

THE DOOR DROP OPPORTUNITY

Real reach. Real attention. Real results.





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INTRODUCTION

Marketers today aren't short of media choices. The real challenge is deciding which channels still deliver value in the mix.

The media landscape has expanded rapidly, but so have the pressures on performance: media costs are rising, attention is harder to secure and reaching audiences is becoming more complex. As a result, marketers are under growing pressure to justify spend and prioritise the channels that genuinely deliver reach, relevance and measurable impact.

Against this backdrop, door drops are an increasingly important part of the media mix.

Door drops deliver something that is scarce in modern media: quality attention. They deliver a tangible, in-home moment away from screens, giving people the time and space to notice, read and engage. With 83% engagement¹ and adoption by 70% of the UK's top advertisers², they are a proven, high-performing channel, driving both immediate response and long-term brand growth.

This guide brings together the latest evidence, practical insight and real-world case studies to show why door drops perform and how to use them effectively as part of the media mix.



¹JICMAIL 2025

²Nielsen Ad Intel (April 24 – March 2025)



70% of the UK's
top advertisers
already use
door drops

HOW DOOR DROPS WORK

Door drops are unaddressed printed communications such as leaflets, letters and brochures delivered to households within defined postcode-based geographic areas.

They allow brands to reach relevant households using postcode-level geotargeting, informed by factors such as neighbourhood characteristics and behavioural insight.

In practical terms, this means door drops can be used to:

- Reach audiences at scale without using personal data.
- Focus spend on priority locations, from store catchments and new openings to service roll-outs.
- Deliver locally relevant messages at national scale, tailoring creative to what's happening in each area.

What truly differentiates door drops from other media channels is how they are experienced.

Delivered direct to the home, door drops create attention in a personal setting. They give people time to engage on their own terms and create a tangible presence that can be revisited and shared.

Behind this apparent simplicity sits a sophisticated targeting approach, shaped by how different neighbourhoods live, shop and behave. The *Data-Driven Targeting* chapter explores this in more detail.

CASE STUDY:

MAJESTIC

Majestic faced a challenge – wine sales were falling, as was their marketing spend. To drive sales, they used a highly targeted door drop reaching wine-loving households around local stores.

To reinforce the local connection, each door drop featured the recipient's nearest Majestic store, including its address, contact details and opening times, making it easy to pop in and explore the range. The result? A Majestic performance that delivered a remarkable 33% sales uplift.



Source: DMA Award Winner 2024 – Silver

An aerial photograph of a residential street in a terraced housing estate. The houses are built in a uniform style with red brick walls and dark grey roofs. Several cars are parked along the street, and the scene is captured from a high angle, showing the layout of the buildings and the street. The text is overlaid on the upper left portion of the image.

Door drops combine national scale with local precision – reaching from a few hundred homes to almost 30 million households

WHY DOOR DROPS PERFORM

Door drops deliver a combination of strengths that are increasingly hard to achieve through digital alone: high-quality attention, sustained in-home presence and household-level reach. These qualities make them effective at driving both immediate response and long-term brand growth.

This effectiveness is reflected in growing investment in the channel. Last year, door drop spend by UK advertisers increased by 5.5%³, signalling strong belief in the channel's ability to deliver results.

What underpins that belief is engagement. On average, 83% of door drops are engaged with⁴, generating multiple interactions and delivering focused attention in the home.

Crucially, the physical nature of door drops means they remain present in the household well beyond first contact. JICMAIL data shows door drops stay in the home for an average of six days, receiving around 60 seconds of attention per item⁵, reinforcing memory and brand recognition over time.

This sustained in-home presence plays an important role in building trust. Marketreach research shows that trust is a direct driver of consideration and action, and that mail-based touchpoints build trust by making messages feel more credible.

Taken together, these strengths make door drops one of the most attention-efficient and trust-building channels in the mix.

That efficiency also supports sustainability. When planned well, mail is inherently circular: paper is renewable, typically sourced from responsibly managed forests and widely recycled. By combining accurate targeting, thoughtful design and recyclable materials, door drop campaigns reduce both material waste and wasted attention, supporting a more efficient and responsible approach to marketing.

