

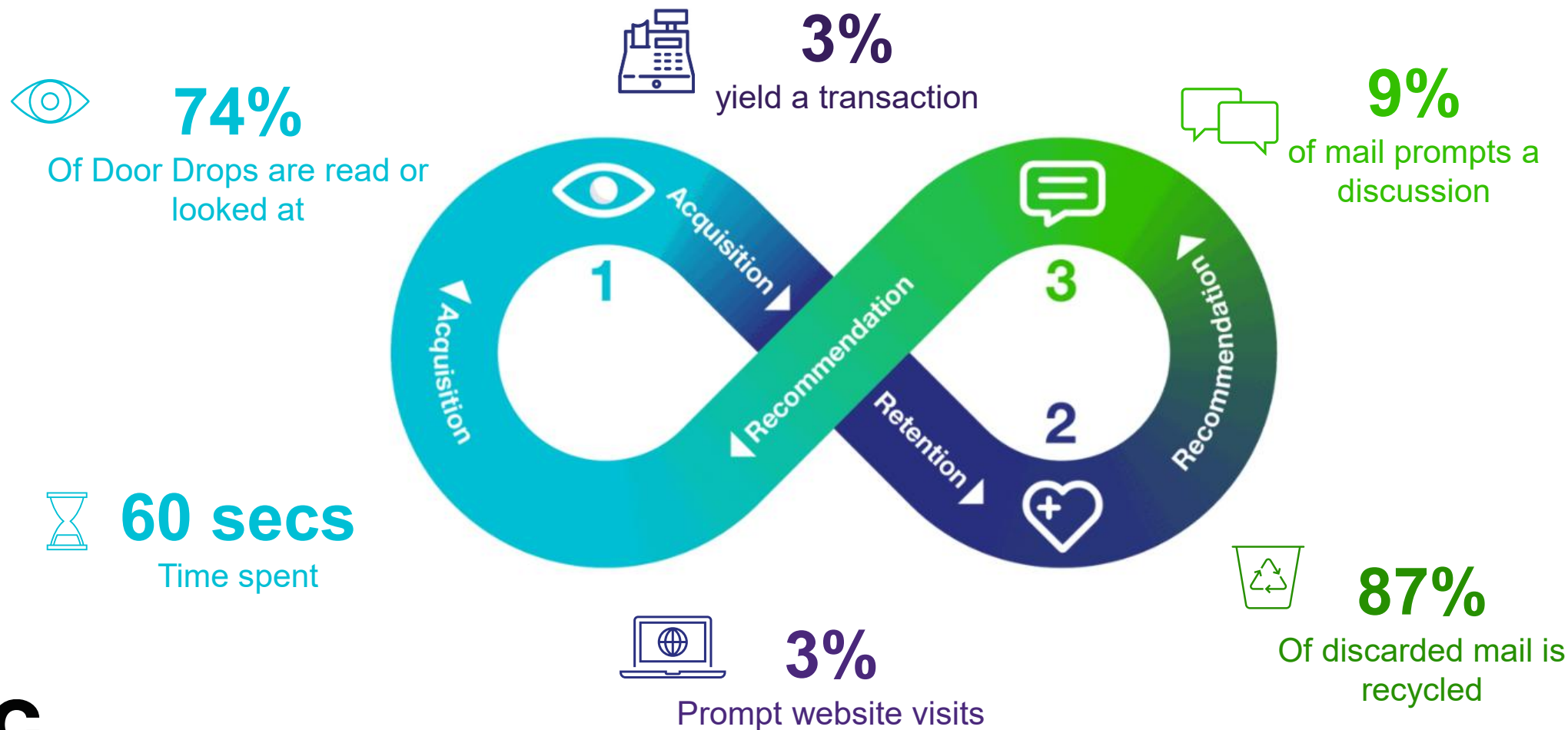
10 Door Drop Essential Insights



1. Door Drops are a Super Touchpoint



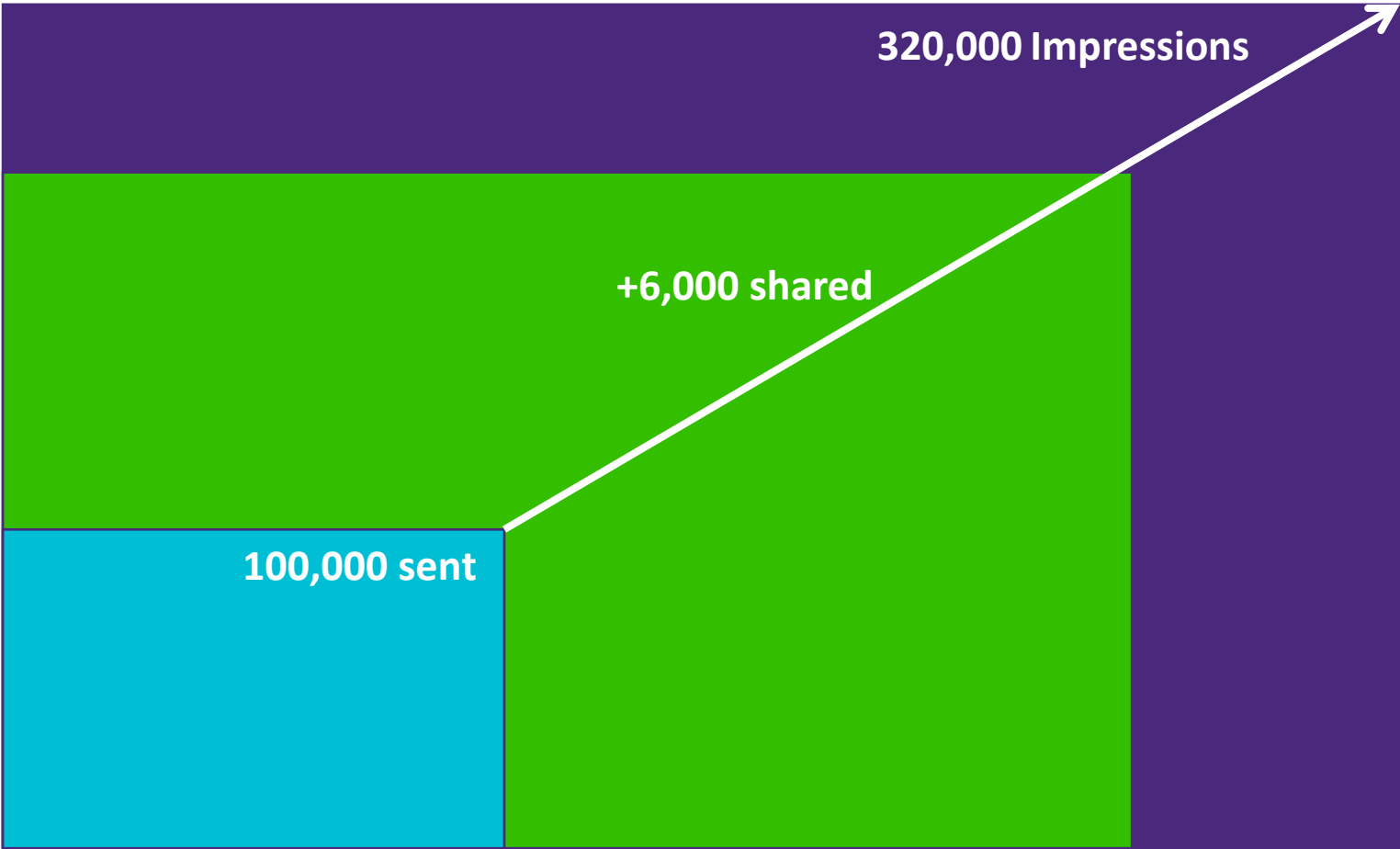
Door drops as a Super Touchpoint



2. Door Drops generate reach and make an impression



