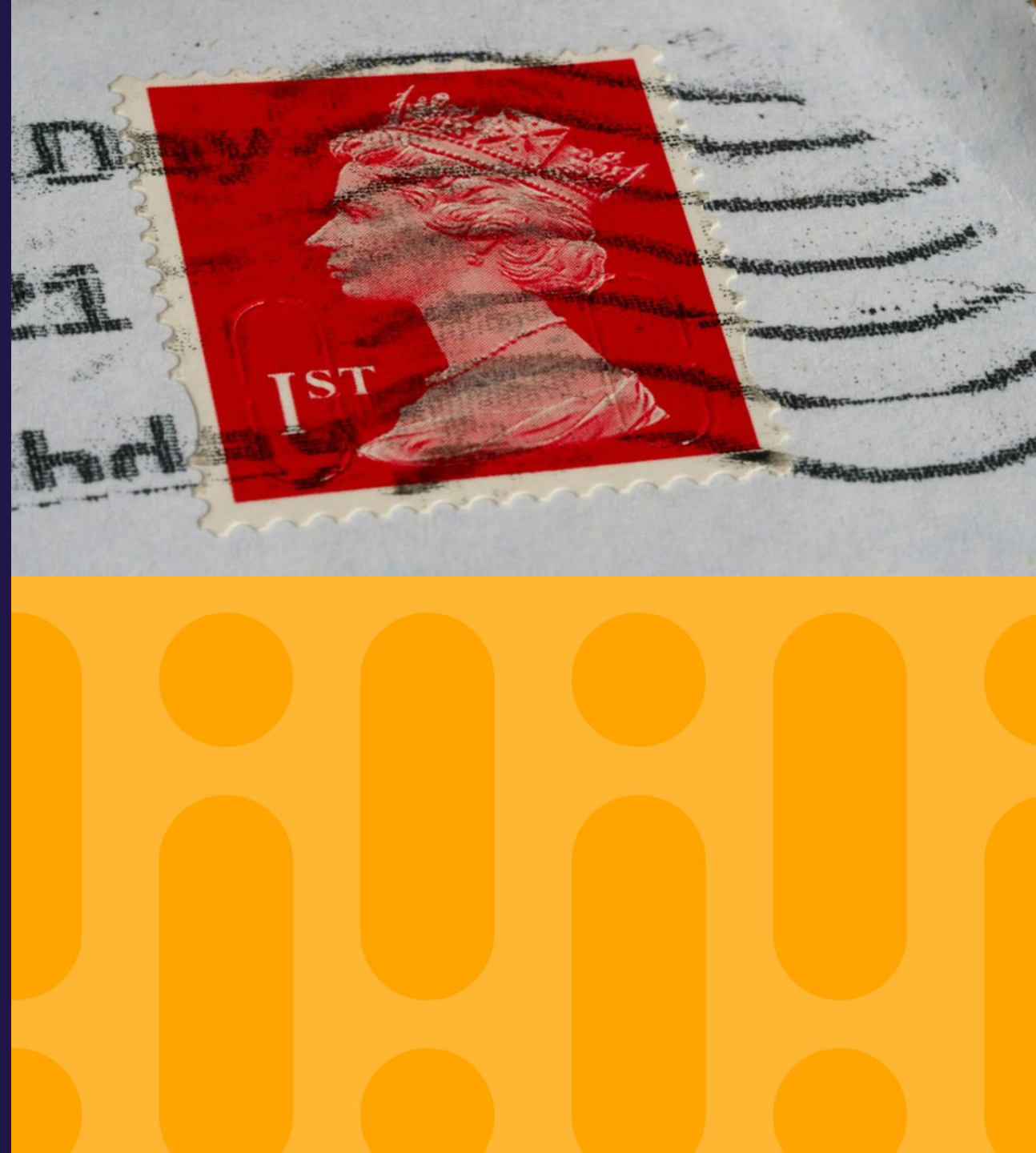


APRIL 2026

Mail Is Back

Rediscovering the power of mail

Webinar | Panel | Q&A



Joining you today



BEN BRIGGS

Managing Director



NATHAN ROSE

Head of Media Planning



JOSH FOWLER

Senior Growth Consultant

What will we cover?



The Elephant In The Mailroom

Problem or opportunity?



Why Mail? Why Now?

What is the strategic case for the letterbox?



Mailing Smarter in 2026

How can you make every letter count?