³DMA Door Drop Report 2025

^{4&5}JICMAIL 2025

DOOR DROPS IN THE MEDIA MIX

Door drops are most powerful when planned as part of an integrated media strategy. Industry analysis now identifies the door drop as a “Super Touchpoint”, recognising it is a high-quality channel that delivers measurable impact, while amplifying the effectiveness of other media.⁶

Media integration also delivers stronger commercial outcomes. Analysis from the DMA Effectiveness Databank shows that campaigns using door drops are twice as likely to drive positive ROI⁷ as those that do not include them. The DMA also highlights that TV combined with door drops is one of the strongest channel combinations available,

delivering around 45% greater overall effectiveness than the average campaign.⁸

As a physical touchpoint, door drops also play a powerful role in driving digital activity. They encourage people to search, visit websites, make purchases, donate and respond, turning offline engagement into measurable online results.

As a result, door drops are ideal for full-funnel planning, driving awareness, consideration and conversion while strengthening the performance of other channels. Used this way, they help brands maximise attention, amplify other media and convert interest into action, combining scale with precision in the media mix.

CASE STUDY:

WHO GIVES A CRAP

Who Gives a Crap needed to raise awareness and sign-ups for its online toilet paper delivery service. The solution? Highly targeted door drops that delivered the brand’s distinctive humour straight into the home.

Four bold postcard creatives were tested, each printed on recycled stock and featuring a strong online offer. Designed to grab attention and spark curiosity, the playful executions helped the brand stand out on the doormat and drive action.

The result? A 140% uplift in sales versus target.



Source: DMA Award Winner 2021 – Bronze

Campaigns
with door
drops are
twice as
likely to drive
positive ROI



DATA-DRIVEN TARGETING

The effectiveness of door drops in the media mix is driven by precise, location-based targeting, starting with an understanding of each neighbourhood through geodemographic insight.

Geodemographic insight groups households into meaningful segments based on characteristics of the local area, such as housing type, income levels, household makeup and typical lifestyle patterns. This helps marketers understand what different neighbourhoods are likely to need and respond to.

Today, multiple layers of data can be combined to build a richer picture of each neighbourhood. Behavioural, lifestyle, attitudinal and life stage insights show how people shop, what they spend and how they engage with brands. When these household-level signals are aggregated across postal sectors, they reveal differences between areas that simple demographics alone cannot explain.

Advanced modelling adds another layer of precision. Propensity models identify areas most likely to respond based on real customer behaviour, while similarity models highlight new prospect locations that share the same characteristics. Combined and aligned to campaign objectives, this creates a targeting approach that matches the level of intelligence marketers expect from digital channels.

The result is activity that can be aligned to key audiences, location-based messaging or priority demand areas, while still delivering efficient reach at scale.

Data also shows that door drops perform strongly among a wider range of audiences than many marketers assume. JICMAIL insight confirms that younger and more affluent households are among the most engaged groups. This challenges outdated perceptions of who responds to the channel and reinforces its relevance in modern media planning.

CASE STUDY: ABEL & COLE

Abel & Cole knew its secret ingredient wasn't just organic fruit and veg, it was community. Data showed that households in strong Abel & Cole communities spend 10% more, proving the power of local word of mouth.

The brand worked with Herdify and Whistl, using community detection insights to pinpoint neighbourhoods where people were already talking about Abel & Cole in the real world. Door drops were then delivered into these community hotspots, giving a timely nudge where trust and recommendation already existed.

The result? A community-powered campaign that smashed new customer targets by 74%.



Source: DMA Award Winner 2023 – Silver

CREATIVE THAT CONVERTS

Successful door drop creative is designed for in-home impact, ensuring the message is immediately engaging, feels relevant to the household and is simple to act on.

Evidence underlines the value of getting creative right. DMA analysis highlights that campaigns in the top quartile for creativity deliver 18% more brand effects and 25% more business effects. Channel-tailored creative also drives a 60% uplift in brand equity effects, reinforcing the importance of format, layout and messaging designed for the in-home environment.⁹

Because door drops often remain in the home for days or weeks, they are engaged with repeatedly – 3.2 times on average¹⁰ – allowing impact to build beyond the first interaction.

The format also provides the space to land key headlines and communicate more complex information clearly.

Effective response design with clear calls to action is essential. High-performing door drops make it effortless for people to act, whether online, in store or by phone. QR codes, short URLs and unique offer codes help connect physical mail to trackable digital journeys.

