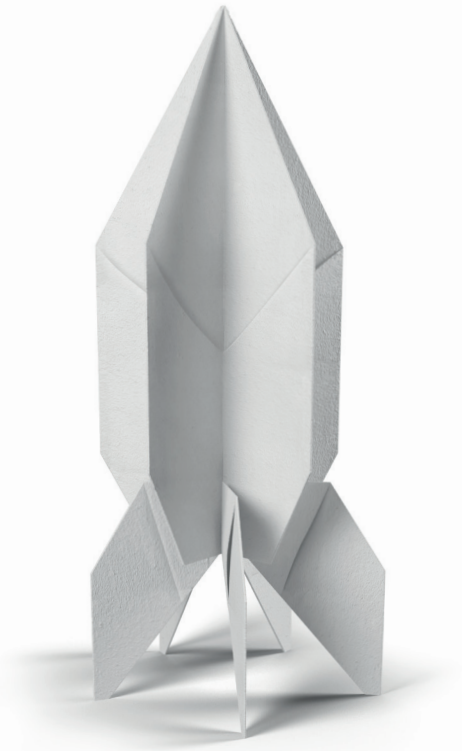


BOOST YOUR BUSINESS WITH **DOOR DROPS**



REACH NEW CUSTOMERS IN A GDPR WORLD.

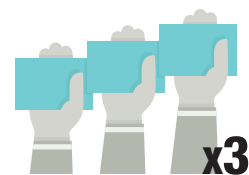
Door drops don't always use personally identifiable data, so you can speak to your pick of customers in almost 30 million homes.



STAYS IN THE HOME.

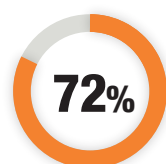


Door drops have real staying power, they remain in the home for an average of **5 days**.*



Door drops are revisited up to **3 times** on average, keeping your brand front of mind.†

KEPT IN THE MIND.



of people say they **remember reading or looking at local business door drops** in the last 12 months.**

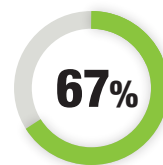


Mail (including door drops) is the media to remember. It has a more powerful effect on long term memory encoding, **49% stronger than email**.†

DELIVERS RESULTS.

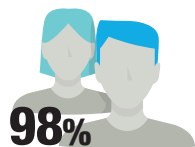


Door drops boost your audience. 92% of people **read door drops that are delivered to their home.**^{††}



They really drive response. 67% were **prompted to buy** after receiving a door drop.^{††}

REACHES EVERYONE.



Door drops can reach almost everyone in the UK. 98% of consumers can receive and see them.^{††}

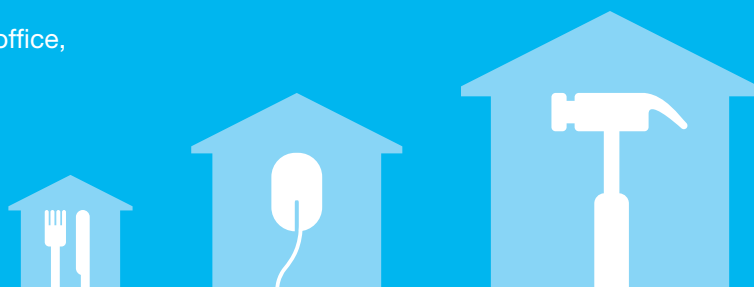


For every 100 door drops read, **6 are shared**, so you get a bigger audience than you pay for.*

*JICMAIL, Kantar TNS, 2017. **Royal Mail MarketReach, Life stages, 2017. †Royal Mail MarketReach, Neuro-Insight, 2018. ††Royal Mail, MarketReach, Illuminas, 2014.

DOOR DROPS SUIT EVERY SECTOR.

Whether you're running a restaurant, or running for office, door drops are perfect for your business.



DO A LOT WITH A LITTLE.

Whatever your budget, door drops are a cost-effective choice. For instance, £500[^] can help you reach 8,000 households. And £5,000[^] could let you talk to more than 107,500 customers.

£500[^]

8,000
households.

£5,000[^]

107,500
households.

[^]Plus VAT.

WHAT WE DO, FOR YOU.

Here to help you build better campaigns.



FIND MORE CUSTOMERS

We'll help you target the right customers. Whether that's by postcode, demographic or how close they are to your business.



COLLECT LEAFLETS

We'll pick them up from the printer.



DELIVER YOUR CAMPAIGN

We send your marketing materials out as part of our trusted postal service. So they're welcomed into the home.

TALK TO THE RIGHT PEOPLE.

See what we can do with targeting and data.



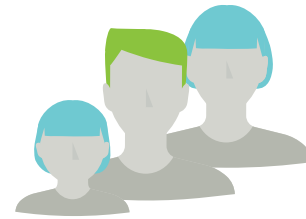
DISTANCE

Find everyone within a certain radius from your business. Just choose miles or drive time.



LOCATION

Postcode mapping means you can target houses or certain types of people within different areas.



DEMOGRAPHIC

Know the type of people you want to talk to? Sort by age, affluence or household.

