

Q2 2026 Results:
Political parties and
supermarkets provide a
boost to mail engagement
and effectiveness



**JiC
MAIL**

Mail Media Metrics

Mail's Super Touchpoint Strengths in Q2 2026

 **4.41**
Frequency of Direct Mail interaction. Door Drop frequency grows to 3.08

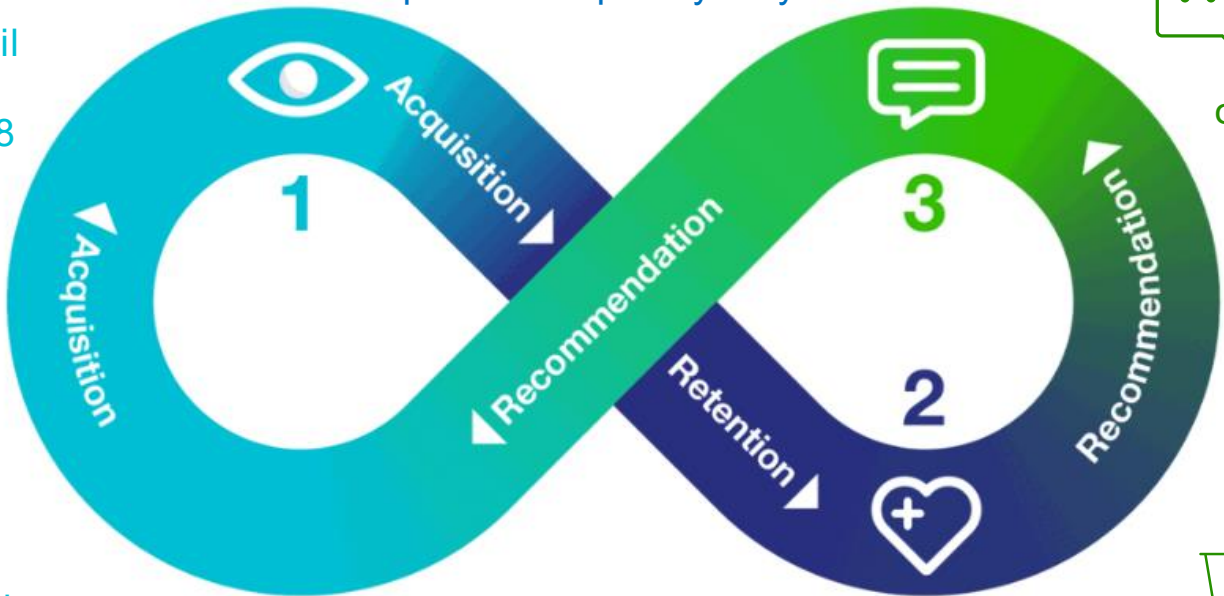
 **41%**
Share of mail-driven purchases transacted in-store. Growth driven by increased supermarket volumes across DM and Door Drops.

 **6%**
Of all mail prompts a purchase: up 7% y-on-y

 **16%**
of mail triggers an in-home discussion

 **9.5%**
of mail prompts a website visit. QR codes in mail are up to 90% more likely to prompt a website visit

 **87%**
Of discarded mail is recycled: recycling rates are up year on year



1.

Purchase Effectiveness

Mail's purchases effectiveness grew from 5% to 6% year on year, with increases noted online, in-store and via voucher redemption. A rare shift to in-store purchases noted (up to 41% share of mail-driven purchases) due to increases in Supermarket DM and Door Drop volumes.

2.

Digital Effectiveness

Web traffic driven by mail continues to grow and reached 9.5% in Q2. While admin information, prominent contact details, event invites and special offers play a role across different mail types, QR codes are universal driver of digital effectiveness. Mail containing a QR code is up to 90% more likely than average to prompt a website visit.

3.

Local Elections

Reform accounted for over a quarter of volumes from the top ten parties measured in the local elections. While Reform accounted for 27% of political volumes on the JICMAIL panel, it accounted for 29% of all time spent with the top ten parties' mailings, ultimately converting this effectiveness into a strong local election performance.

Mail Engagement Q2 2026

Reach, Frequency, Lifespan and Attention

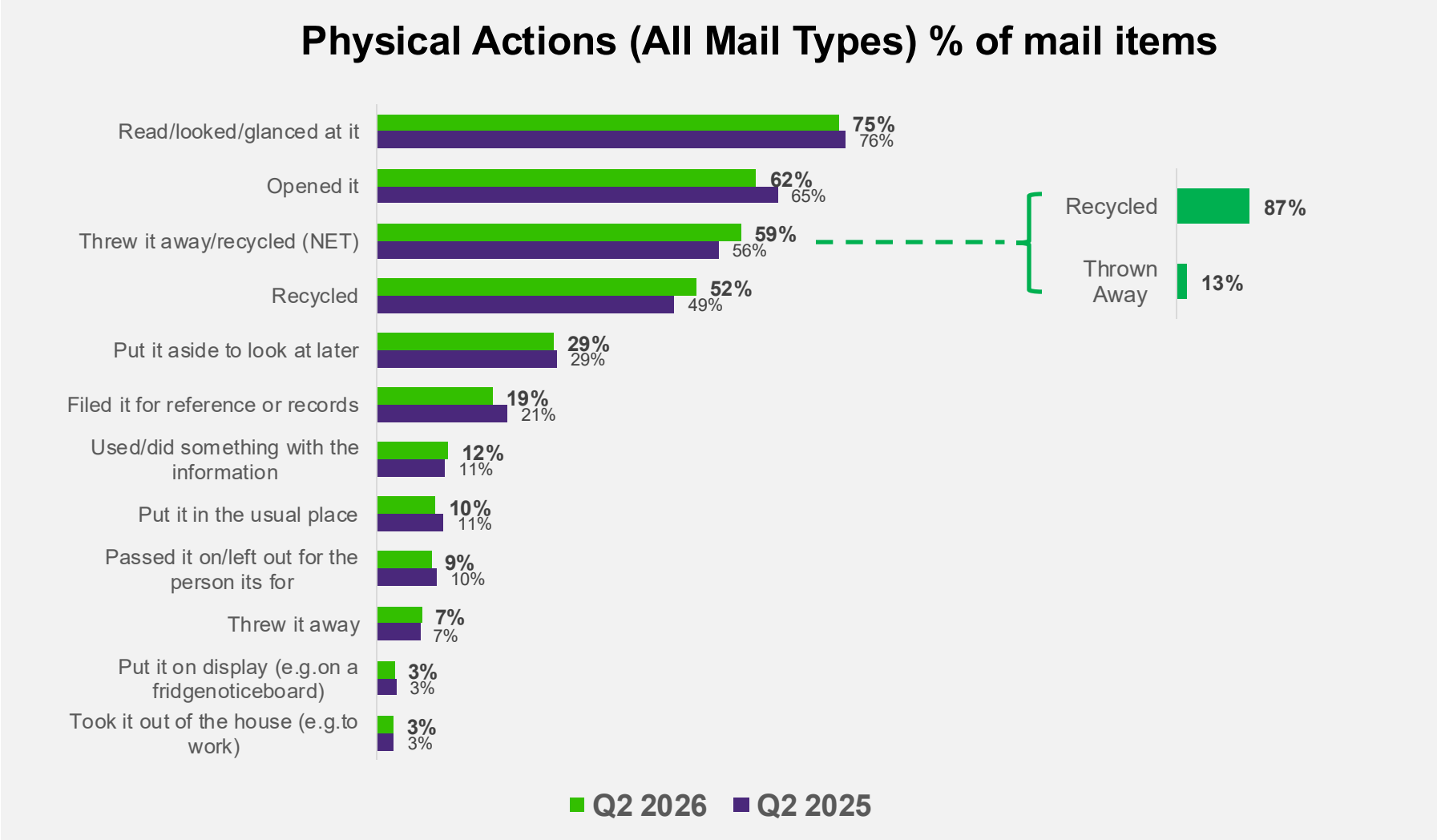
Physical interaction with mail broadly stable year on year

A 3% decline in open rates is reflective of a shift in share of mail volumes by mail type.

In Q2 2026 27% of volumes were accounted for by Door Drops, up from 24% a year prior. “Opening” mail is a physical action primarily associated with addressed mail rather than Door Drops.