100,000 Door Drops generate 320,000 impressions

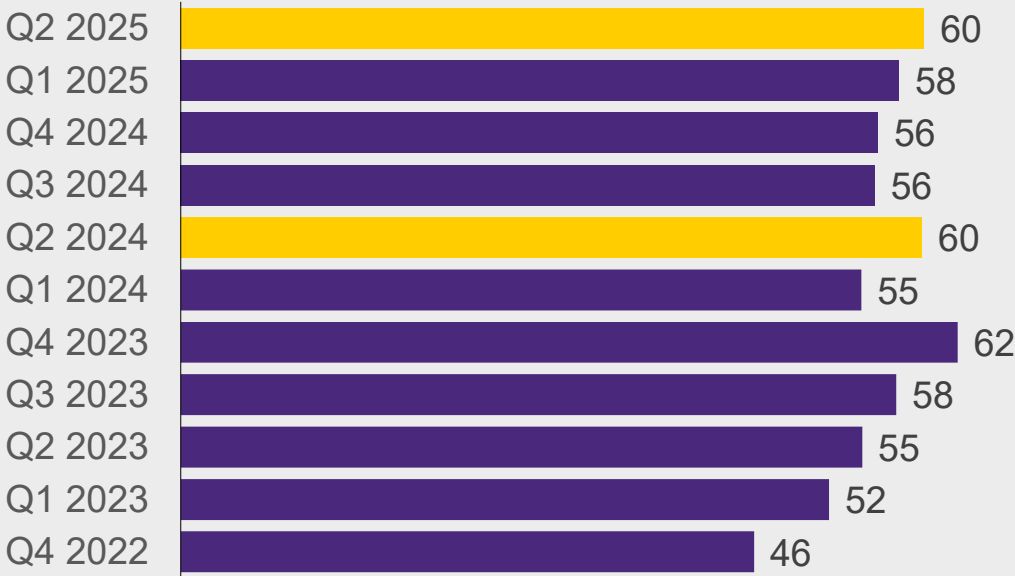


3. Door Drops gain attention



Door Drops are interacted with for a minute on average

Door Drop Attention (seconds interacted with per item across 28 days)