Panel Discussion | Live Q&A

Any questions about mail? Ask away





The Elephant In The Mailroom

Problem or opportunity?

THE ELEPHANT IN THE MAILROOM

It will **cost us more** to do exactly the same as last year through mailing channels

Why? Royal Mail rates have just **gone up** (again!)



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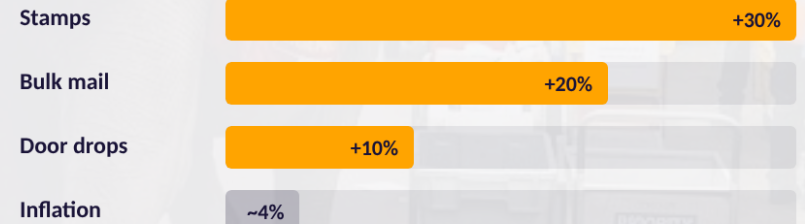
THE PRICE REALITY

What's changed in your mailroom

+20%

Cumulative rise since 2024

Same campaign. Bigger bill. Every drop costs measurably more than last year.



Royal Mail price rises April 2024 → April 2026, vs UK CPI

LIVE POLL

Have you been reconsidering mail because of the price increases?

Tap to vote →



THE KNEE-JERK REACTION FROM MOST?

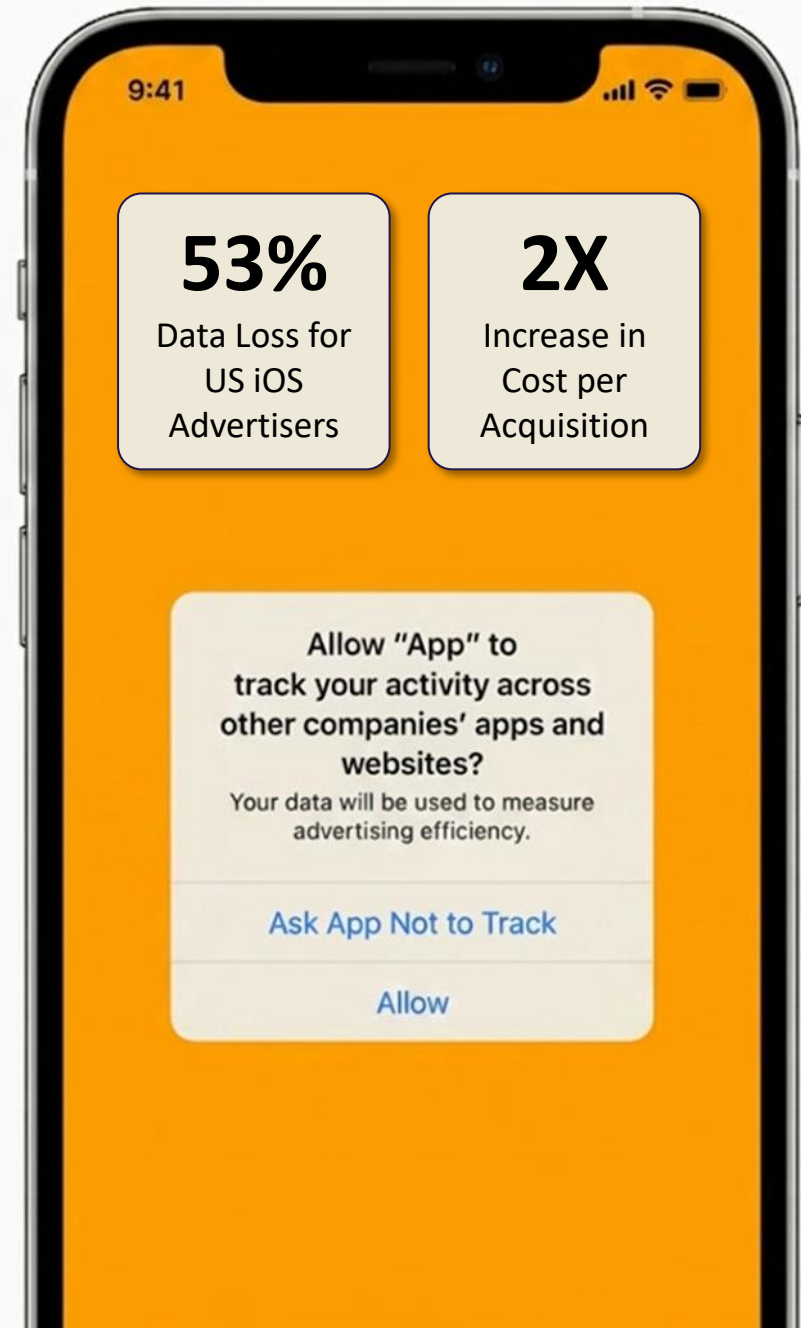
The instinct is to **mail less** to reduce immediate cost

