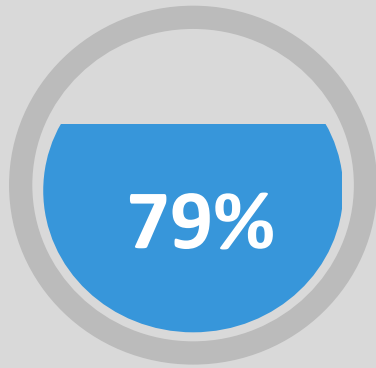
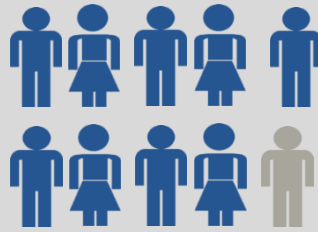


# Why Door Drops?



## Keep, Glance or Pass on

**79%** keep, glance at, or pass on at leaflet distribution items\*\*\*\*



**9 in 10** are Happy to Receive

Nine in ten people are **happy** to regularly **receive** unaddressed mail from retailers\*

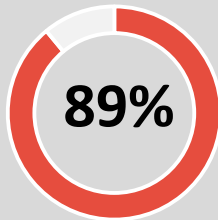


## Door Drops are Kept

Door Drops are **kept** in the home for an average of **38 days**\*\*\*

## 89% Remember

**89%** of consumers **remember** receiving a door drop mailing - more than any other marketing channel\*



**59%** of people have visited a company's website to find out more after receiving a door drop\*\*\*

## Targeted Campaigns

Your door drop can be **targeted** by **postcode** area, or specific **demographic**, alleviating the need for blanket coverage and giving you a highly targeted campaign **maximising return on investment**



## Door Drops Drive Web Searches

## Drive Response

**48%** of consumers either **visited** a shop, sent for **information** or **bought** a **product**, having received a leaflet through their letterbox.\*\*\*\*



**92%** of people read the door drops delivered to their home\*\*\*

For more information on how door drops can help grow your business contact Ben Ferguson on 07764 629059 or at [ben.ferguson@d2dc.co.uk](mailto:ben.ferguson@d2dc.co.uk)

\*Royal Mail and FreshMinds study 2011 / \*\* Marketing Week, February 2011 / \*\*\* Royal Mail / \*\*\*\*The Direct Marketing Association