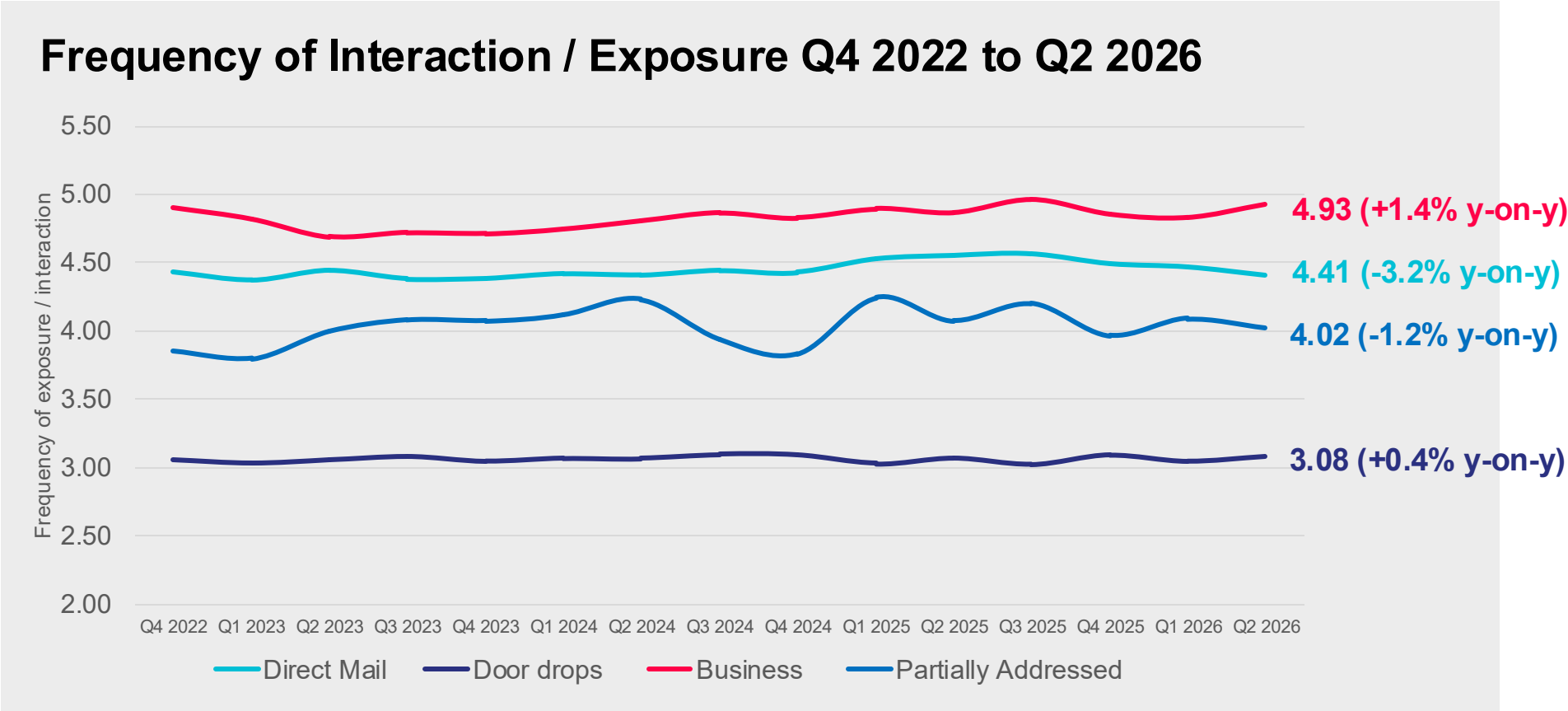
Mail Media Metrics



Source: JICMAIL Item Data Q2 2025 n=9,727 mail items; Q2 2026 n=9,377 mail items

Frequency of engagement up for Door Drops and Business Mail 6

The -3.2% decline in Direct Mail frequency (the number of physical interactions across 28 days) is a result of the x6 increase in political party volumes. While mail is a powerful channel for political parties, engagement does tend run lower than the commercial sector average (for example 3.36 vs a DM average of 4.41).

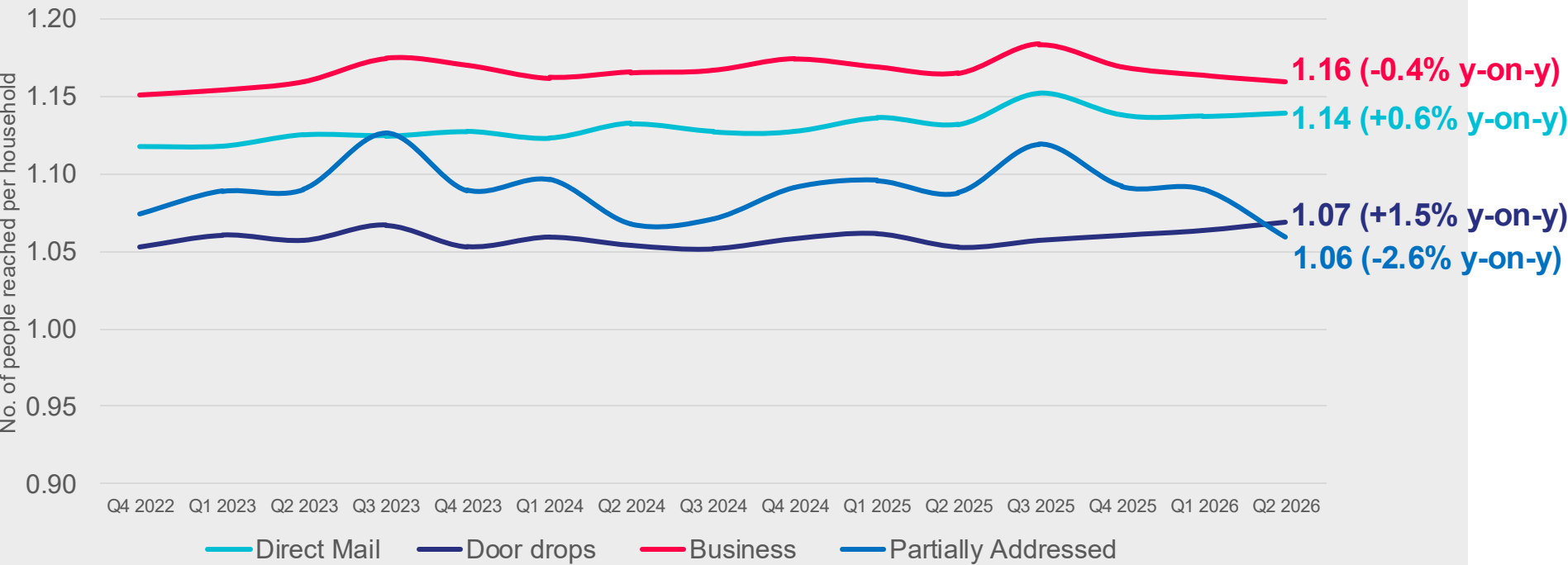


Source: JICMAIL Item Data Q4 2022 to Q2 2026 n=152,903 mail items

Door Drop mail sharing overtakes Partially Addressed Mail for the first time

Item Reach (the number of people in the household exposed to the average mail item) is up to 1.07 for Door Drops (i.e. an additional 7 people reached per 100 mail items). Again, this is a reflection of increased political volumes, with the sector’s sharing rates tending to run higher than average.

Item Reach in the Household Q4 2022 to Q2 2026



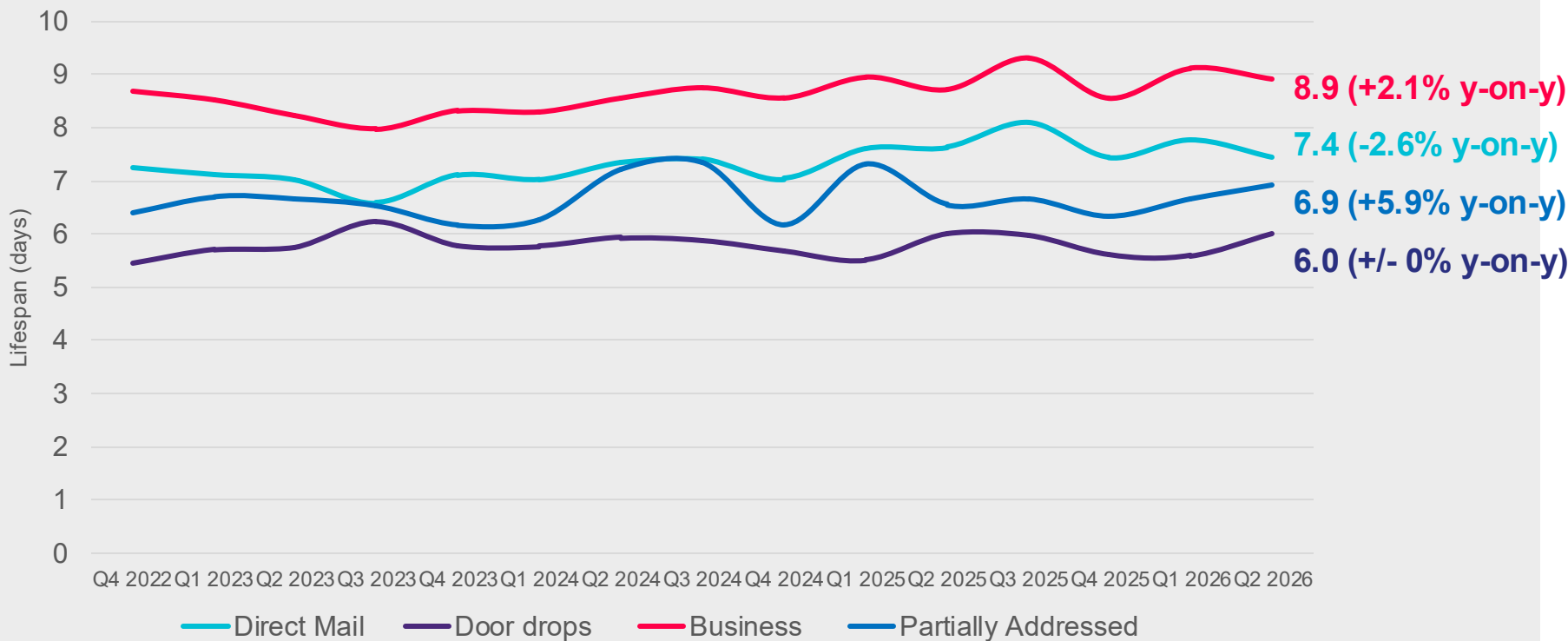
Source: JICMAIL Item Data Q4 2022 to Q2 2026 n=152,903 mail items

Business Mail items are kept live in the home for 9 days

Business Mail items are live in the home for 8.9 days before being discarded or filed away: a 2.1% higher lifespan than one year prior.

Partially Addressed Mail lifespan has also grown this quarter: up to 6.9 days on average.