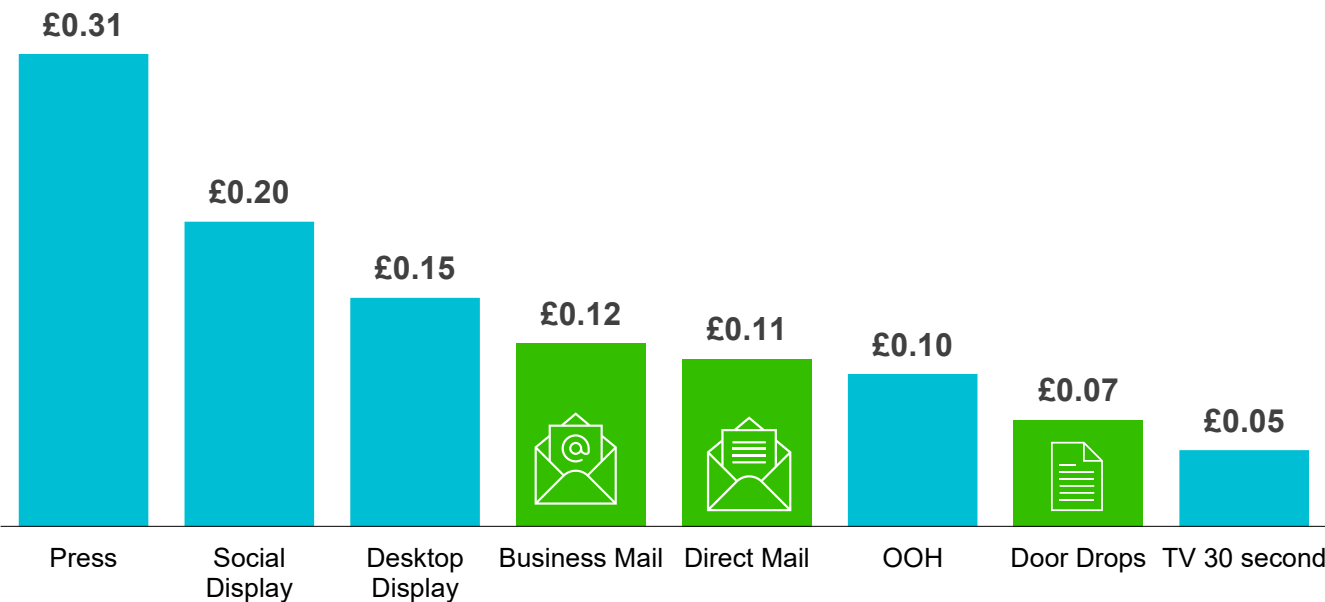


4. Door Drop attention is cost-effective



Door Drops are about as attention efficient as Super Touchpoints come

Cost per Minute of Attention as of Q1 2024 (ABC1 Adults)

