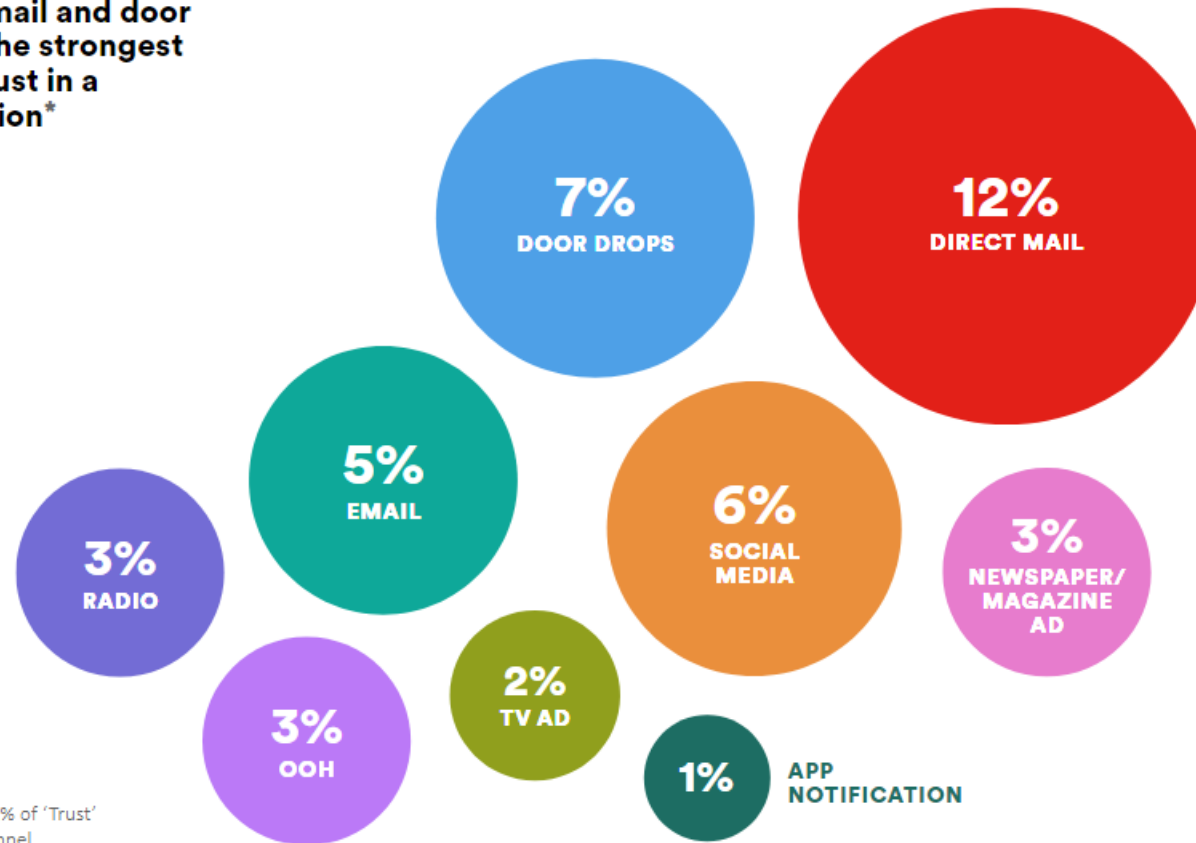


10. Door Drops are trusted



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



Mail Media Metrics