But it's the brands who **mail smarter** that will win

THIS HAS HAPPENED BEFORE

In 2021 iOS14.5 prompted **panic** and **digital budget cuts** from many marketers

But **smart brands** invested in CX, first-party data and owned channels



THE GOOD NEWS?

Screen fatigue, rising CPAs and inbox saturation have created the perfect opportunity for **mail to prevail**



74%

Consumers are feeling overwhelmed

Enshittification, slop, ads and emails have led to audiences feeling disconnected with online media.



70%

Drop in UK mail volumes since 2004

From 20bn letters to 6.3bn today. Households receive fewer than 4 letters per week, down from 14.

222%

Increase in acquisition costs in only a decade



Why Mail, Why Now?

What is the strategic case for the letterbox?



80X

MAIL GETS ATTENTION

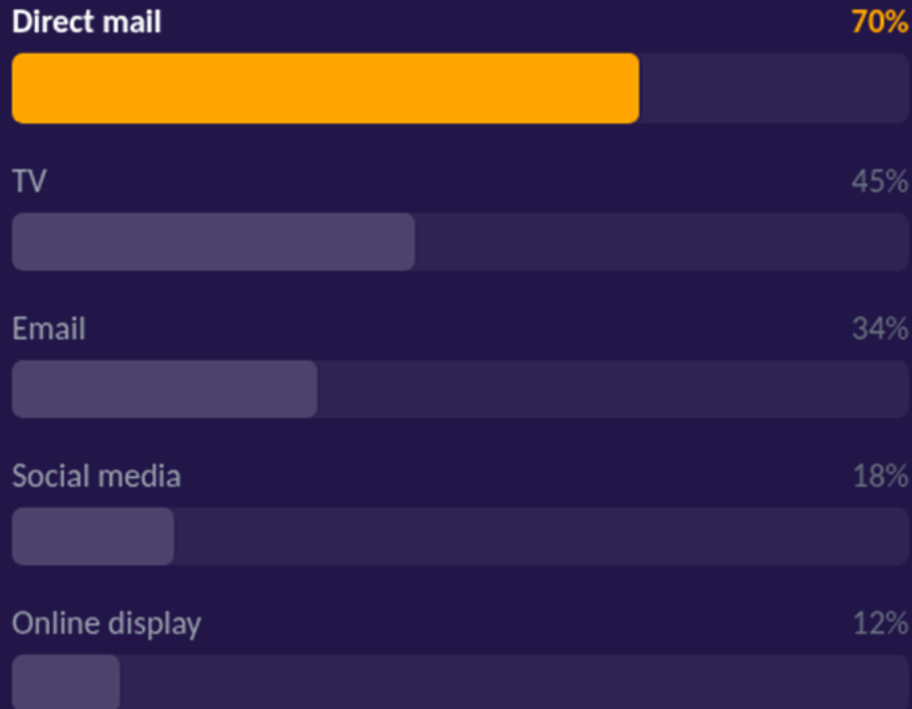
145 seconds of **attention per mail piece** over 28 days. That's nearly **two and a half minutes** – up to 80x more than an in-feed social ad gets.

Source: JICMAIL

MAIL IS TRUSTED

In a world of AI slop, **trust** is paper-thin – and mail has earned it

TRUST BY CHANNEL



70%

Of consumers trust direct mail more than any other advertising channel – **even younger audiences**

People trust what arrives in the post. In the era of phishing, fake news and ad fatigue, physical mail carries inherent credibility. It costs money. It requires effort. It can't be spoofed as easily.

And **young people trust mail most**. 15-34 year olds are **71% more likely** to trust advertising mail than average. For Gen Z, it's the **second-most trusted advertising channel**, behind only search.

