

MARKET NEWS

France: mail retains its power of attraction

There is no room for doubt: printed postal mail is and remains a universal medium, still as impactful as ever, as we can read in the 7th edition of the BALmétrie study.

92% of the French read at least one letter per week.

Of the 6.7 advertising materials read on average every week, one in two is read in-depth. And among the three addressed letters read on average every week, two out of the three are viewed or read carefully.

Concerning addressed advertising mail, BALmetry also reveals strong effects between the reception of a mail piece and the drive-to-store (23%) and drive-to-web (21.2%) actions it provokes.

In the case of the 15-24 years old, 31.6% went to a store and 26.2% visited the internet page of the brand that addressed the letter.

Efficient and relevant, mail media still have some good years ahead of them!