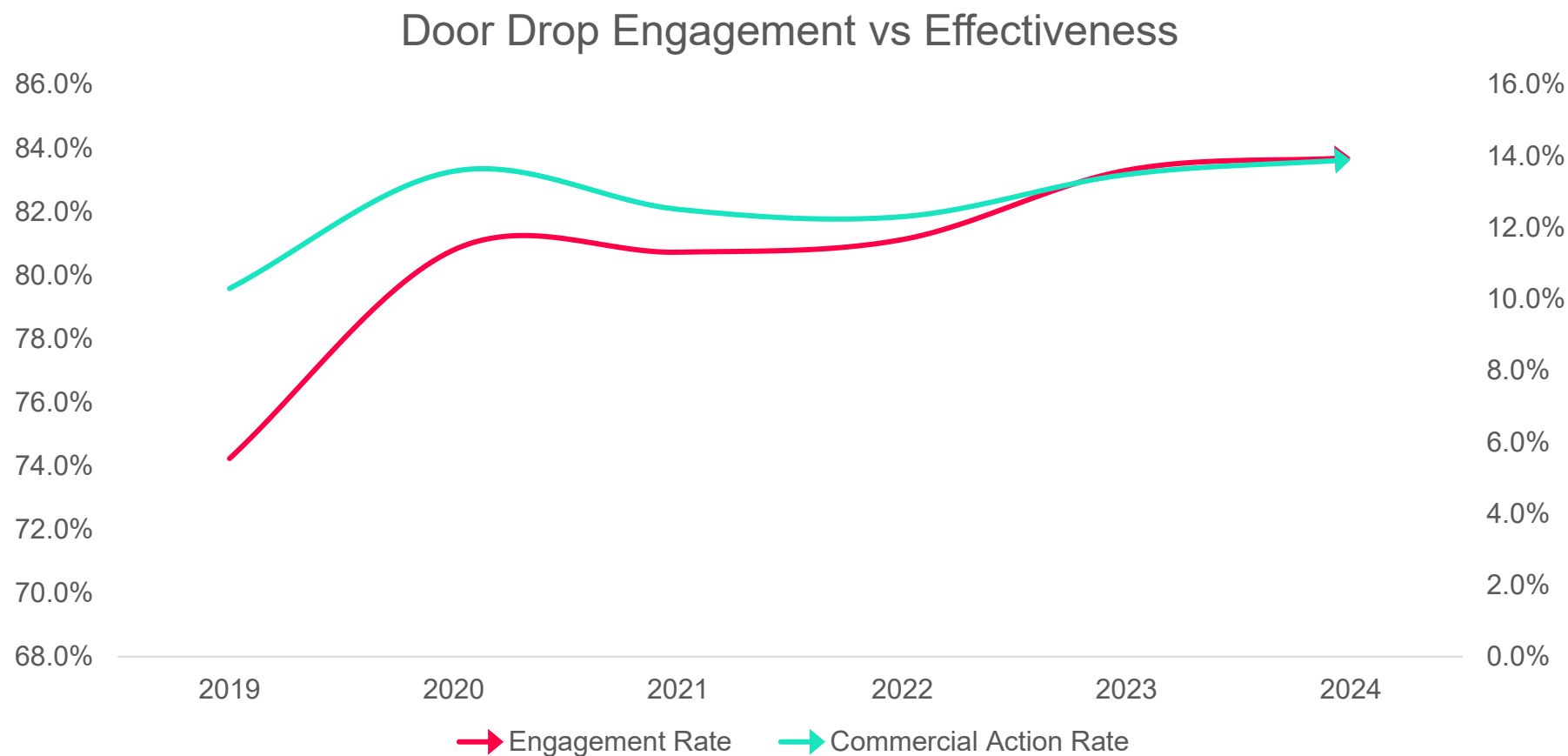


Source: JICMAIL Item Data Q1 2024.; Lumen; TVision; 7Stars 2023 CPM data. Note: Attention is measured using an eye-tracking methodology for all channels apart from mail. Mail attention is a claimed metric measured using the JICMAIL diary survey and verified by observed video analytics data. Viewability and % Viewed metrics have not been taken into account as standard across this analysis. OOH data based on roadside only.

5. Door Drops drive engagement



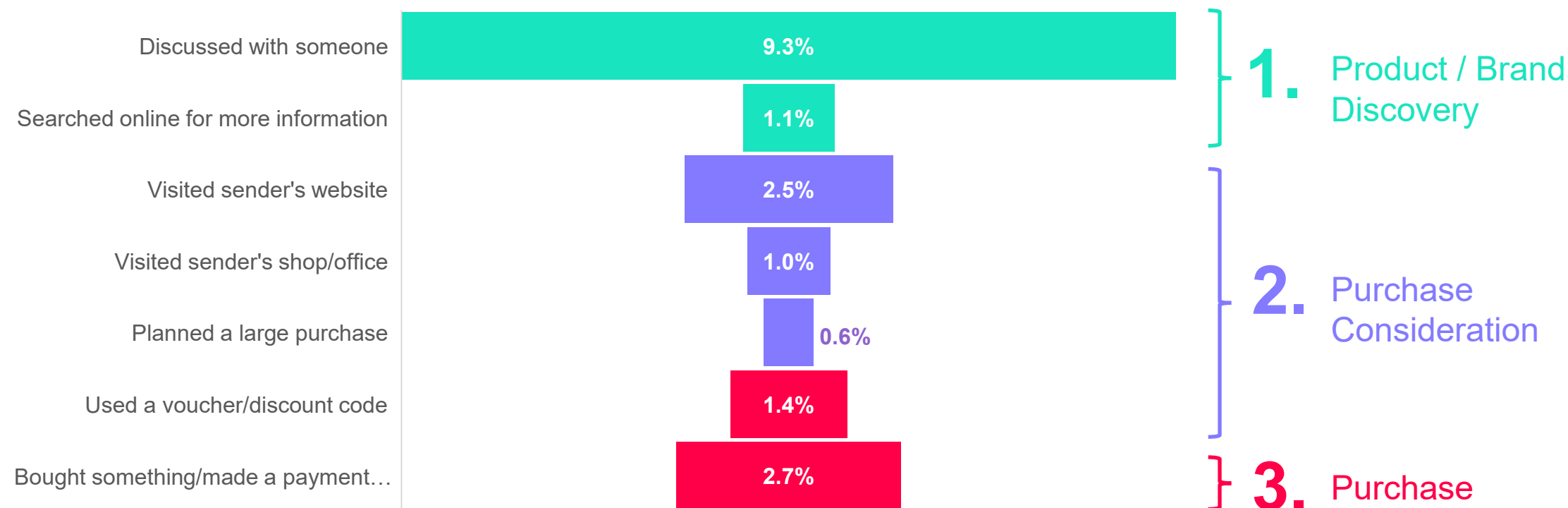
Door Drop engagement vs effectiveness on the rise