Charities & Financial Service Sectors

Benefit most from the “trust premium” of mail – its tangible nature signals permanence, legitimacy and care

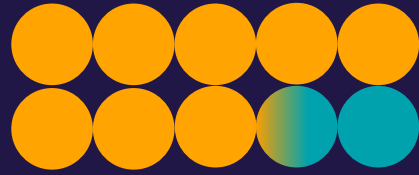
Sources: Royal Mail Marketreach



70%

Consumers feel
valued by mail

They say mail makes them
feel more valued than digital
communications



87%

Mail influences real
wallet decisions

Mail recipients have been
influenced to make an online
purchase as result of mail

MAIL IS A 'SUPER TOUCHPOINT'

Physical mail commands
attention and trust in a
way that other channels
can't match

Mail **supercharges** the
buyer's journey across
multiple touchpoints

MAIL IS A MULTIPLIER

Your best digital strategy? Just add **paper**



Mail Lands First

Primes the audience



Email

Higher opens



Social

More clicks



Search

Brand lift



Reactivated Lapsed Audiences

Donors and customers who stopped responding to emails entirely

+35%

Increase in campaign effectiveness when mail is added to the digital mix

Mail doesn't replace digital – it makes everything else work harder. Adding mail to your mix is one of the highest leverage budget decisions you can make right now.

Sources: Marketreach, Royal Mail

SAT

MAIL DELIVERS ROI

And mailing channels *really* do deliver



JICMail

Industry-standard measurement for reach and frequency



Personalised

QR codes, personalized URLs and promo codes for attribution



Attribution

ROI tracked across multiple channels to quantify mail's effect

RESPONSE RATE

Direct mail

4.4%

Email

0.12%

30x higher response rate than email

£3.22

Return on investment for every £1 spent on cold and warm mail channels

Even with a 20% price rise, mail's cost-per-response remains competitive – particularly when factoring in higher dwell time and household reach.

Sources: JICMail, Marketreach, IPA

SO WHAT?

So the data says
you should **mail
more?**

But, how can you
mail smarter in
2026?





Mailing Smarter in 2026

How can you make every letter count?

A *smarter* approach to *mail* in 2026

The cost increase doesn't have to mean less mail. You can leverage these **four levers** to mail smarter, reduce waste, and make every piece work harder.

1

Smarter Data

Reduce waste through data hygiene tighter targeting, and suppression



2

Smarter Messaging

Improve response rates to absorb higher unit costs



3

Smarter Packs

Adjust weight and spec without harming performance



4

Smarter Journeys

Align your mailing channels with digital to lift overall returns





Mail fewer people. *Create more value.*

11% of UK adults move annually - your data hygiene is critical

Tighter targeting and disciplined suppression can **cut mail volume without harming outcome** – data hygiene typically pays back within the first mailing.

Hygiene-Led

Review data to suppress gone-aways, duplicates and decedents – this will pay back in your first drop

Behavioural Targeting

Segment audiences by community response and propensity, not just demographics

Value-Modelled

Identify high-value responders worth investing in now – removing immediate budget wastage

Mailing universe
(broad, expensive)

Suppressed segments

High-value responders

Same response. Less spend.