Increasingly, this creative effectiveness is delivered through more sustainable formats. Paper is renewable, can be responsibly sourced and is highly recyclable, allowing brands to deliver impactful, high-quality creative while making more sustainable marketing choices.

CASE STUDY: PRINGLES

The UK Government's HFSS legislation left Pringles facing a challenge. It needed an alternative way to get on people's shopping lists.

An eye-catching A4 die-cut door drop was created, shaped like the iconic Pringles tube. It was tactile, playful, and unmistakably Pringles. The simple promise of MONEY OFF INSIDE did the rest, creating intrigue and driving customers straight to the aisle.

The result? A clever solution that drove tasty sales.

Source: DMA Award Winner 2023 - Gold





MEASUREMENT YOU CAN TRUST

Door drops are highly measurable, providing clear insight into performance.

Campaigns can be evaluated using trackable response mechanisms such as unique URLs, QR codes, promotional codes and campaign-specific contact details, allowing brands to attribute response and sales with confidence.

Performance should be assessed across multiple dimensions. Immediate outcomes such as response rate, cost per acquisition and return on investment provide a clear view of short-term effectiveness. Beyond this, door drops also contribute to wider campaign performance, generating measurable uplifts in web traffic, search activity and engagement across other channels.

Because door drops are kept and revisited, their influence extends beyond the initial response window. Effective evaluation therefore considers both short-term activation and longer-term effects.

This performance can be benchmarked confidently. Independent industry benchmarks, including the JICMAIL Response Rate Tracker, allow marketers to compare results and set realistic expectations. JICMAIL benchmarks show that, on average, door drop campaigns deliver a return of £2.90 for every £1 invested¹¹, providing a clear view of performance and payback.¹²

¹¹JICMAIL 2025

¹²The Value of Super Touchpoint Planning, DMA 2026

REAL-WORLD CASE STUDIES

Across sectors including retail, finance, utilities, charity and public services, door drops are delivering meaningful commercial and behavioural outcomes.

Used as part of a broader communications strategy, door drops work alongside other media to drive awareness, prompt action and improve campaign performance.

The results speak for themselves.



CASE STUDY:

ODDBOX



An odd-shaped door drop delivered perfectly shaped results

Background

Oddbox, the subscription service delivering misshapen fruit and vegetables, had used door drops successfully for several years. Building on learnings from this activity, the brand set out to use a “less is more” approach, using data insights to significantly reduce the number of postcode sectors targeted.

The objective was to increase response rates, reduce wastage and improve CPA, while maintaining scale.

Solution

Working with &You, Oddbox reprofiled its most loyal customers and combined Mosaic data with open-banking insight to identify sectors showing strong interest in sustainability and food subscriptions.

Existing customer density and social buzz were overlaid, resulting in 250 test sectors and a further 2,500 identified for future rollout.

Door drops were used as a scalable way to reach new households. Creative was simplified to maximise impact: a bold, odd-shaped aubergine cut-out with no headline and minimal copy. QR codes enabled easy, mobile-first response and attribution.

Results

CPA fell to £42, well below the £100 target. QR-driven traffic increased by 600%. The results gave Oddbox the confidence to extend activity into a further 2,500 sectors.

Key takeaway

Precision targeting drove efficiency while retaining scale.



Source: DMA Award entry 2025. Best use of Unaddressed Print and Door Drops.



CASE STUDY:

EE



Hyper-targeted door drops delivered standout results

Background

In a highly competitive UK broadband market, EE needed to stand out locally and drive response while maintaining control over acquisition costs.

Solution

EE moved away from a one-size-fits-all approach, adopting a targeted strategy built on first and third-party data. Working with Go Inspire, EE identified the top 10 prospect cities ranked by their population vs full-fibre roll-out. An audience-based planning model was built using geodemographic insight to understand local nuances such as housing type, income, urban density and competitor presence.

Existing customers and low-propensity households were removed, with remaining areas ranked by penetration of high-value lookalikes.

Door drops were used as a cost-effective channel in higher-penetration areas, enabling local relevance at scale. Creative focused on clarity and urgency, with QR codes and dedicated phone numbers supporting response and attribution.

