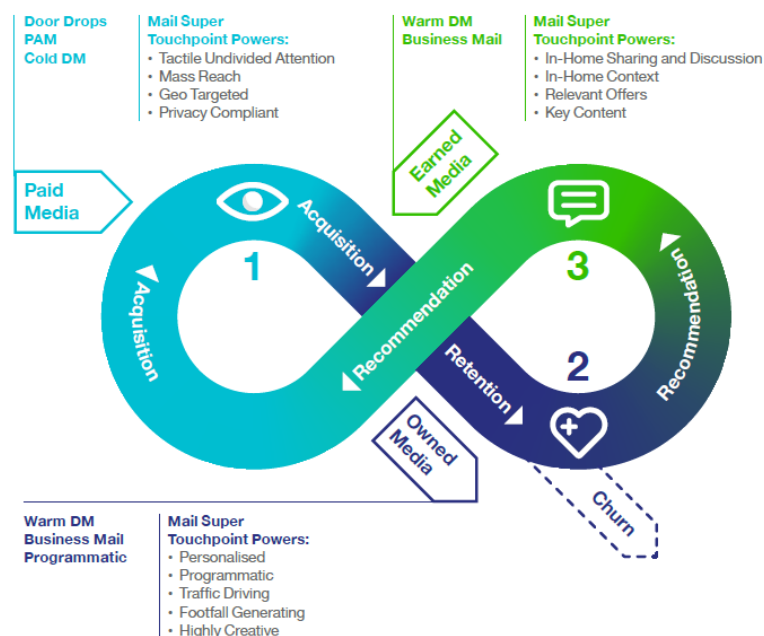
Compared to the circa 20 emails per day received by the average person in the UK according to the [DMA's Email Benchmarking](#) report, there have been huge opportunities for advertisers to use Door Drops to build share of doormat and visibility in the home in 2024. Combined with the fact that as a tactile media, there is a significant creativity and effectiveness benefit to be taken advantage of with Door Drops (as reported by the DMA's [Value of Creativity](#)), this adds additional insight in to the likely drivers of growth in 2024.

Door Drops received (units per household per week)

Door Drop Effectiveness Trends

JICMAIL's "[Mail: The Super Touchpoint](#)" paper highlights the vital role Door Drops play in delivering acquisition campaign effectiveness in an era when performance marketing effectiveness as a whole is struggling from poor measurement and low creativity. With Door Drops providing either mass-reach or precision geo-targeting, and undivided tactile attention in the home delivered in a privacy-compliant way, the full funnel effectiveness of the channel has significant appeal to the contemporary marketer.

Mail's power as a Super Touchpoint

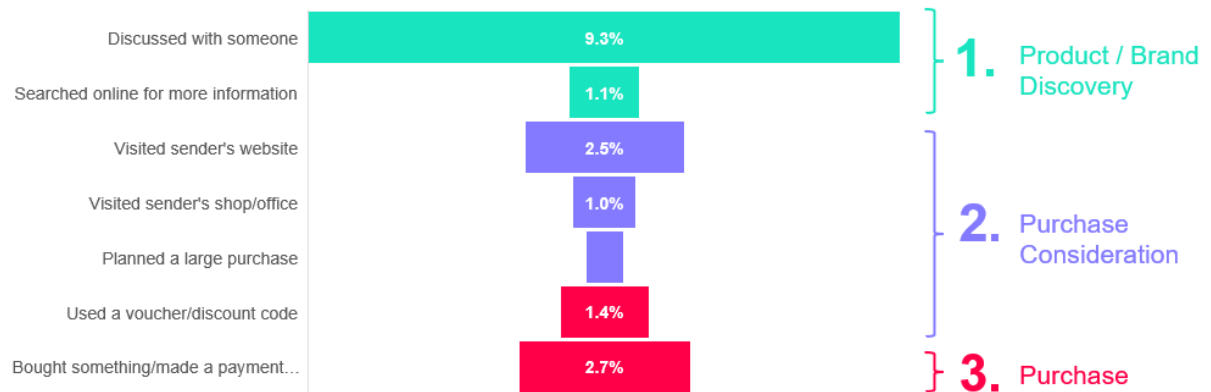


Source: JICMAIL "[Mail: The Super Touchpoint](#)" 2025

Door Drops invariably appear on the marketing plan to fulfil a specific performance objective, and with JICMAIL reporting that 1.4% of Door Drops prompt voucher usage and 2.7% prompt purchases overall (via a voucher or otherwise), the strength of the channel in 2024 has been maintained in this regard.