Make every pack **earn its keep**

Creative quality is the biggest ROI multiplier in your team's control

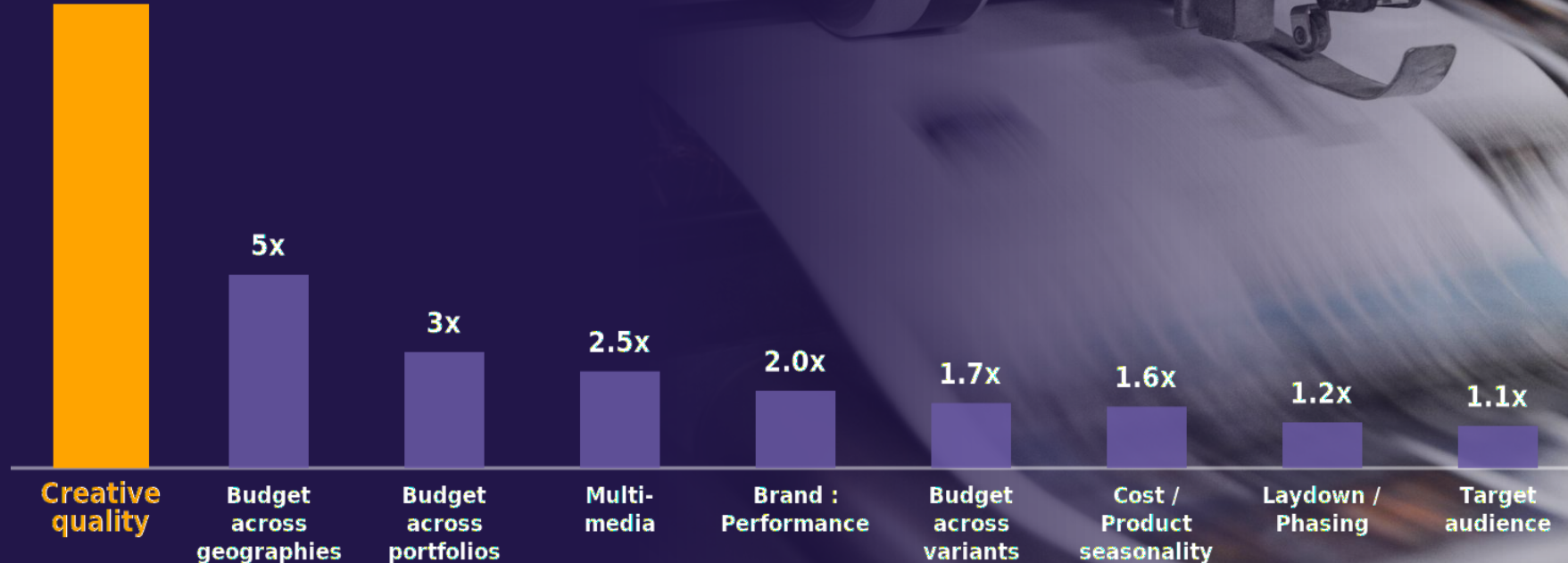
Creative quality drives up to **12x** more impact than other variables – it's the **single largest lever you can pull** to absorb the rate rise.

Use Your Biggest Leverage
Creative quality outperforms budget and targeting combined – use it wisely in your mail packs

Trusted & Attention Canvas
Mail is picked up, put down and revisited – uniquely rich attention

Digital Handoff
QE / URL / offer mechanics turn attention into measurable behaviour

12x





Trim grams. *Not results.*

Optimise your pack on the scales to immediately offset costs

Smart spec choices can strip **15-25%** from production without harming response – **savings that compound** across every drop, every year.

Spec Drives Cost

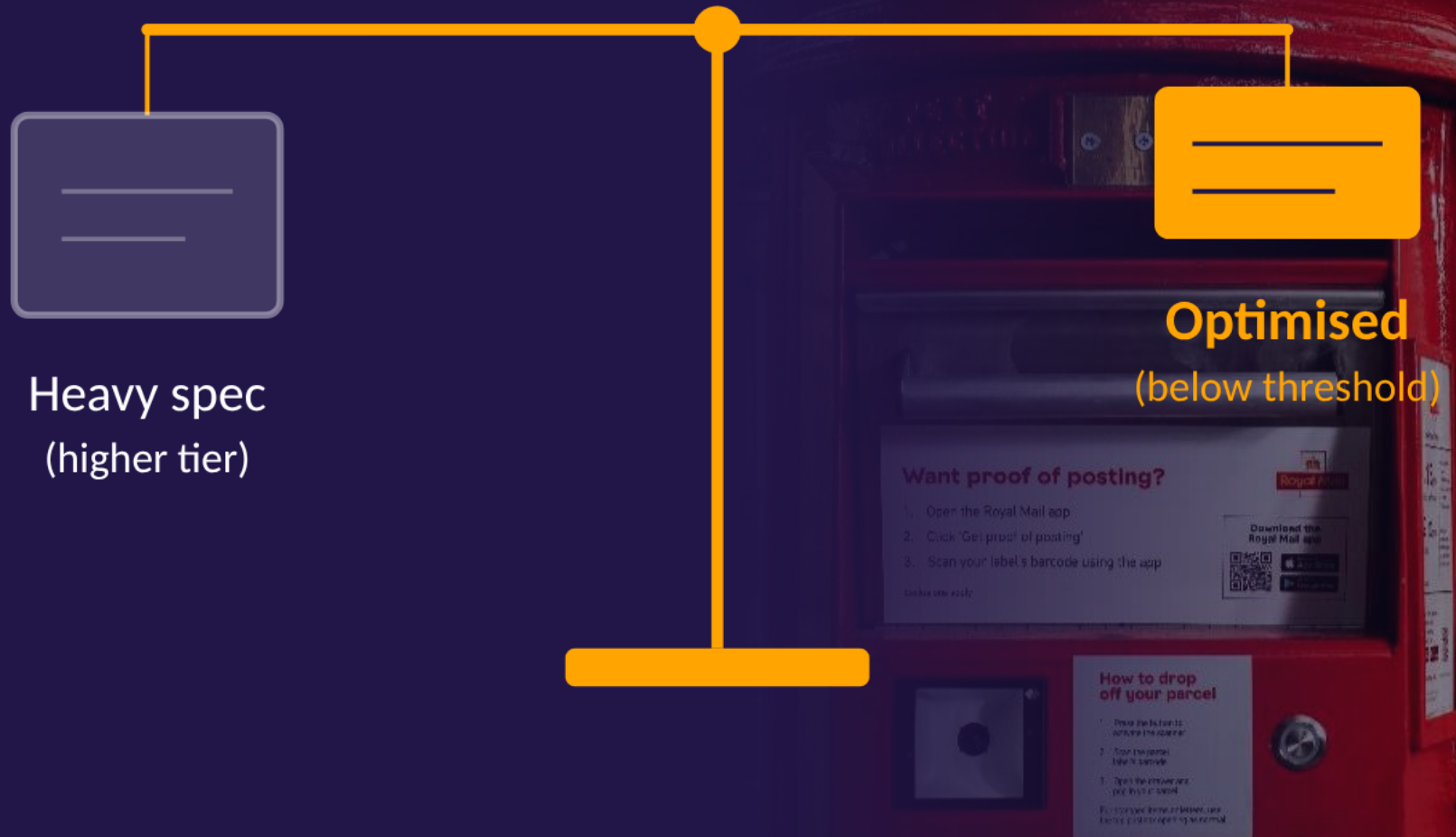
Paper weight, format size and enclosures push you into higher tiers