6. Door Drops drive consumer behaviours throughout the customer journey



Door Drops drive full funnel effectiveness



7. The Response Rate Tracker shows increased ROI



Door Drop ROI up year on year

15

0.5 %

**Door Drops average
response rate**

£2.90

**Door Drops
average ROI**

+24%

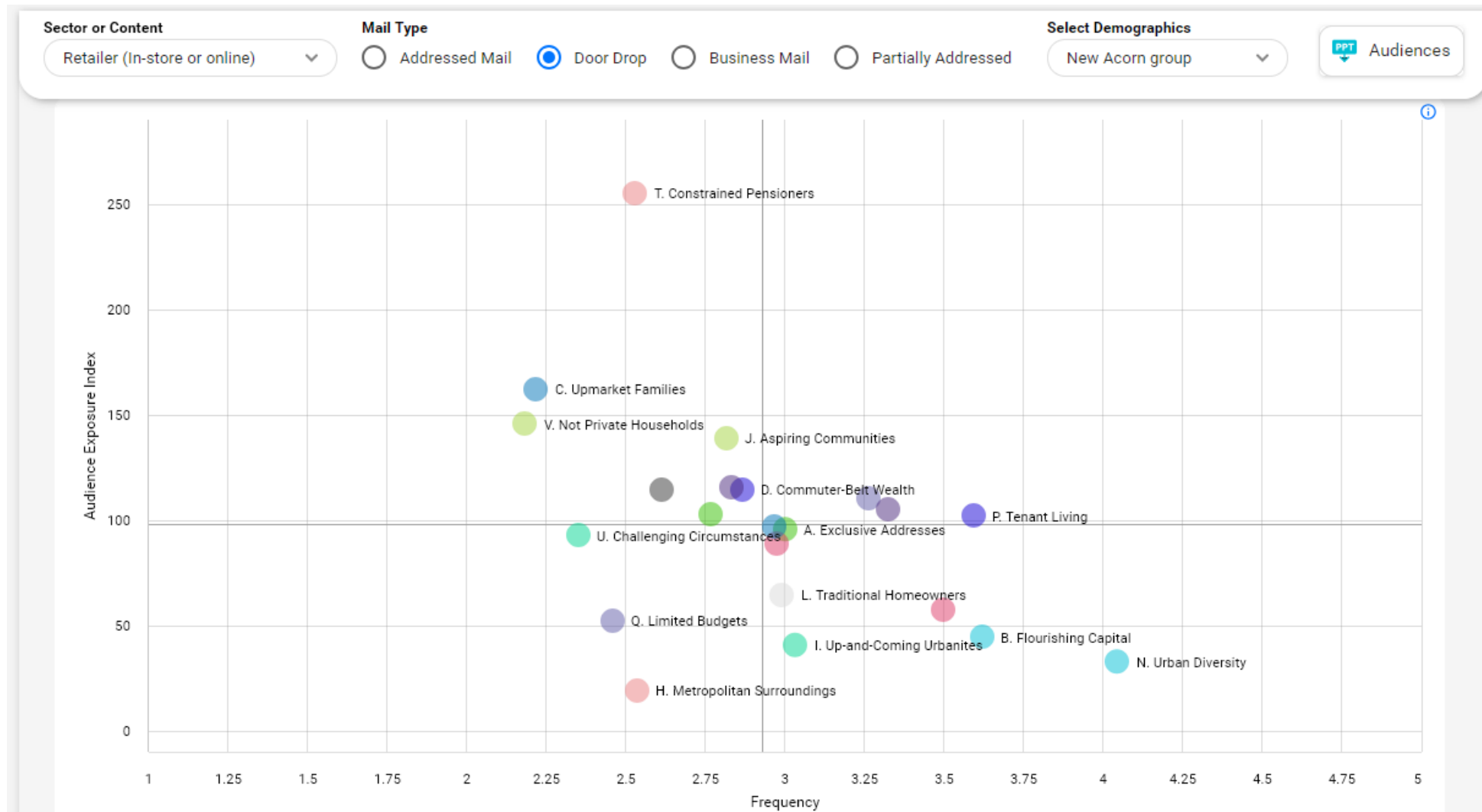
**Year-on-Year ROI
growth**

8. Door Drops have audiences of untapped potential



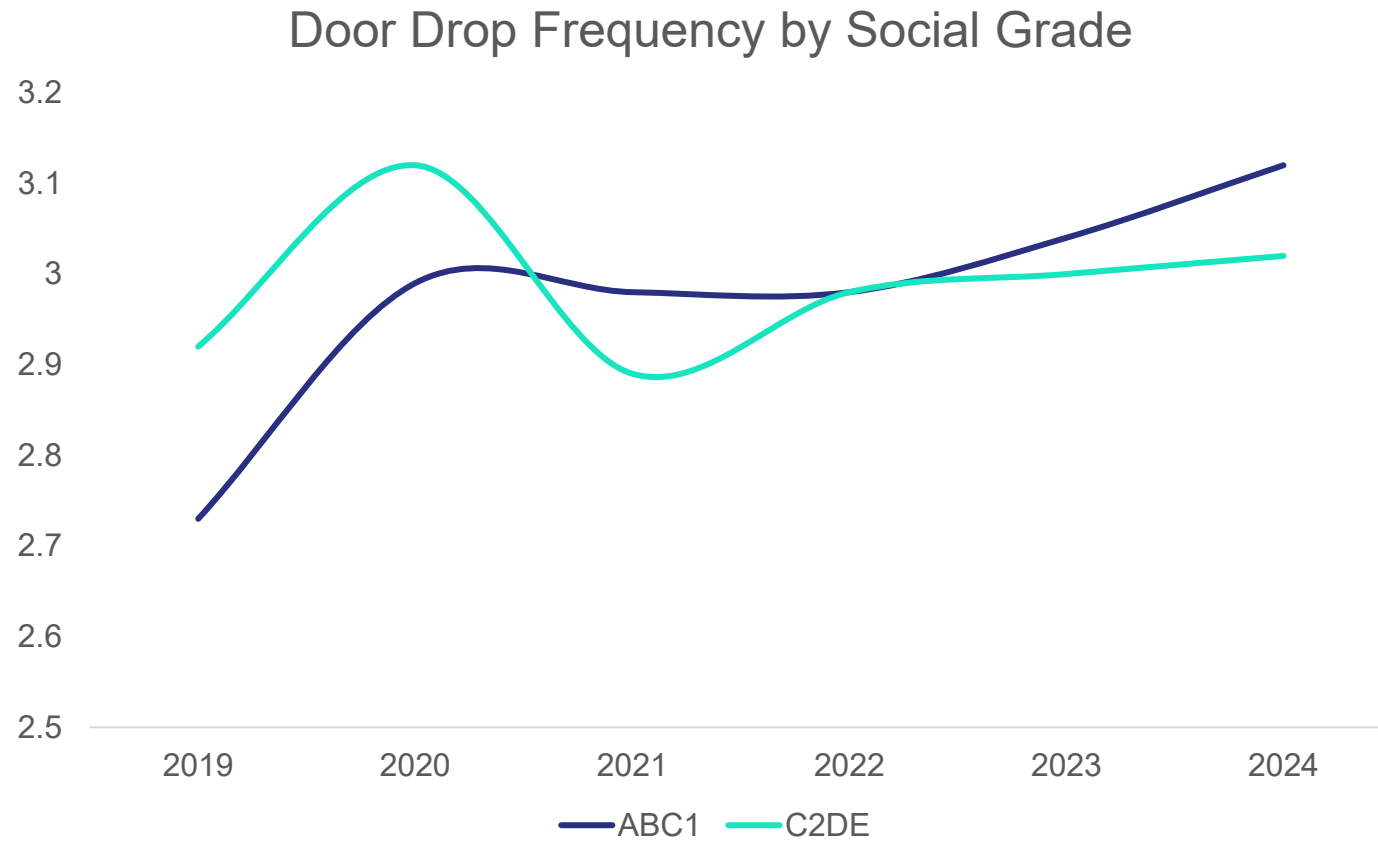
Untapped audiences of huge potential to target