However, JICMAIL's panel tracking data also uncovers upper and mid-funnel effects generated by Door Drops. Door Drops can aid product discovery by igniting household conversations (9.3% prompt discussions) and online searches. Mid-funnel effects related to influencing purchase decisions are apparent when looking at Door Drops role in driving website traffic, store footfall, plus the role it plays in planning larger purchases (important for big ticket / larger consideration items).

Door Drop Commercial Actions (% of mail items)

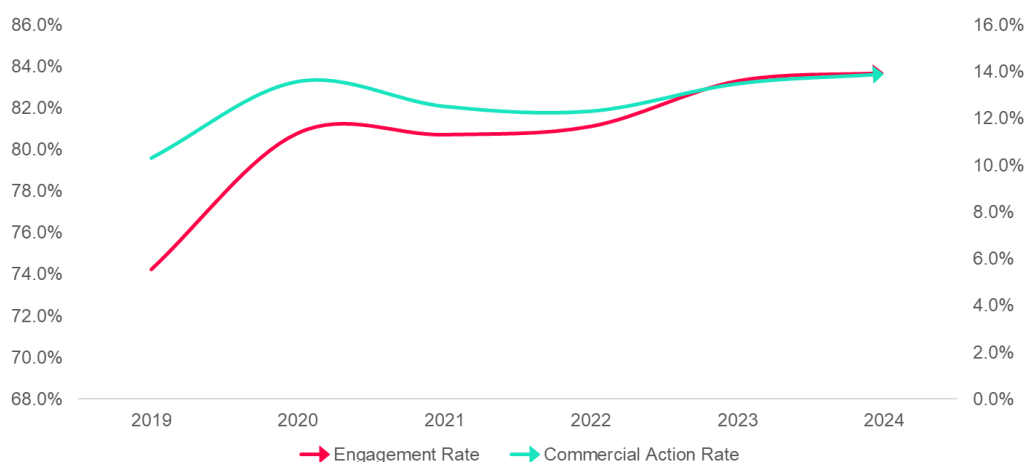


Source: JICMAIL Item Data Q1 2024 – Q4 2024 Door Drops = 10,780 items

The role of Door Drops in driving digital actions becomes all-the-more relevant for businesses who have naturally hit a ceiling with the growth achievable through digital marketing channels. Shifting budget to the print medium in which new audiences are reached and measurement is better facilitated through more transparent data usage, has been an increasingly rewarding approach for those who have over-fished in the digital pool.

Overall, the commercial effectiveness of the Door Drop channel has been on a six year upward trajectory with 13.9% of Door Drops generating at least one of the commercial actions tracked by JICMAIL. At the same time, engagement with the Door Drop channel has grown to a point where 84% of Door Drops have some sort of action other than being immediately thrown away upon arrival.