Element-Level Testing

Strip avoidable cost from inserts, length, finish – keep what works for you

Engineer For Postage

Treat postage as a design constraint *before* you go to print





Mail plus digital. *Not versus.*

Design integrated journeys across online and offline worlds

Adding mail to a digital strategies **lifts overall campaign effectiveness** – it doesn't compete with digital channels, it supercharges them.

Use Mail To Amplify

Digital plus mail is 'the whole being greater than the sum of the parts'

Plan The Handoff

Mail creates attention and intent – search, site, social and email convert it

Measure Properly

Use holdouts and incrementality, not last-click attribution



THIS WORKS

And smarter mail delivers **real** and **immediate** impact

Abel & Cole

We delivered better results while spending less – by redirecting mail to the right audiences in hotspots

RESULTS

+168%
uplift in response rate in detected communities

9X
increase in ROI in detected communities

+7%
Average Order Value uplift in detected communities

RSPCA

RSPCA's Christmas appeal needed to maximise donations while cutting waste, ensuring resources were used efficiently and sustainably

RESULTS

+24%
increase in donor response rate in detected communities

+23%
increase in total overall donations to RSCPA

+11%
uplift in average cash donated per donor

JLR

Using behavioural signals and B2B buyer journey mapping, we created next-best-action frameworks across physical and digital CRM initiatives

RESULTS

+30%
uplift in sales qualified leads conversion

5X
increase in opportunity volume and pipeline

10X
uplift in high-value accounts in pipeline



Panel Discussion | Q&A

Any questions about mail? Ask away

JOINING OUR PANEL

Live Q&A

Any questions
about mail? Ask
away



TOM RIDGES

CEO & Founder
Herdify



NEAL DODD

Managing Director
Letterbox Consultancy

GET STARTED NOW

You don't need to transform everything overnight.

Here are three things you can do **this week** to get started.

1

Read our Report

Are you reconsidering your mailing strategy? Read our report to understand how to navigate the price rises through smarter mail in 2026.

READ HERE

2

Use our Calculator

Unsure how much Royal Mail's rates increase will affect your DM or door drops budget? Use our calculator to directly see the impact

USE HERE

3

Request an Audit

Want to understand if you're wasting budget in your mailing channels? Speak with our mail specialists to analyse your data and strategy.

REQUEST HERE

OUR CONTRIBUTORS

Thank You

To all of our report's contributors and to everyone on the call today.



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