

HOW RETAIL MAIL ENGAGES CUSTOMERS AT EVERY LEVEL

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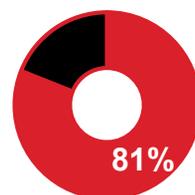
Last year was the worst on record for British retail, with sales falling for the first time in 24 years as a dire performance on the high street dragged down the industry. Total sales slipped by 0.1% in 2019, according to the British Retail Consortium (BRC) and advisory firm KPMG, the lowest since they began monitoring the sector in 1995.



HOW MAIL CAN ENGAGE AT ALL POINTS OF THE CUSTOMER JOURNEY IN RETAIL

GAINING CONSUMER LOYALTY IS A KEY BATTLE GROUND

81% of consumers say they will shop around to get the best deal. 79% said they would switch to a brand's competitor within a week of having a negative experience. But 55% still claim to buy from brands they know even when they know they could be getting a cheaper deal elsewhere



¹DMA, Kibo, Vendasta H

CONSUMERS ENGAGE WITH RETAIL MAIL

Engagement rates with mail are high, 98% with mail from supermarkets, 93% with mail from high street retailers and 92% with mail order online retailers.²



²JICMAIL, Kantar TNS, Q1 2017 to Q4 2019

PHYSICAL INTERACTIONS WITH RETAIL MAIL ARE HIGHER THAN AVERAGE

The number of times a retail mail pack is revisited by consumers is higher than average. The average frequency for a mail pack is 4.2, retail mail performs between 4.2 and 4.75.³



³JICMAIL, Kantar TNS, Q1 2017 to Q4 2019

ALL AGE GROUPS ENGAGE WITH MAIL, YOUNGER GET LESS OF IT

By using one of the main industry planning tools, TGI we can see that young people over-index on receiving mail, compared to the oldest cohort of 75+ who massively under-index against getting no mail. Young people though are much more likely to take the mail they get out of the house.⁴



⁴GB TGI 2018 Q4 (July 2017-June 2018)

WANT TO LEARN MORE?

We have more insight around how consumers engage with different retail mail and door drop and would be happy to share our wider findings with you.