Door Drop Engagement vs Effectiveness

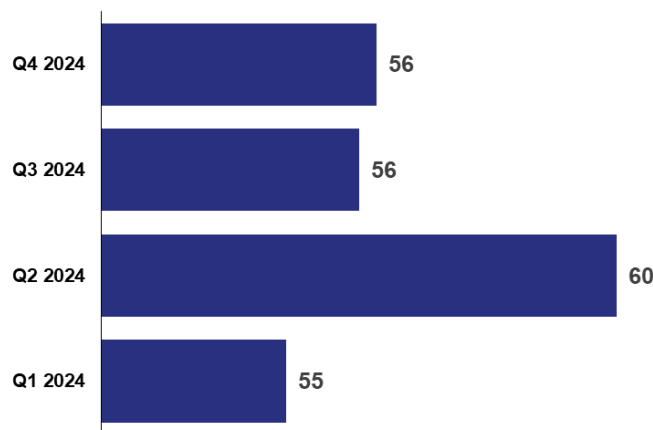


Source: JICMAIL Item Data Q1 2019 to Q4 2024 Door Drops = 66,465 items

Attention is another key battle-ground on which media-budget decisions are being fought. Advertisers are increasingly looking to place budgets in media where cut through will be the highest and fraud will be the lowest. Previous work by JICMAIL has established that Door Drops are a highly attention efficient channel, but this argument to the benefits of the channel only hold if measured attention holds up too.

In 2024 Door Drop attention was indeed maintained. While Q2's General Election mailing-heavy quarter saw attention rise as high as one minute per average Door Drop (across a 28 day period), a return to more "normal" trends later in the year still saw Door Drop attention sitting just shy of the one minute mark by a few seconds.

Door Drop Attention: seconds spent per item across 28 days



Source: JICMAIL Item Data Q1 2024 – Q4 2024 Door Drops = 10,780 items

The self-reported commercial actions taken by JICMAIL panellists, along with the time they have spent with Door Drops, have ladder up in to a basket of meaningful performance benchmarks as reported in JICMAIL's Response Rate Tracker. The Response Rate Tracker aggregates data from 3,800 campaigns, just under 10% of which are Door Drops, to provide a campaign-centric view of performance.

Overall Door Drops have recorded a 0.5% response rate – an average reading taken across 2021 to 2024 data. In addition Door Drops deliver an ROI of £2.90 for every £1 invested – a vital metric when calculating the payback of marketing investment and one which grew 39% year on year between 2023 and 2024.

Door Drop Response Rate Tracker Benchmarks 2024

0.5%
Response Rate

£2.9
ROI

£221.1
CPA

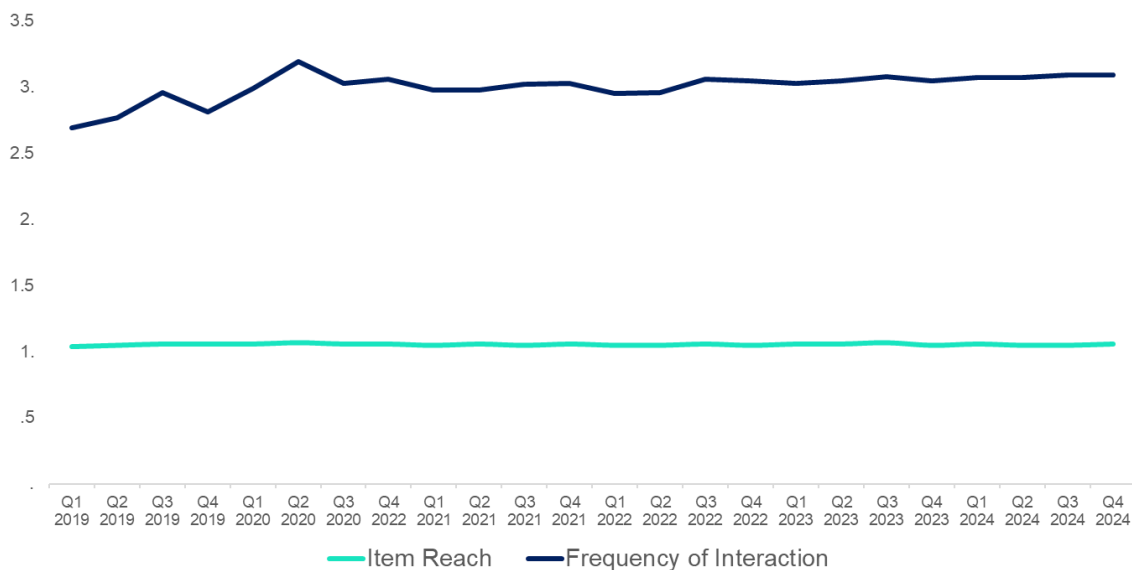
Source: JICMAIL Response Rate Tracker 2024, n=324 Door Drop campaigns