Lifespan (days) Q4 2022 to Q2 2026

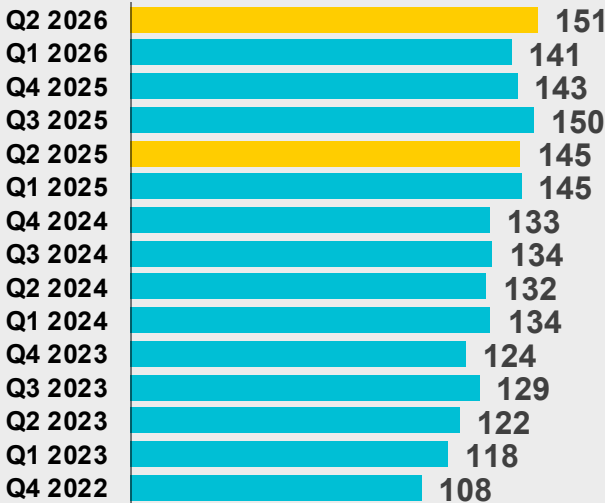


Source: JICMAIL Item Data Q4 2022 to Q2 2026 n=152,903 mail items

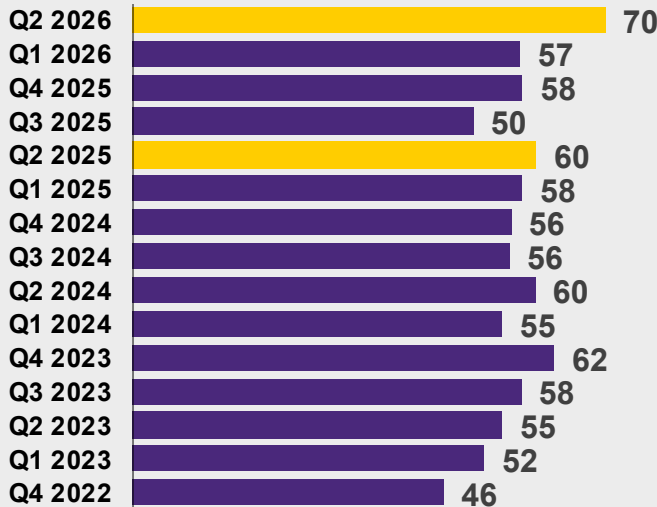
Direct Mail attention grows by 6 seconds year on year, and Door Drop attention by 10 seconds

The average Direct Mail item was interacted with for 151 seconds by anyone in the household across a 28-day period in Q2 2026, and the average Door Drop for 70 seconds

Direct Mail Attention (seconds interacted with per item)



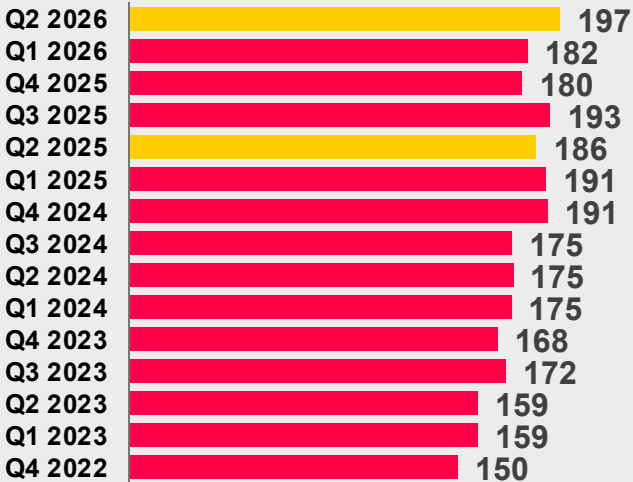
Door Drop Attention (seconds interacted with per item)



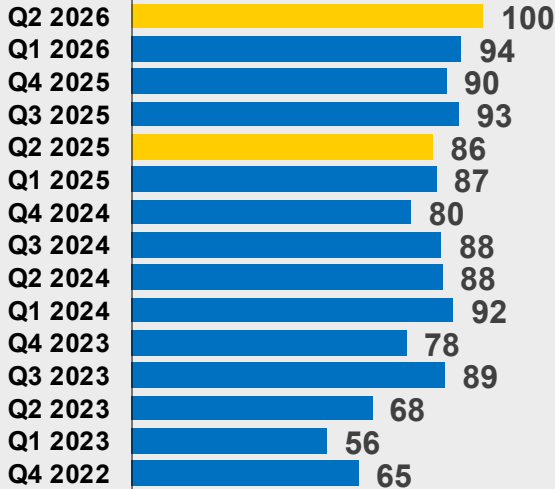
Business Mail and Partially Addressed attention also grew year on year in Q2 2026

The average Business Mail item was interacted with for 197 seconds by anyone in the household across a 28-day period in Q2 2026.

Business Mail Attention (seconds interacted with per item)



Partially Addressed Mail Attention (seconds interacted with per item)