17

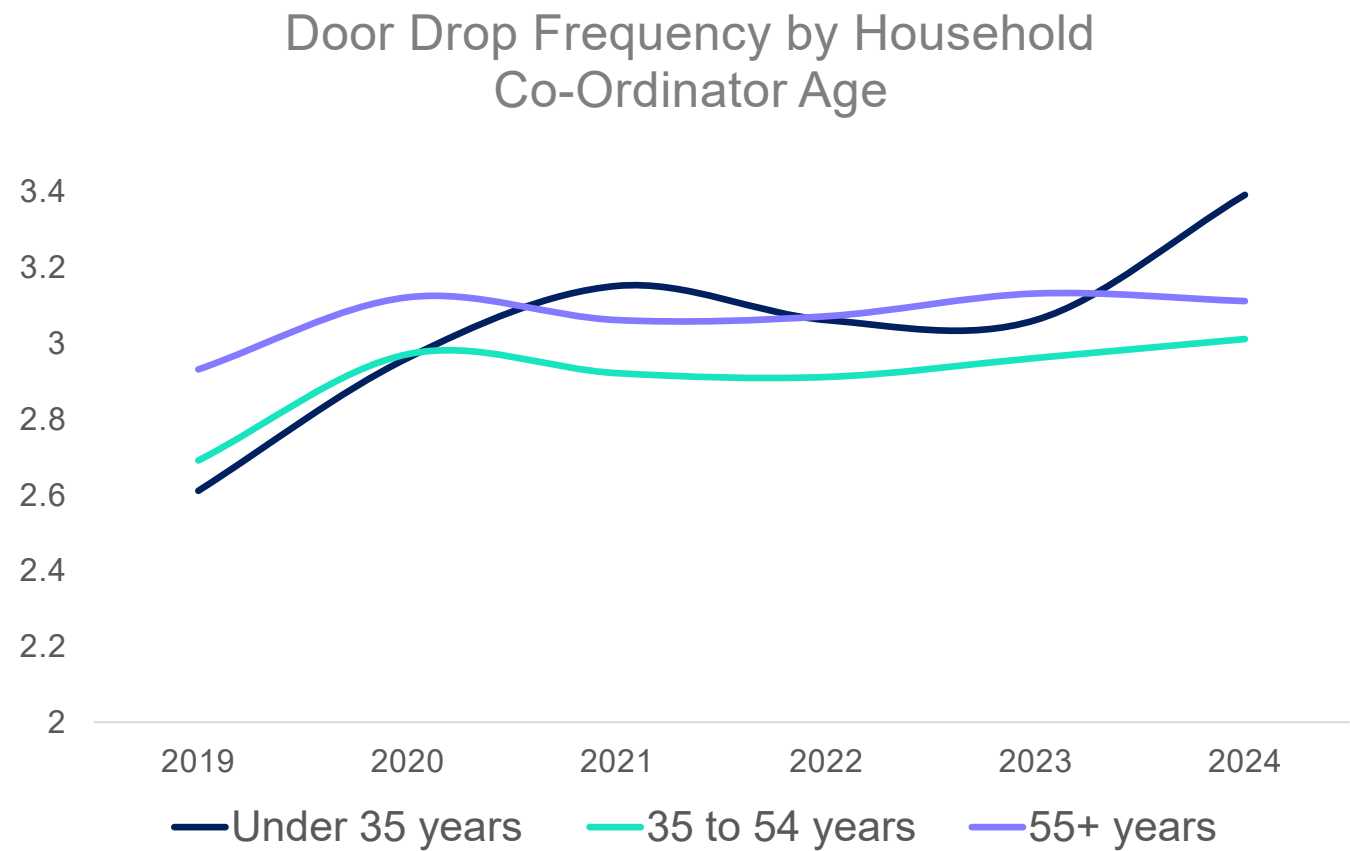


Upmarket audiences are interacting with Door Drops

18



Under 35s now interact with Door Drops more than any other age group

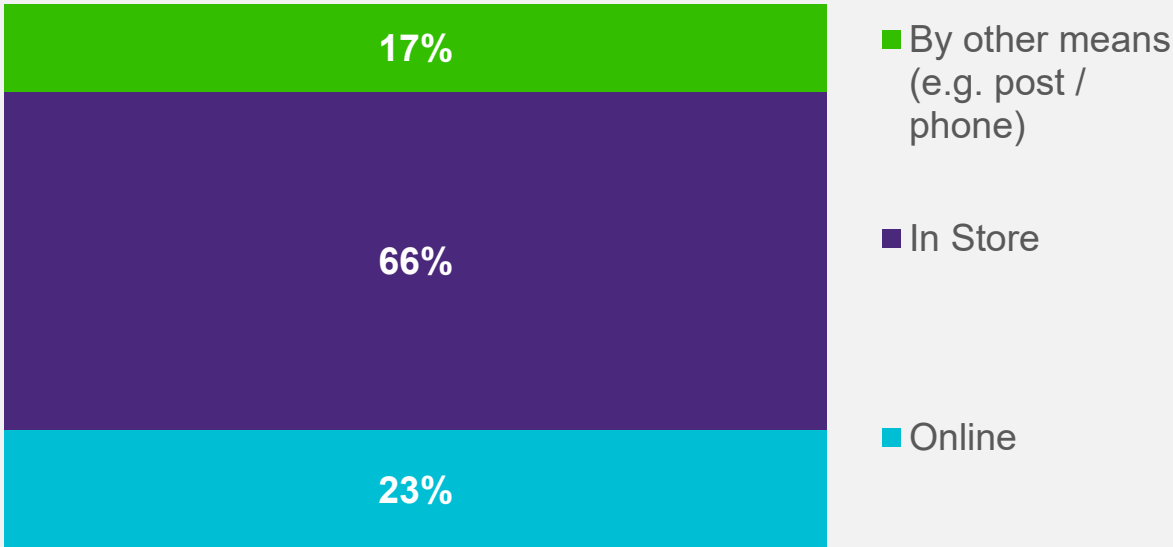


9. Door Drops purchases are omnichannel



A quarter of purchases prompted by Door Drops are transacted online

Purchases by Channel
(base: % of Door Drops prompting a purchase)