/ Door Drop Engagement Trends

While Door Drops invariably appear on marketing plans to fulfil a very specific direct response-oriented objective by acquiring customers and sales, Door Drops also play an important role delivering the types of marketing outcomes usually associated with traditional above-the-line media channels such as TV and Out of Home.

The average Door Drop was interacted with three times across 28 day period in 2024 and was seen by 1.06 people per household. Each of the interactions equates to an ad impression: an opportunity for an advertiser to get its branding in front of consumers irrespective of whether they act on it immediately or not. Each of these additional people reached equates to a campaign reach multiplier that sees Door Drop investments punch above their weight in terms of delivery.

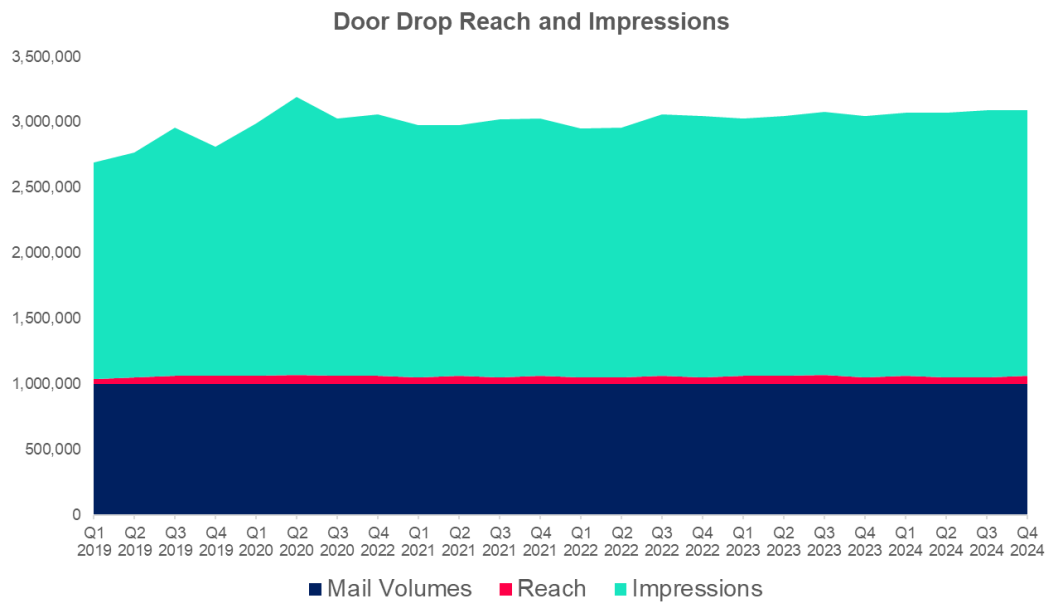
Door Drop item reach and frequency Q1 2019 to Q4 2024



Source: JICMAIL Item Data Q1 2019 to Q4 2024 Door Drops = 66,465 items

Ultimately this means that by the end of 2024, one million Door Drop Items were reaching 1.06 million people and generating over three million ad impressions. Calculating ad impression rates is a cornerstone of brand campaign planning, and with JICMAIL's latest Response Rate Tracker revealing that dual response / brand objective mail campaigns deliver three times the response rate of response-objective-only campaigns, the broader effects of Door Drops speak to the important and perhaps sometimes under-acknowledged role of the channel in delivering broader marketing effects.