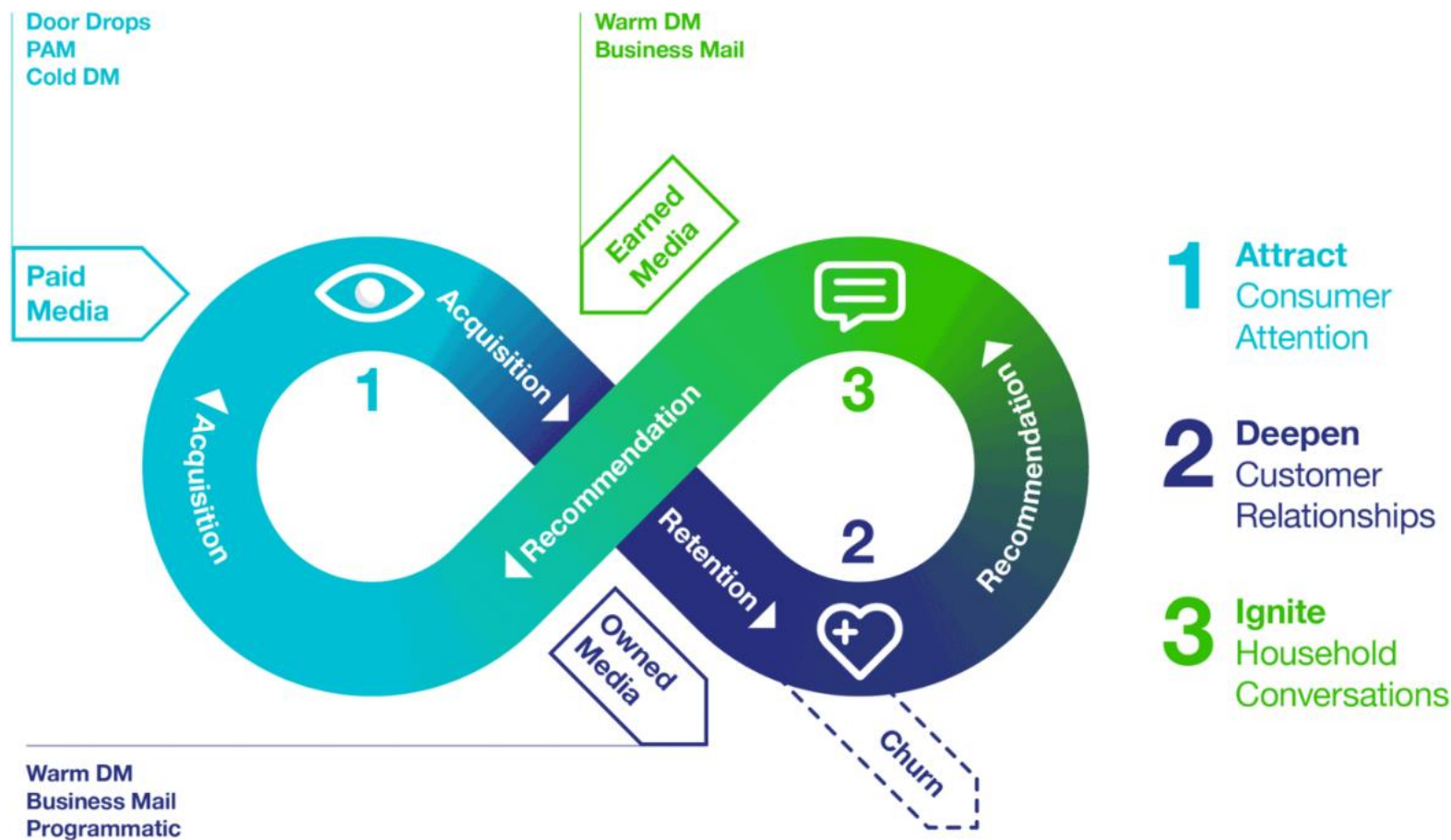
Mail Effectiveness Q2 2026

Mail's Super Touchpoint Strengths



Mail Media Metrics

Mail drives acquisition, retention and recommendation

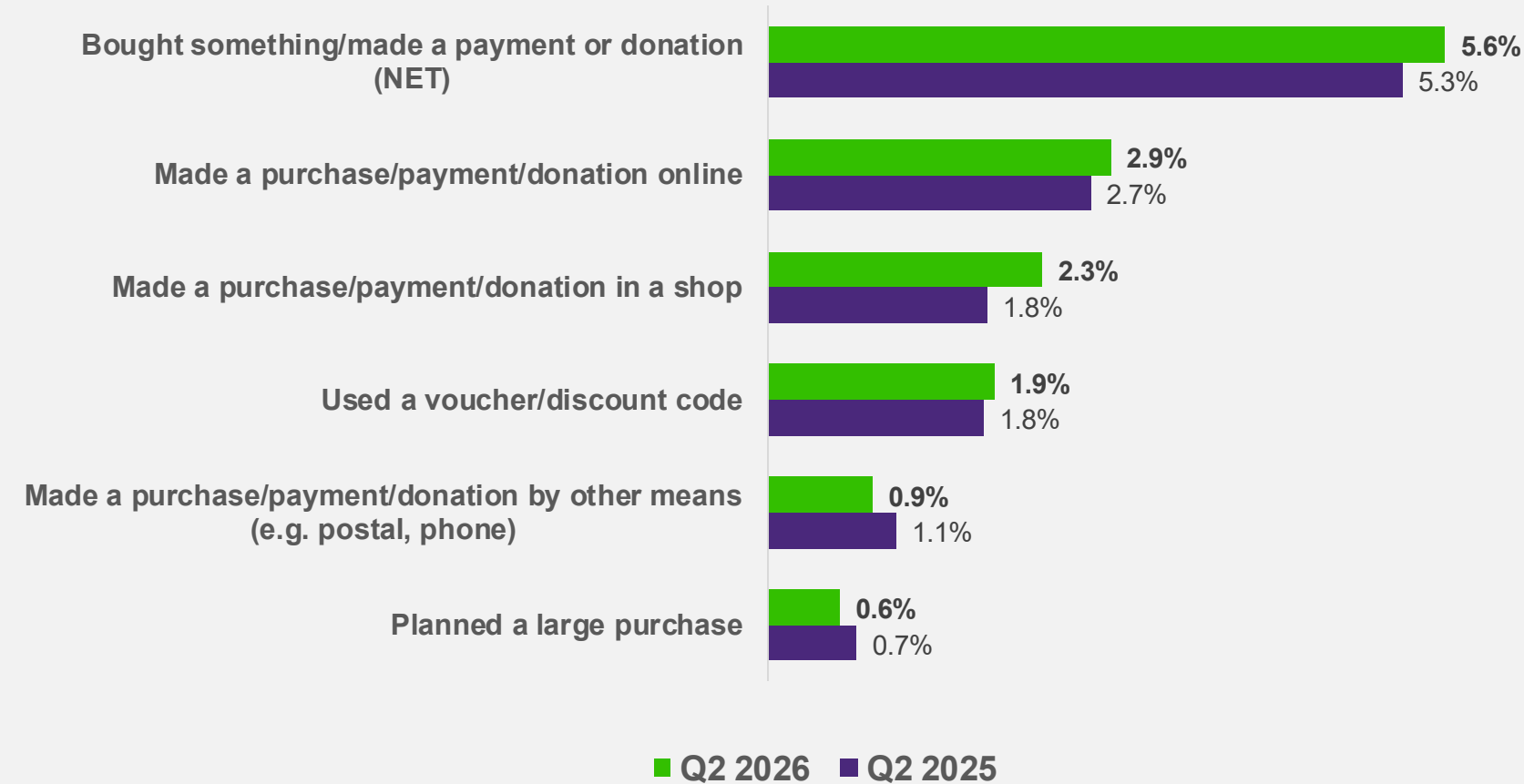


Mail’s purchase effectiveness accelerated in Q2 2026 with growth in both online and in store purchases

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Customer Acquisition

Commercial Actions (All Mail Types) % of mail items

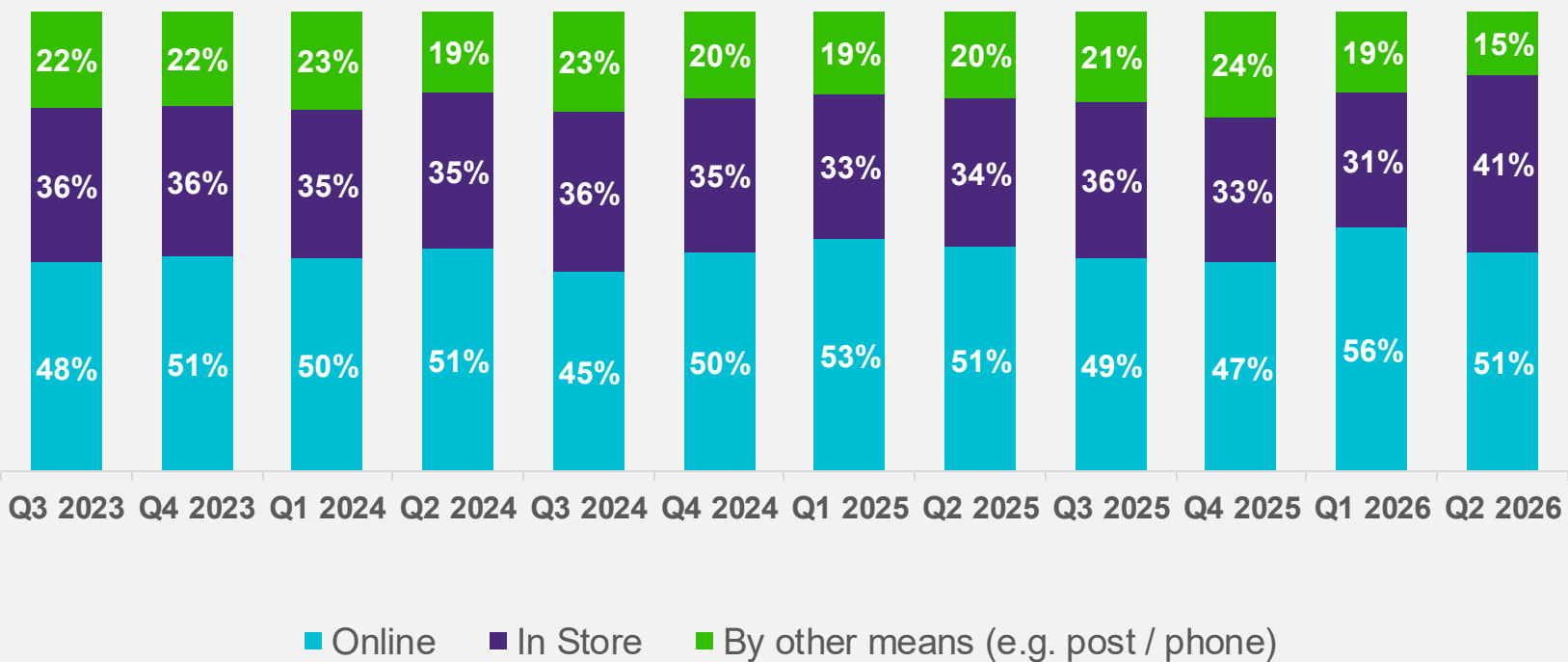


A rare shift towards in-store purchases driven by mail seen in Q2

With Supermarket Direct Mail and Door Drop volumes both growing year on year, the share of in-store purchases prompted by mail grew to 41% (up 10% points on the previous quarter).

Purchases by Channel

(base: % of DM, Door Drop and Business Mail items prompting a purchase)



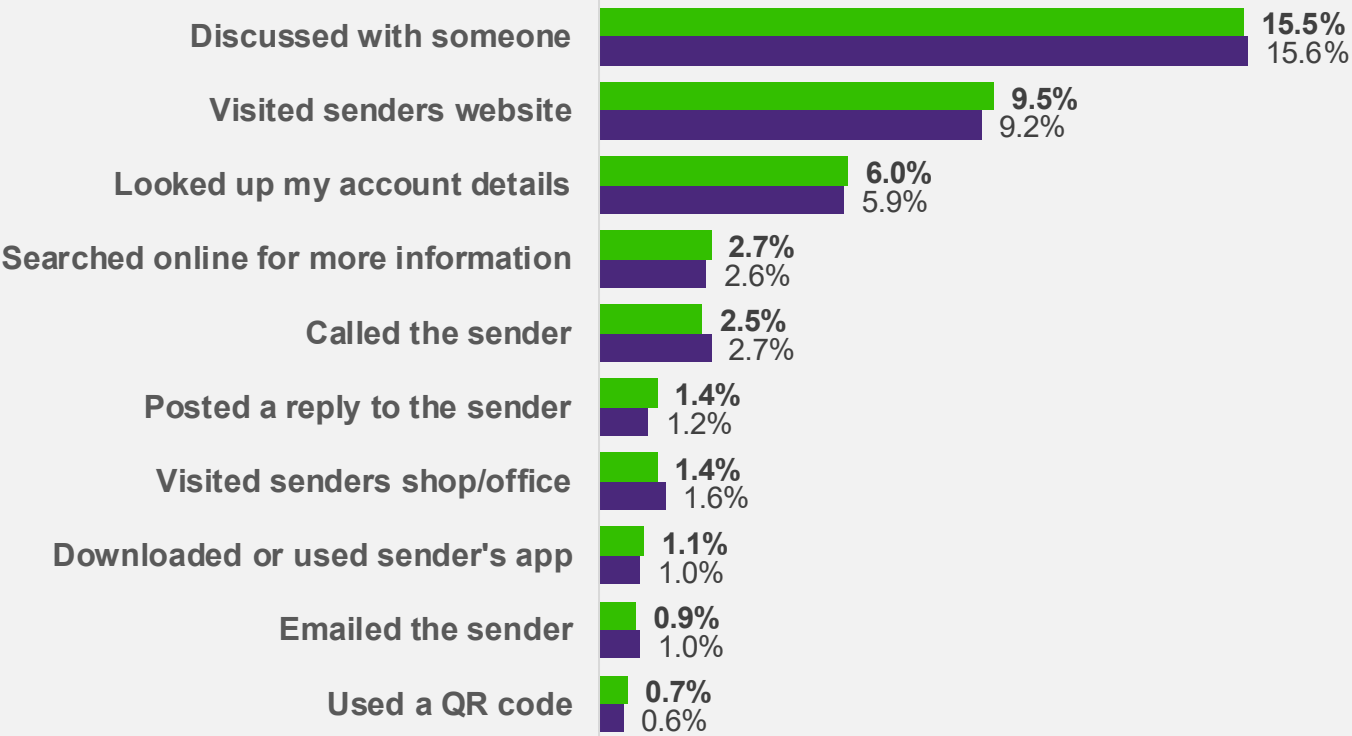
Mail Media Metrics

Source: JICMAIL Item Data Q3 2023 to Q2 2026 n=121,310 mail items

Web traffic driven by mail remained high in Q2

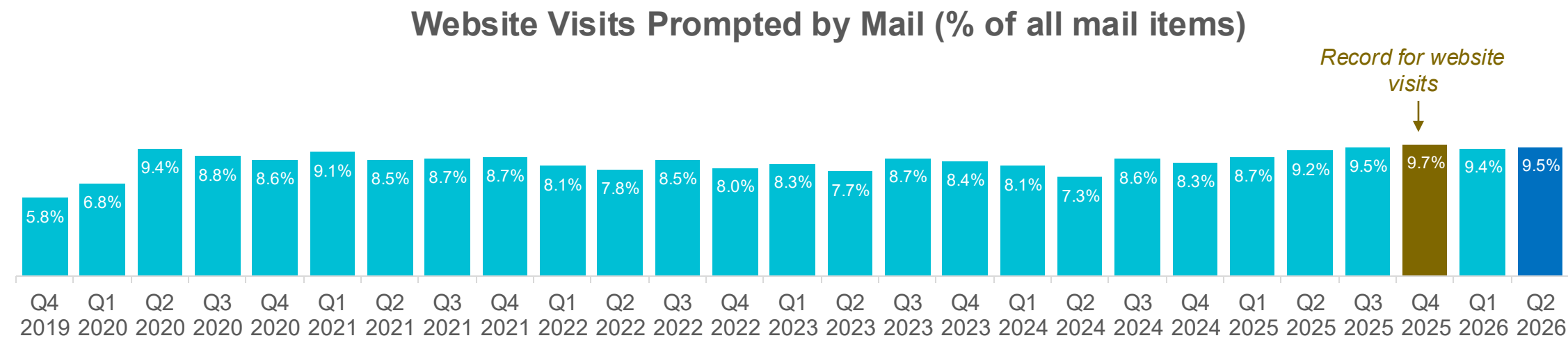
Customer Retention and Recommendation

Commercial Actions (All Mail Types) % of mail items



■ Q2 2026 ■ Q2 2025

9.5% of mail prompted a website visit in Q2 2026



What mail content is driving web traffic? QR codes can play a big role

Likelihood of mail content to drive web visit vs average mail item...



