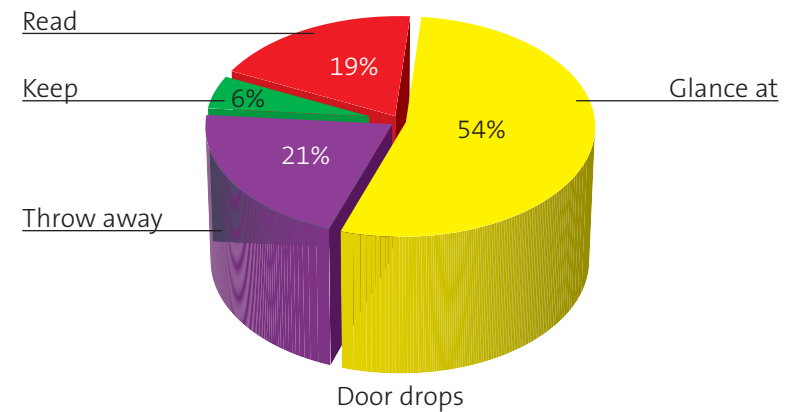
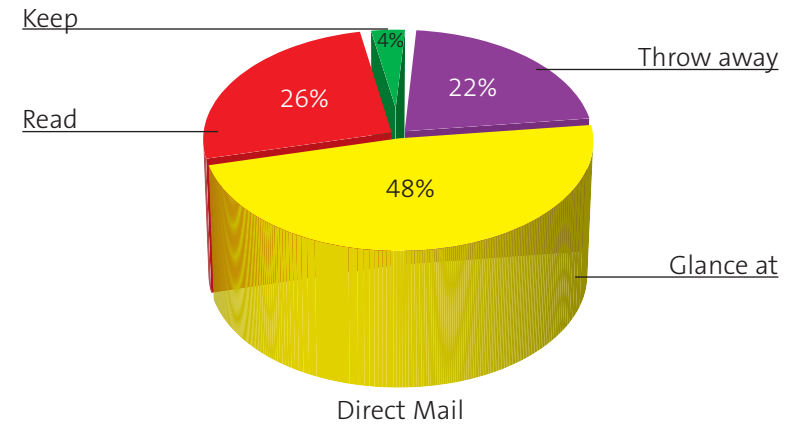




Door drops have as much impact as direct mail

79% keep, read or glance at door drops

Research shows that often people don't differentiate between direct mail and door drops – they both have similar appeal and impact. In fact, more people tend to pass on or keep door drop leaflets for later use. This indicates that the perceived value depends more on the offer, than the method of delivering it. Something worth bearing in mind when comparing costs between the two.



Source: DMA research commissioned from BMRB Omnibus/Synergism – March 2001