Door Drop reach and impression delivery



Source: JICMAIL Item Data Q1 2019 to Q4 2024 Door Drops = 66,465 items

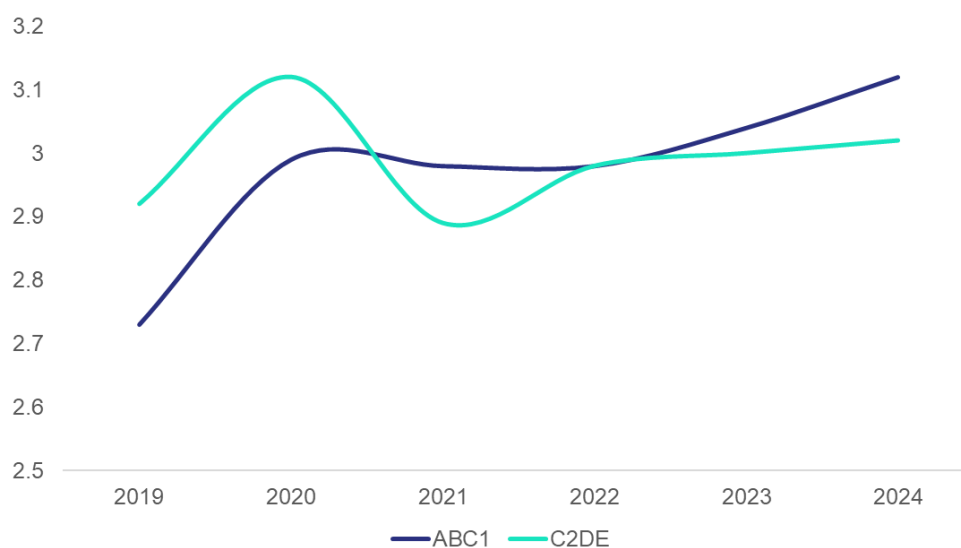
Frequency of Interaction by Audience

With frequency of interaction the key to unlocking ad impressions in Door Drops, it is important to note which advertiser target audiences are showing the highest engagement levels with the channel, and where a larger quantity of impressions can be generated. To acknowledge this effect in the context of a multi-channel campaign plan is all the more important where hard to reach audiences (such as younger people) are the focus.

Over the last six years, Door Drops have transitioned to being a channel primarily appealing to less affluent audiences, to one that now appeals to up-market advertisers. In 2024 the gap between ABC1 household engagement rates and C2DE household engagement rates continued to widen with the former recording 3.12 interactions per Door Drop and the latter 3.02.

From travel, to charities, to upmarket retail and supermarkets, the appeal of Door Drops to more affluent audiences has opened up the potential of the channel to a whole new raft of potential advertisers.

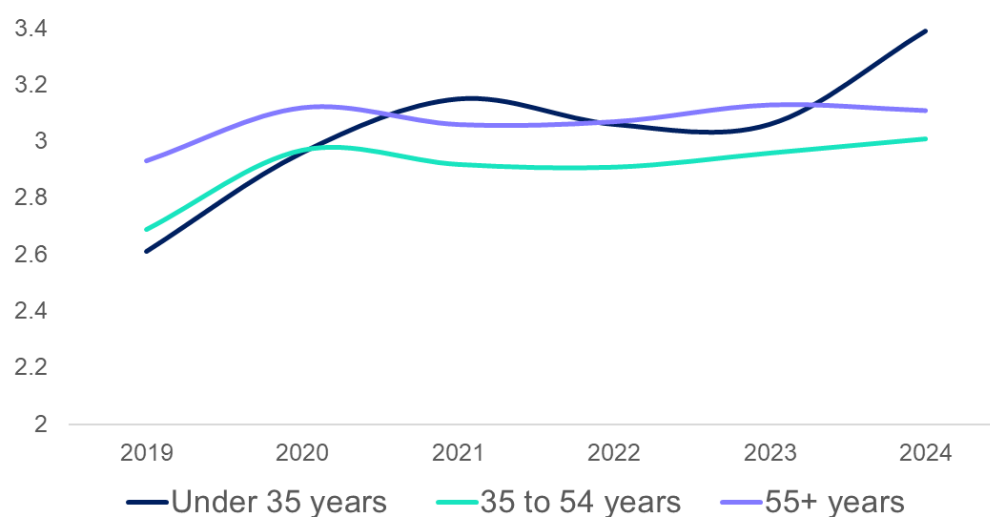
Door Drop frequency by household social grade