Direct Mail

+78%
Admin. Info



Door Drops

+87%
QR Codes



Business Mail

+73%
Notification / Reminder

Mail containing a QR code is up to 90% more likely than average to prompt a website visit

+60%
QR Codes

+61%
Special Offers

+65%
QR Codes

+27%
Prominent contact details

+60%
Event invite

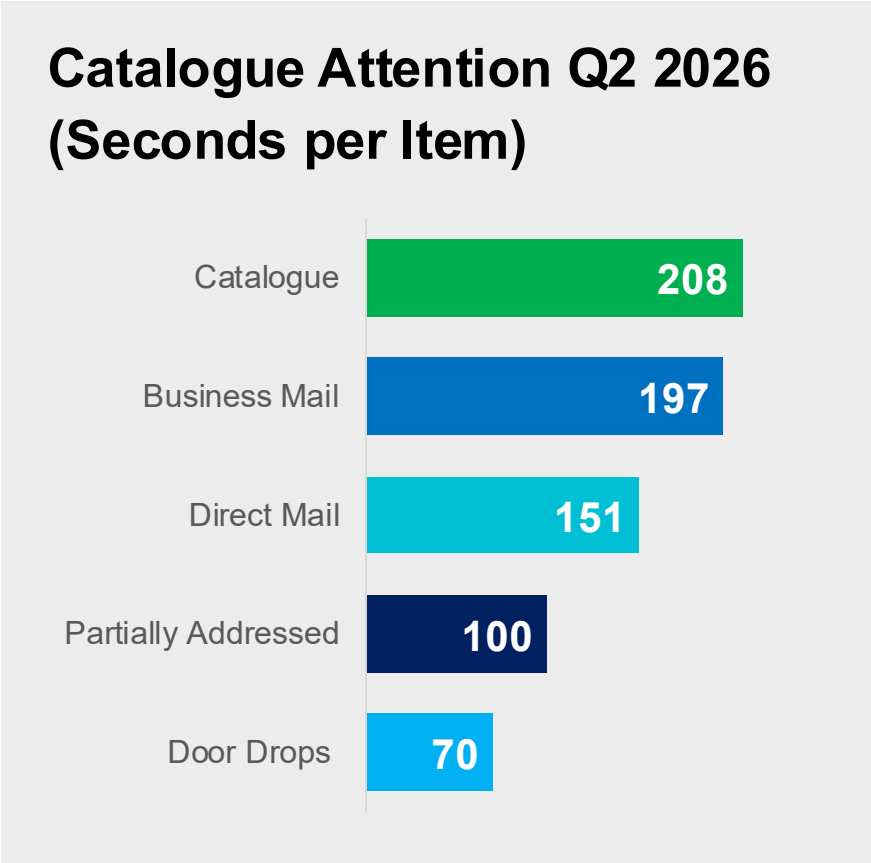
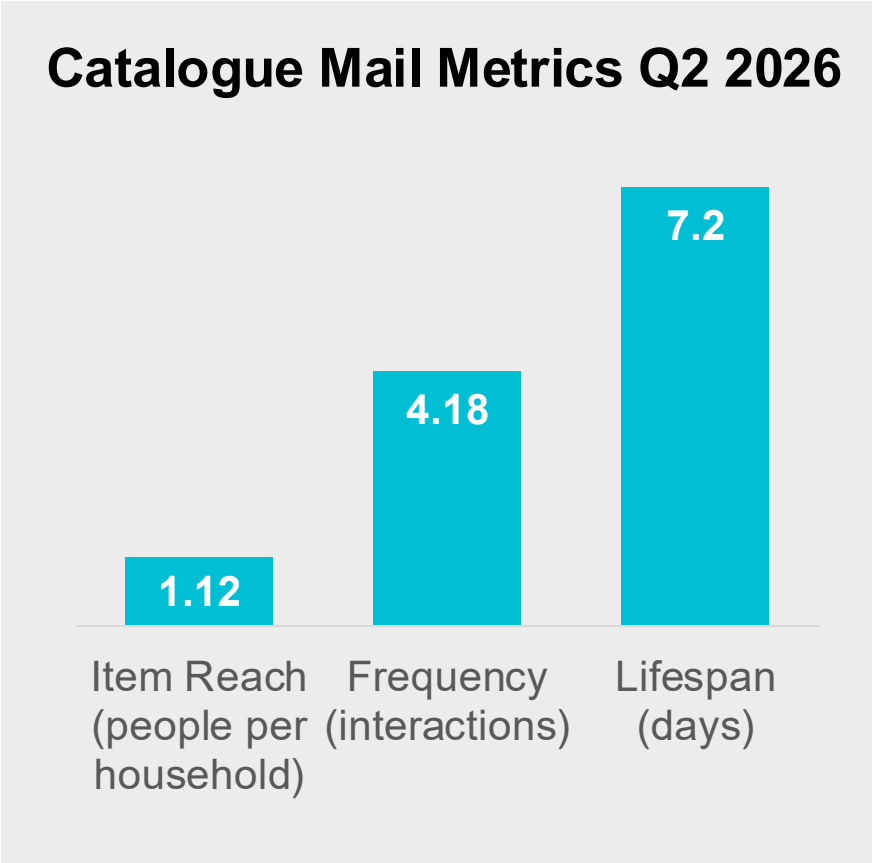
+65%
Special Offers

Mail Engagement and Effectiveness Q2 2026

Catalogue Performance

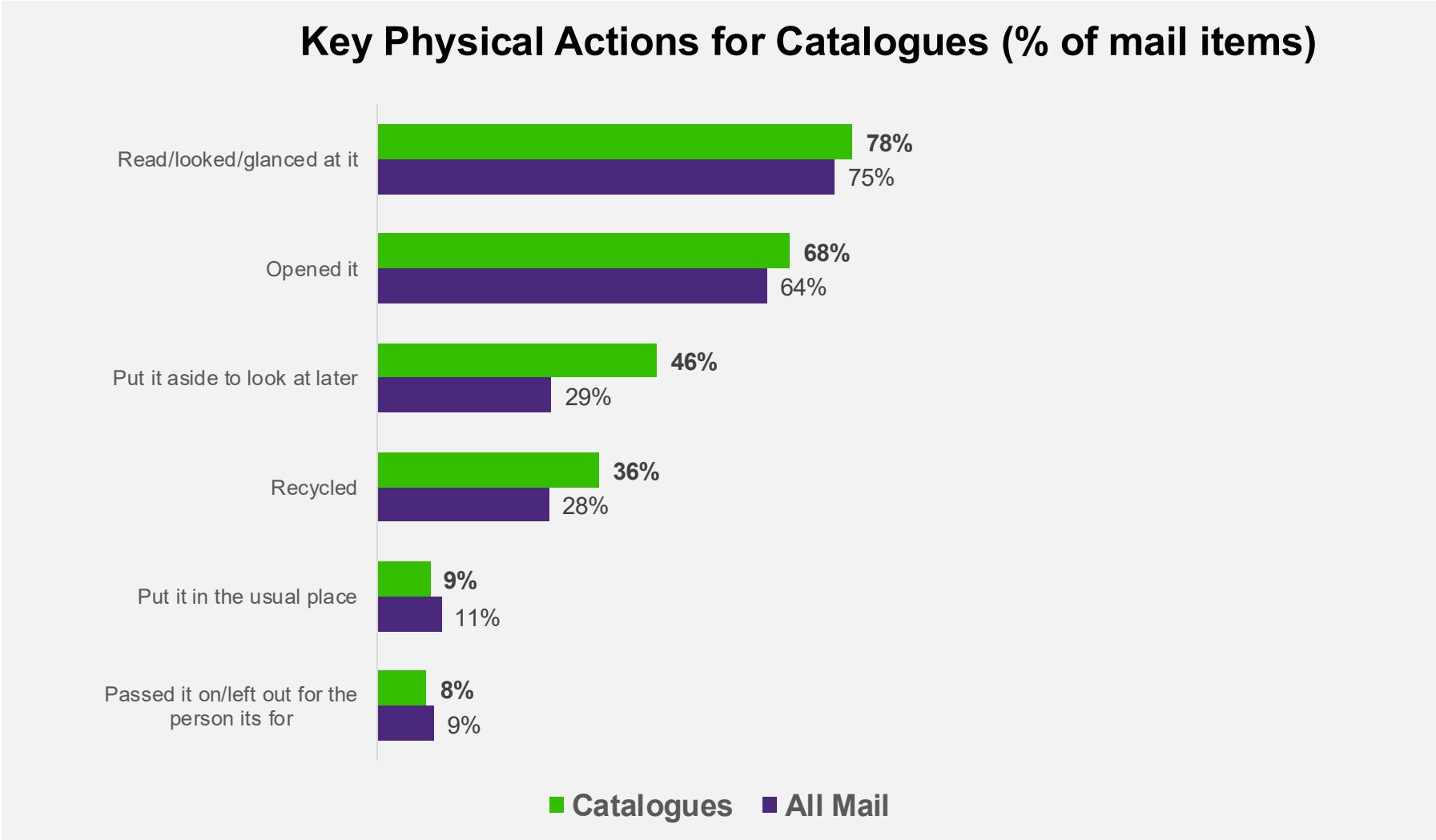
Catalogues are looked at for nearly 3.5 minutes on average

Catalogues report mail reach, frequency and lifespan broadly in line with Direct Mail. However, where catalogues offer **disproportionate performance is in their attention metrics**: the average catalogue is viewed for nearly 210 seconds a month on average.

