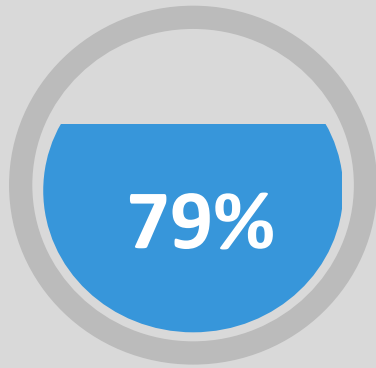
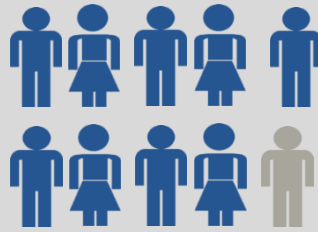


Why Door Drops?



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*

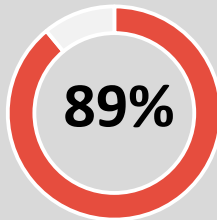


Door Drops are Kept

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

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