Source: JICMAIL Item Data Q1 2019 to Q4 2024 Door Drops = 66,465 items

Along with more affluent audiences, younger audiences have also been showing increased signs of Door Drop engagement over the past six years with their 3.39 interactions per month now in excess of any other age group. While it is still the case that this audience is under-targeted by Door Drop advertisers (as evidenced by JICMAIL's Audience Exposure Index), their high engagement with the small amount they do receive points towards a significant share of doormat opportunity for advertisers who want to find an un-tapped route in to reaching this hard-to-find audience.

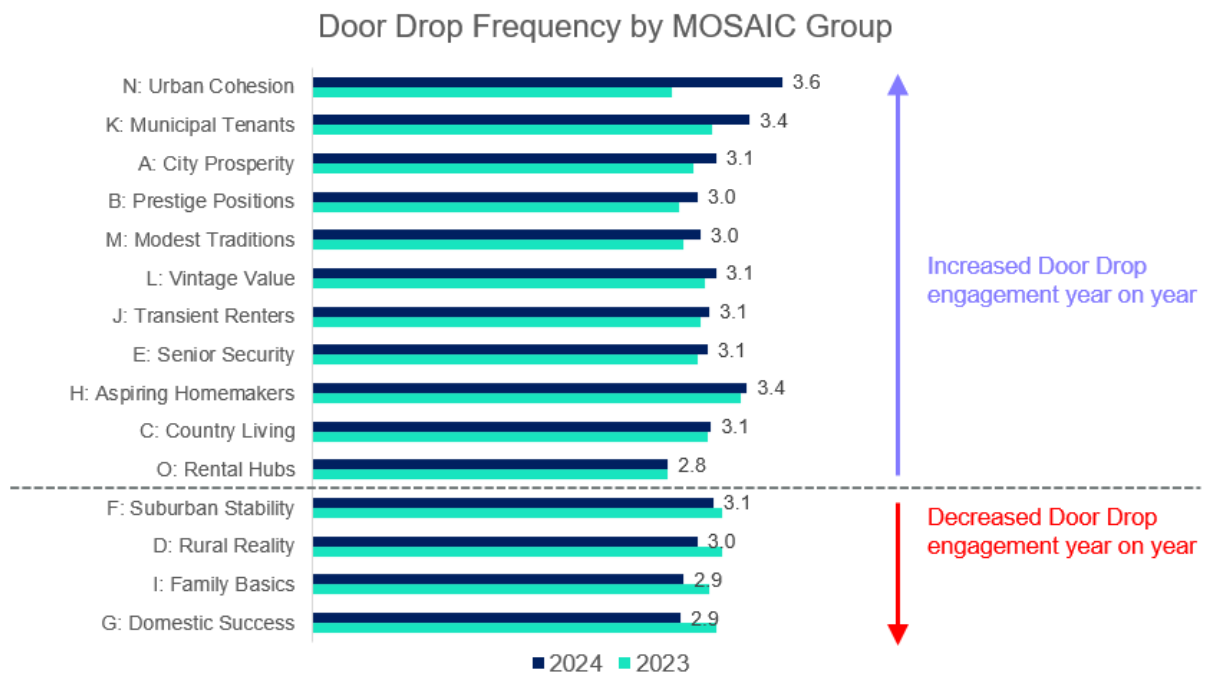
Door Drop frequency by household co-ordinator age



Source: JICMAIL Item Data Q1 2019 to Q4 2024 Door Drops = 66,465 items

Eleven mosaic groups measured have seen Door Drop engagement increase in 2024, while only four have seen a decline. The diversity in these audiences in terms of age, affluence and location points to the broad appeal that Door Drops have across sectors.