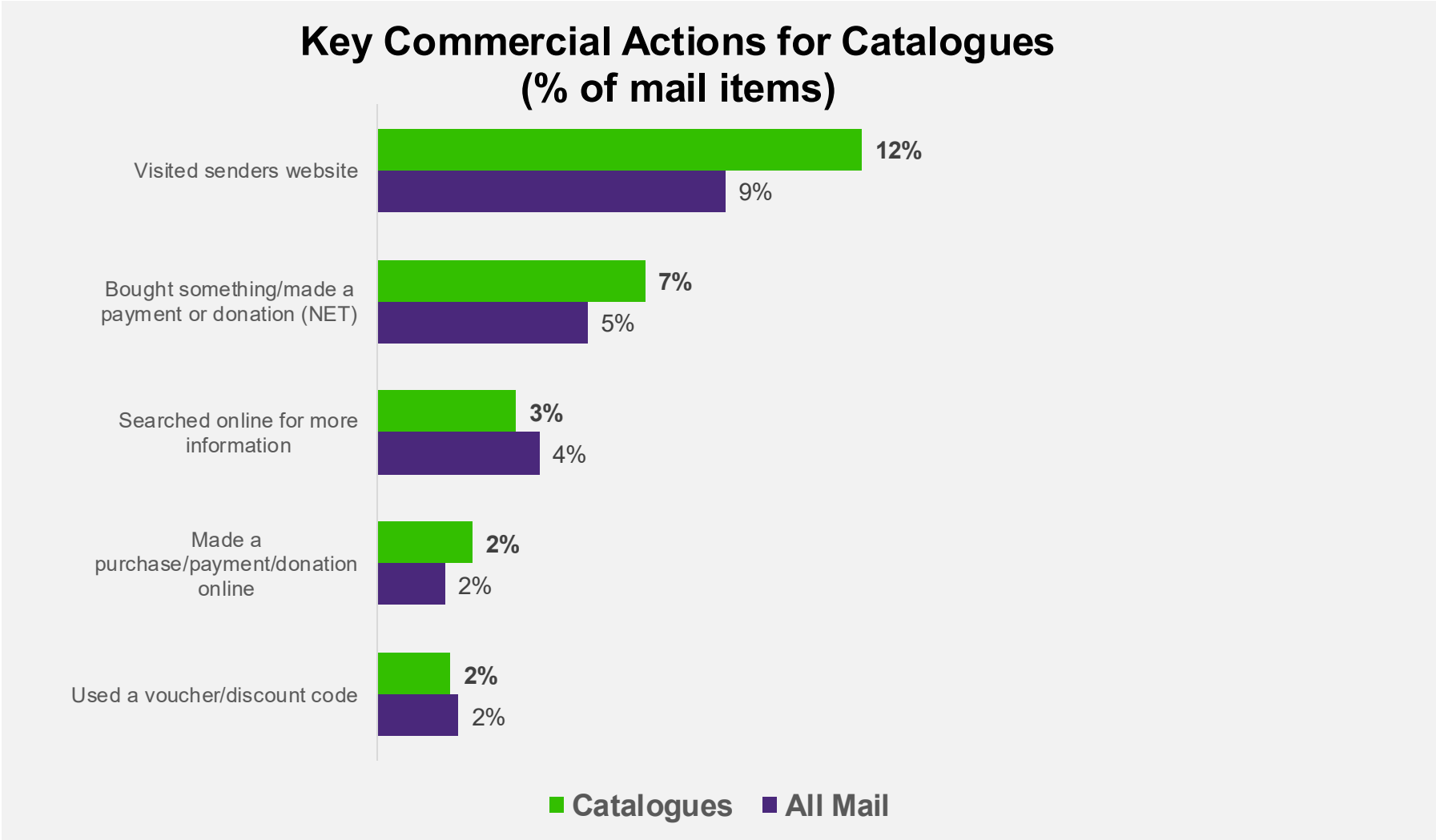


Source: Q2 2026 n=9,377 mail items (333 Catalogues)

Catalogues have higher open and read rates and nearly half are put aside to look at later



Catalogues prompt website visits and purchases



Source: JICMAIL Item Data Q1 2022 to Q2 2026 n=175,482 mail items (8,326 Catalogues)

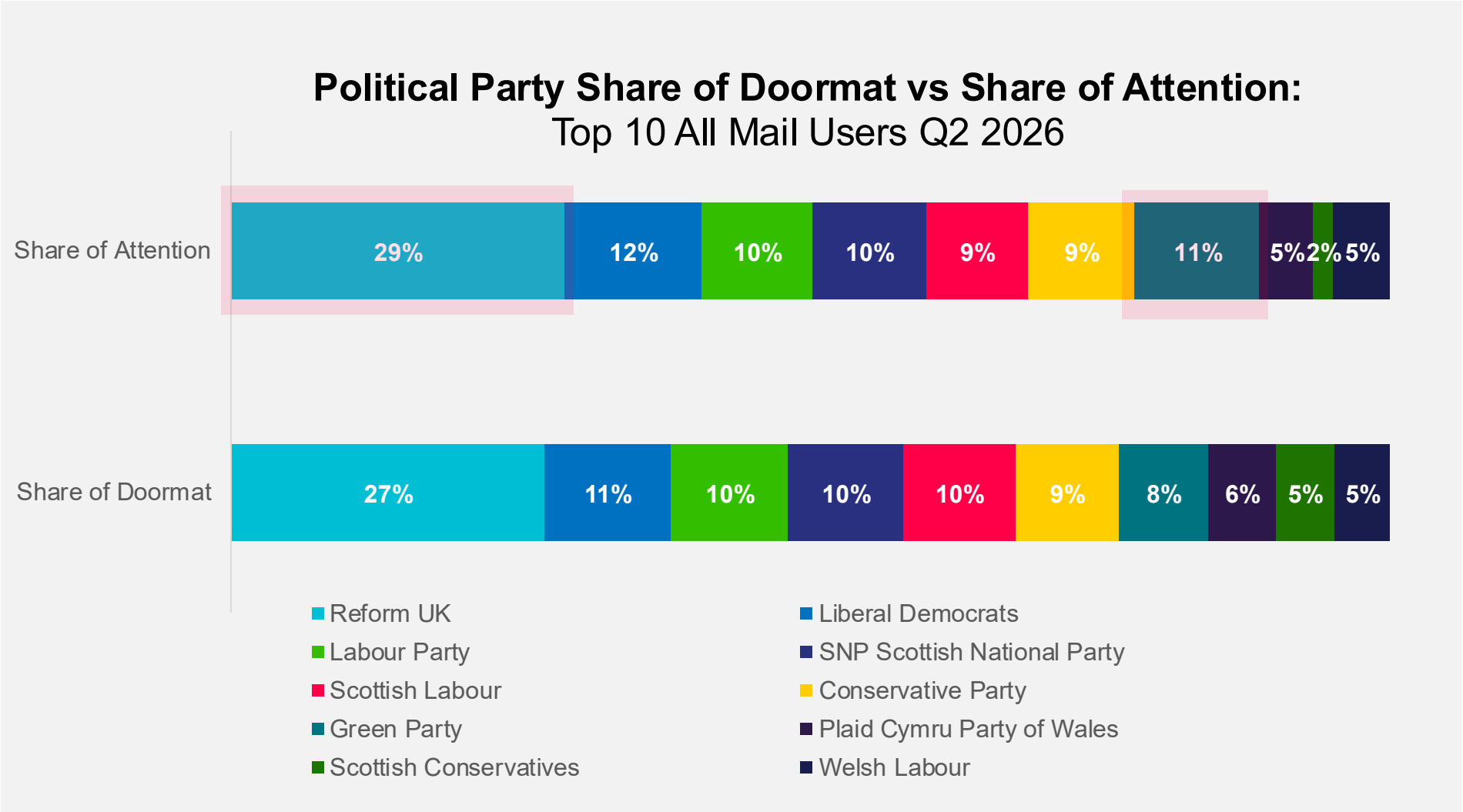
Advertiser Activity Q2 2026

Share of Doormat and Attention



Mail Media Metrics

Reform and the Green party take disproportionately higher share of attention among political parties

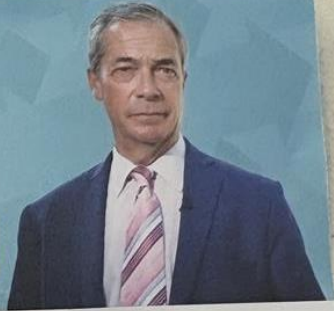


Top performing political mail creative from Q2 2026

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SUPPORT REFORM

GET STARMER OUT



A PERSONAL MESSAGE FROM NIGEL FARAGE

I love this country. But loving Britain also means being honest about where we are today. **Britain is broken. Nothing works as it should anymore.**

Fourteen years of Conservative Government broke Britain. They left us with higher taxes, uncontrolled immigration, high council tax, rising crime and a cost-of-living crisis that is hitting families hard. Now Keir Starmer's Labour government is making things worse.

If you want to get rid of Keir Starmer and change the direction of this country, there is only one way to do it: Support Reform UK.

That is the message I have heard everywhere.

Throughout March, I travelled across the country holding meetings with tens of thousands of

my plan for Houlton...

1 Pushing to Fast-Track the GP Surgery
To enable Houlton residents to see a GP closer to home.

2 Securing a Houlton Parish Council
Working alongside Cllr Adam Daly, to ensure Houlton is in charge of its own future.

3 Less Waste, More Efficiency
Championing less waste and greater efficiency so that our council tax is kept under control.

4 Tackling Speeding Concerns
Continue reporting concerns to the relevant authorities to push for resolutions which ensure community safety.

5 Fighting for A&E at St Cross Hospital
Over 5,000 residents across Rugby have signed our petition to bring back A&E to St Cross.