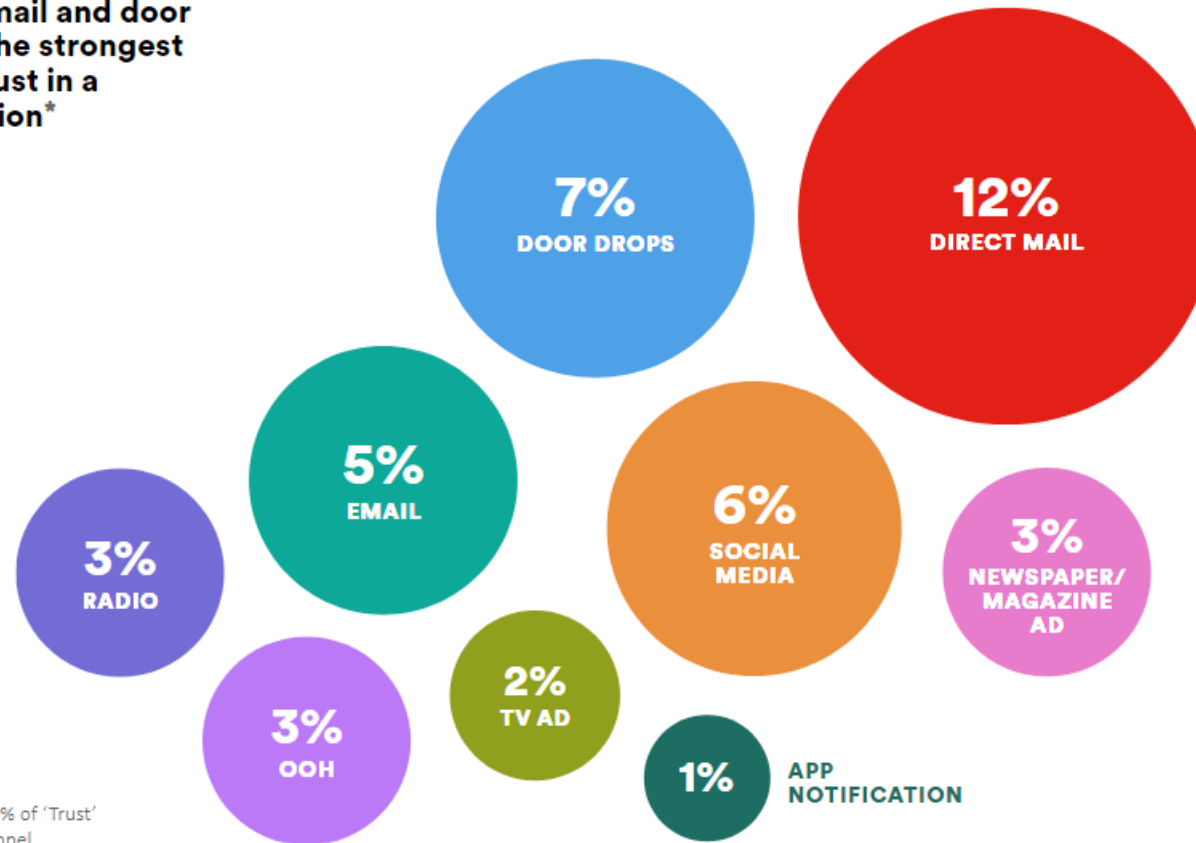
Q2 2025

10. Door Drops are trusted



Door Drops have a stronger impact on consumer trust than social, email, radio, out of home, TV, newspapers and apps

Both direct mail and door drops have the strongest impact on trust in a communication*



* Conjoint Analysis – % of 'Trust' driven by each channel



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