Door Drop frequency by MOSAIC group

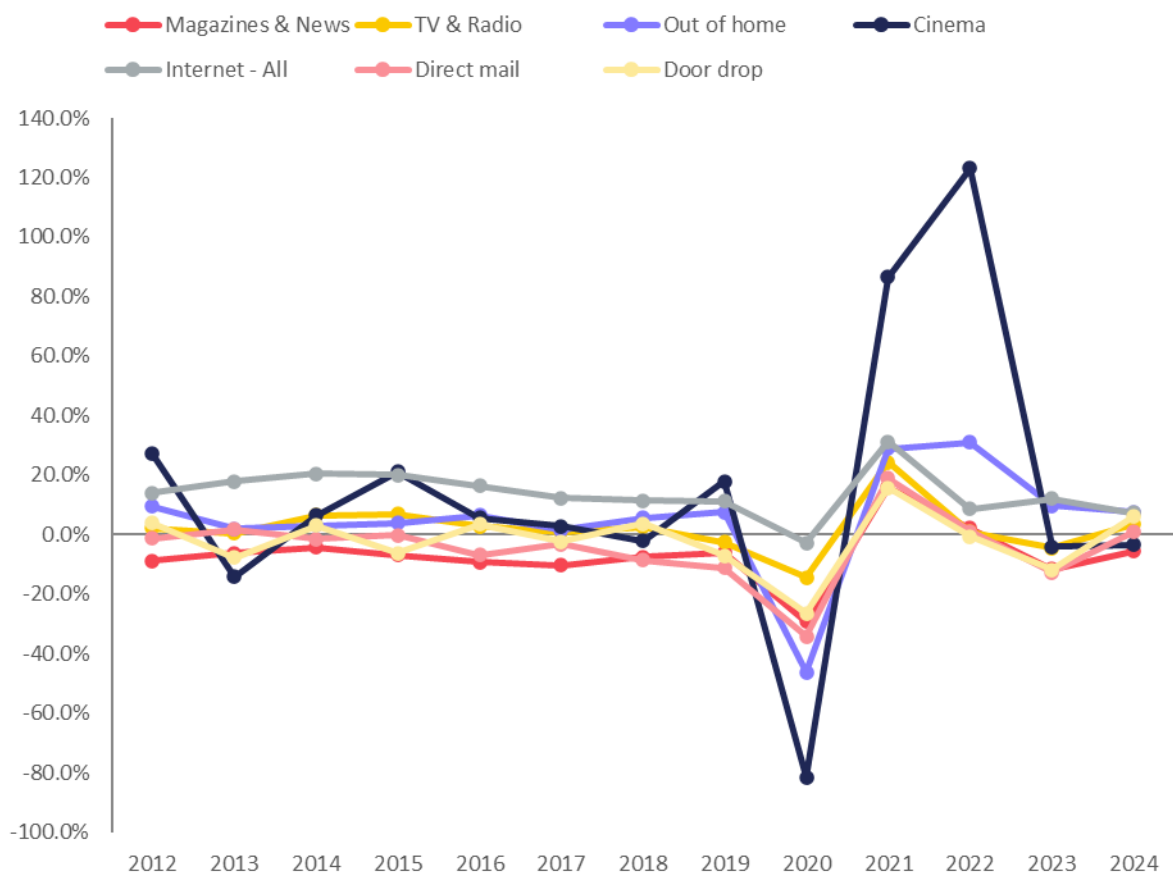


Source: JICMAIL Item Data Q1 2023 – Q4 2024 Door Drops = 20,460 items

Door Drops in Context

According to the latest figures from [WARC](#) and the [AA](#), the UK ad market grew 10.4% in 2024 fueled by online display and search ad revenue. Despite the ongoing trajectory of digital ad spend, the Door Drop channel grew at a rate which out-stripped many other channels, including TV, out of home, news and magazine brands and cinema.