6 Backing Small Businesses
Only the Conservatives are on the side of businesses.



Help Us To Keep Houlton In Safe Hands - Vote Conservative



Mike, Steven, and Jane

Standing up for Waterloo

Our Three Pledges

- ✓ Support local community groups
- ✓ Protect our coast and promote sustainable local tourism
- ✓ Fix potholes and improve roads across Waterloo

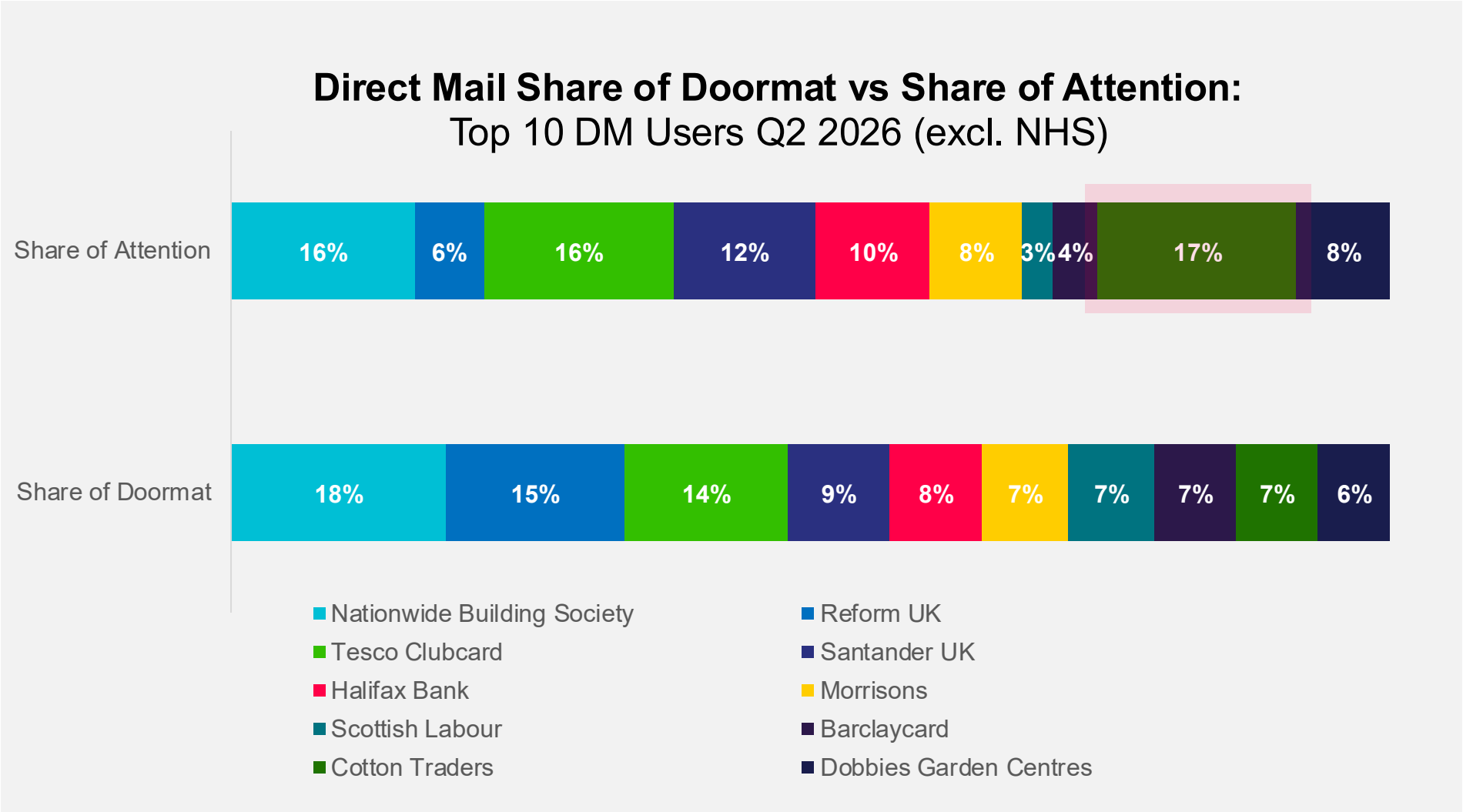




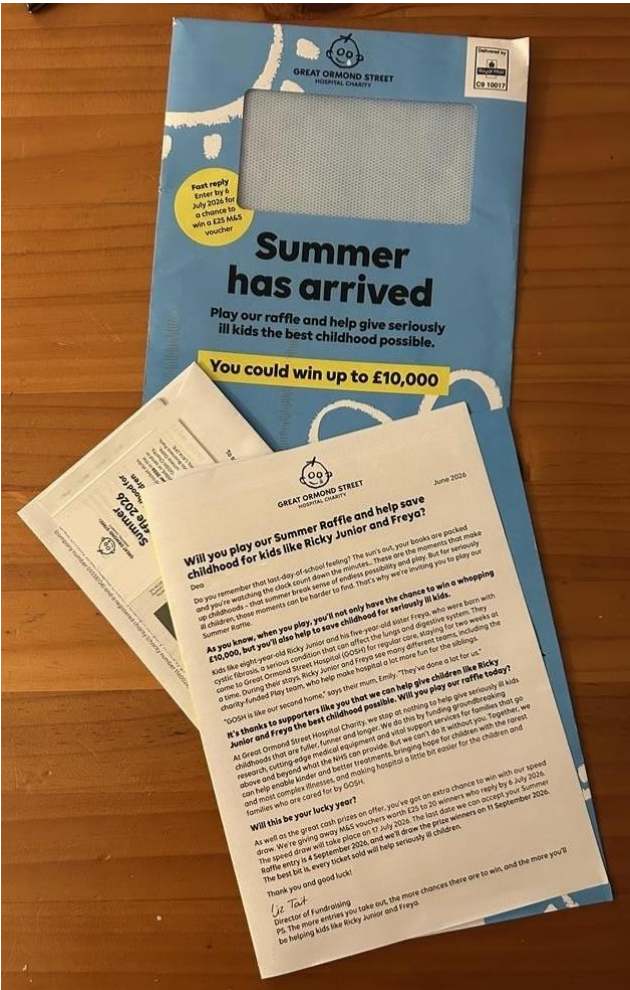
Sefton Labour

Thursday, 7 May

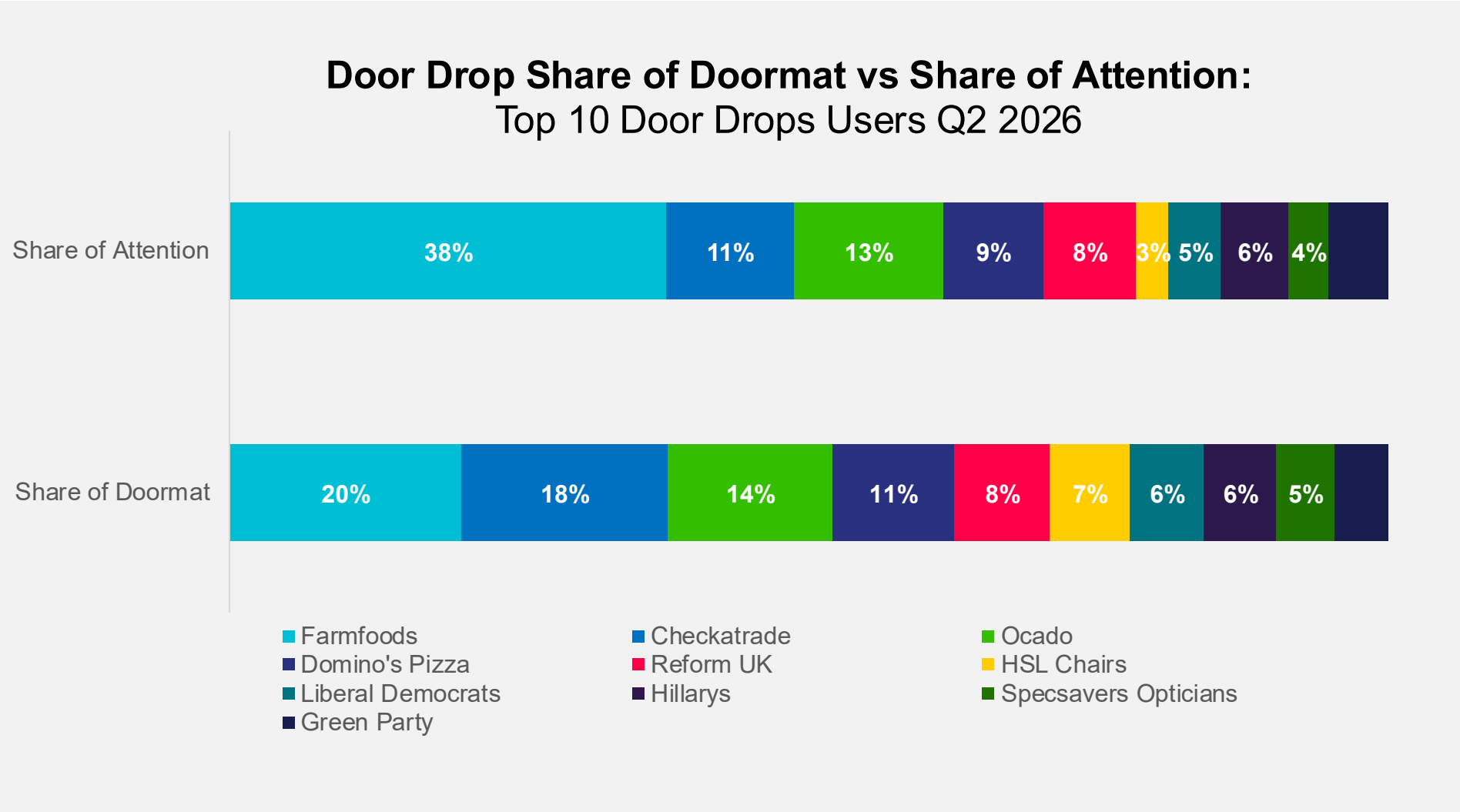
Cotton Traders take a disproportionately high share of Direct Mail attention



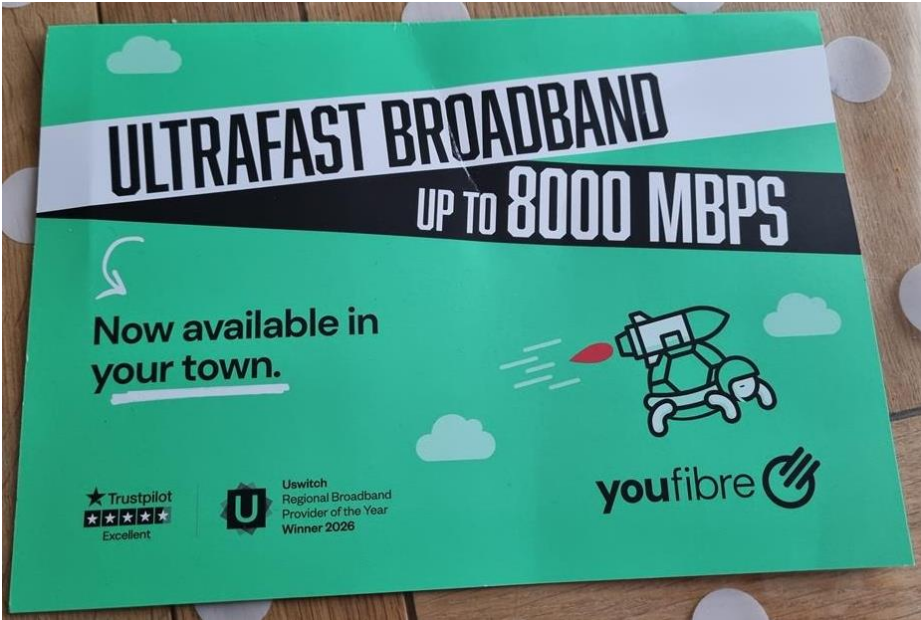
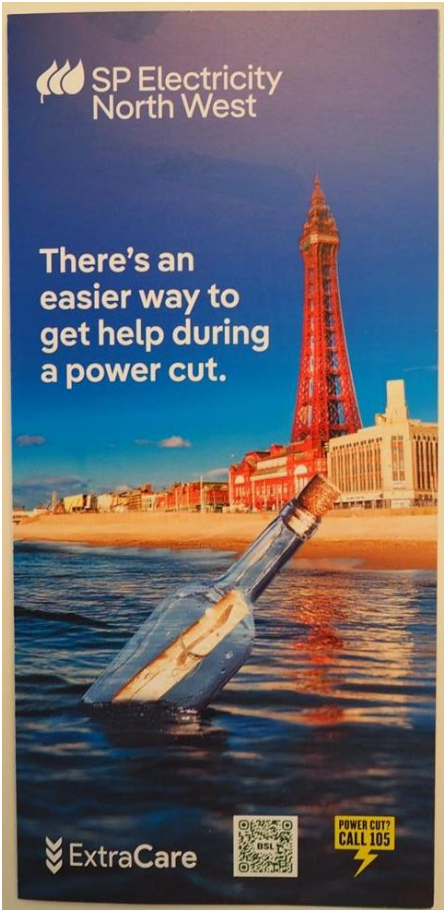
Top performing DM creatives from Q2 2026



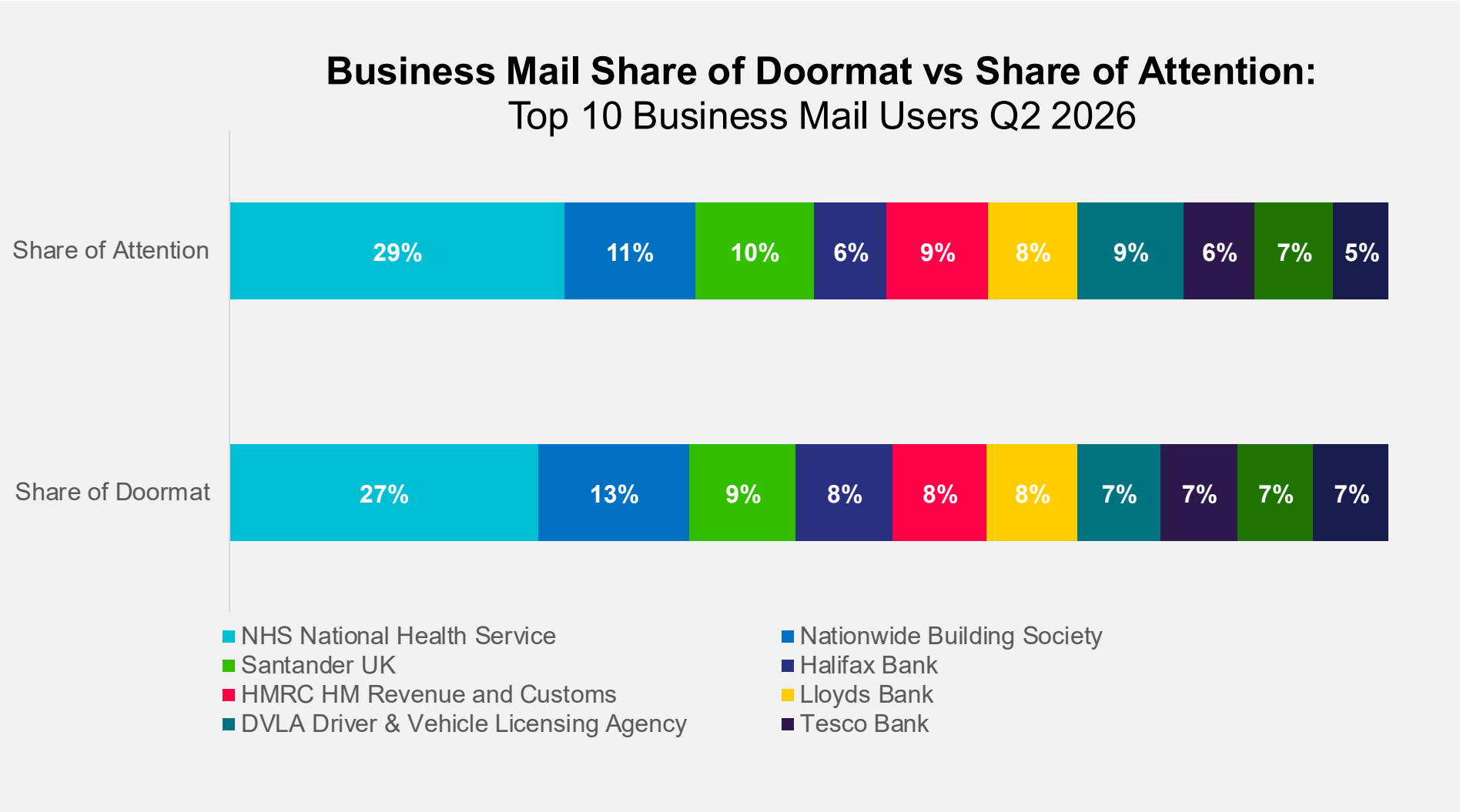
Farmfoods continue to generate double the share of Door Drop attention versus share of doormat



Top performing Door Drop creative from Q2 2026

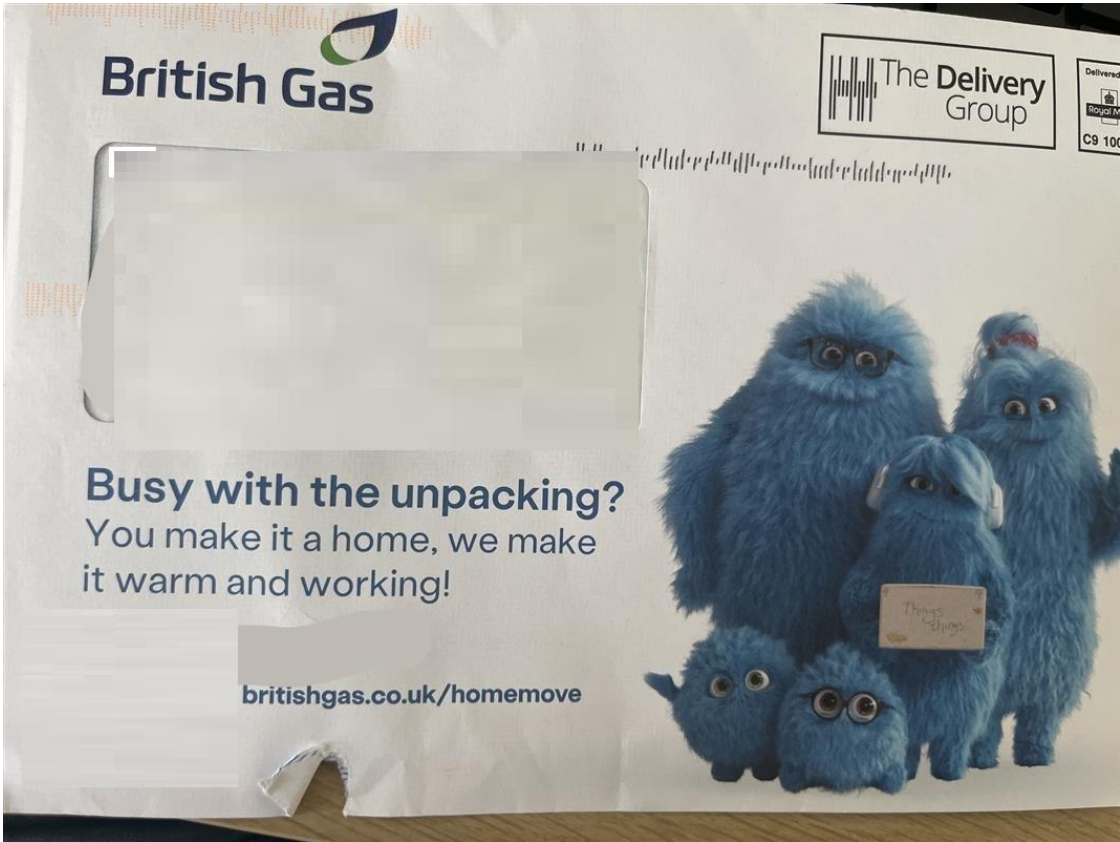


NHS over-performing for share of Business Mail attention



Top performing Business Mail creative from Q2 2026

30





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Thanks

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Mail Media Metrics