Change in year-on-year expenditure of Door Drops and other media: 2012 to 2024



/ Methodology

DMA Data

This research seeks to estimate the size of the UK market in terms of volume and expenditure from advertisers who, directly or indirectly, fund the distribution of pre-printed communications material on a commercial basis. This includes leaflets, catalogues, newsletters and product samples for commercial organisations, local authorities, charities and central government, as well as locally sourced directories.

The survey specifically excludes volumes and distribution expenditure for:

- Local free weekly newspapers (the actual host newspaper)
- Items inserted mechanically into paid or free publications
- National directories, where these are effectively publications with advertising space sold by the media owner (e.g., Local Directories)

The above categories measure their own advertising revenue separately and have control over their own recycling and waste control arrangements, liaising directly with Defra.

Volume and expenditure data were kindly provided by anonymous contributors. The analysis was carried out in-house by the DMA's Insight department. The sample covers major door drop companies operating in the UK. This information was collected between February and April 2022 and the data corresponds to January to December 2021. All the information collected is confidential and only aggregates are published in this report.

There were several providers – including one significant provider – that had contributed data for this report from 2009 to 2014 that did not take part in this year's edition. To estimate an industry total for 2024 previous contributions were used to calculate an up-weighting factor.

This report was compiled by the DMA's Insight, with comments and input from members of the DMA Print Council's Door Drop Hub.

JICMAIL Data

JICMAIL is the independent media planning currency representing the mail industry. JICMAIL is based on an ongoing study by Kantar Insights which overcomes a number of inherent challenges in the recording of mail exposure. Mail is a directly addressable medium. Unlike TV or print, there is no other reason to interact with mail other than to interact with mail. Simply asking people how often they are exposed to mail fails to capture the full picture.

These challenges present methodological opportunities for JICMAIL. A rotating panel of over 1,100 households a month completes a diary-based app in which they capture an image of every mail item they receive in a week, record what type of mail it is and who sent it, and then record exactly what they did with the item both immediately and over a 28 day period. A household co-ordinator (who's responsibility it is to collect, sort and distribute the post) records all mail activity for all household members.

The list of physical interactions that can be recorded for mail items includes opening, reading, filing away and throwing away amongst many others. This rich picture of how mail is interacted with

contributes to a calculation of frequency of exposure – a figure which, along with reach, can be analysed for multiple mail types and audiences. In addition, twelve commercial actions (i.e., effectiveness metrics) are also captured for mail.

JICMAIL accreditation and access is open to the entire mail ecosystem. Find out more here: <https://www.jicmail.org.uk/training/accreditation/>

/ About the DMA

The Data & Marketing Association (DMA) comprises the DMA, Institute of Data & Marketing (IDM) and DMA Talent.

We seek to guide and inspire industry leaders; to advance careers; and to nurture the next generation of aspiring marketers.

We champion the way things should be done, through a rich fusion of technology, diverse talent, creativity, insight – underpinned by our customer-focused principles.

We set the standards marketers must meet in order to thrive, representing hundreds of members drawn from the UK's data and marketing landscape.

By working responsibly, sustainably and creatively, together we will drive the data and marketing industry forward to meet the needs of people today and tomorrow.

www.dma.org.uk

/ About JICMAIL

JICMAIL provides essential data for the whole of the mail industry to help plan, pitch and evaluate the effects of using the mail channel.

Like all joint industry currencies, JICMAIL has board representatives from both the buy side and sell side of the channel, including: Royal Mail Market Reach, Whistl, ISBA, The IPA and The DMA.

Under the JICMAIL levy, access to the data carries no cost. To access the data you need to sign a Standard Licence Agreement, available from the team at JICMAIL. Once signed and returned, you will be provided access along with training and support.

JICMAIL data use is through JICMAIL Discovery or using channel planning software. If you wish to conduct your own analysis on the quarterly release data, you can receive the data in whatever data format you prefer (e.g. SPSS/Excel/CSV etc).

All JICMAIL subscribers are required to be accredited by JICMAIL. This means signing the Data Agreement and agreeing a simple Adoption Plan.

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