Results

CPA was 61% lower than forecast, broadband orders exceeded targets by 380%, and the campaign generated £1.36m in profit. This delivered a 24-month ROI of 1,266%.

Key takeaway

Relevance-led door drops drove profitable acquisition in competitive markets.

Source: DMA Award Winner 2024 – Gold. Best use of Unaddressed Print and Door Drops.

CASE STUDY:

THE SALVATION ARMY



A door drop put the charity on new donors' Christmas lists

Background

The Salvation Army is synonymous with Christmas, raising vital funds to support vulnerable people. Declining income from existing supporters and rising acquisition costs created a need to recruit new donors while delivering positive ROI.

Solution

Partnering with Whistl, The Salvation Army used targeted door drops to maximise reach and engagement. A data-driven propensity model was built using donor data, with postcodes selected based on affluence and

behaviours linked to recent new-donor recruitment.

Door-dropped areas were compared with control areas using uplift analysis to isolate true impact.

Results

The campaign exceeded targets by 20%, generating almost £4.6m in income, with long-term value estimated at £37.5m. More than 124,000 donors responded, 26% of whom were new.

Key takeaway

Door drops can recruit new donors at scale while delivering long-term value.



Source: DMA Award Entry 2024. Best use of Unaddressed Print and Door Drops.



CASE STUDY:

WAITROSE

WAITROSE
& PARTNERS

A highly targeted door drop drove new online customers

Background

Waitrose set a clear, operationally grounded objective: “Increase new waitrose.com customers without cannibalising in-store sales”.

Solution

A data-driven, precision-targeted door drop strategy was engineered by Whistl and Go Inspire.

Analysis of Waitrose’s postcode-level customer and transactional data helped to establish and understand who the most valuable online customers were. Using Acorn segmentation, detailed profiles were built at both national and regional levels. These were benchmarked against competitor audiences to identify gaps and opportunities.

Every UK postcode sector was then scored based on its alignment with the ideal

Waitrose.com customer profile. This created a decile model; with decile 1 being the most likely to convert and decile 10 the least.

To protect store footfall, Waitrose created ‘no-drop zones’: doughnut-shaped buffers around physical stores. Vouchers were single-use and online-only, preventing misuse and protecting in-store revenue.

The creative approach was distinctive yet simple: a die-cut Waitrose delivery van paired with three time-sensitive vouchers worth £40 in total.

Results

The campaign delivered impressive results. Customer recruitment was 287% above target, delivering an ROI of 6.21:1.

Key takeaway

Door drops enabled incremental online growth without store cannibalisation.

Source: DMA Award Winner 2025 – Gold. Best use of Unaddressed Print and Door Drops.



GET STARTED WITH

5 EASY STEPS

Follow this step-by-step guide and top tips to help you get started with door drop marketing.

1

Define your marketing objective

The first and most important step in a door drop campaign is to clearly define your objective. What do you want your campaign to achieve?

- Do you want to grow brand awareness or acquire new customers?
- Are you aiming to drive people online or to a physical store?
- Are you looking to boost sales or promote an event in the local area?
- Or perhaps you simply want to let the public know some information.

Door drops aren't just for advertising. They can also be helpful to share useful and essential communication with large groups of people.

Whatever your objective, being sure of what you want to achieve before you start is vital for door drop simplicity and success.

Top tip:

Keep your objective single-minded to ensure you have a clear measure of success.

2

Define your target audience

Now that you've identified your key objectives, it's time to define your targeting requirements and understand what data you need.

This data is key – how much data do you have on your existing customers and what do you know about them?

Door drops are a perfect way to reach new audiences who fit the profile of your existing customers. Some data companies will even carry out a free profile of postcode data, helping you understand the behaviours of audience by location.

You can target households locally or nationally by postal sector.

Effective profiling and targeting will allow you to tailor the perfect message to your hottest prospects for your door drop campaign.

Top tip:

Having enough data is vital. To gain reliable insights you need a sample size of at least 2,000 people. If you don't have enough data, you can work with data insight specialists to produce a pen portrait of your target customer.



3

Create and design your door drop

You're all set with objectives and targeting. Now you are ready to get creative with your design and messaging.

Door drops can offer an amazing blank canvas where creativity can have free rein. This is your chance to put your brand directly and physically in the hand of a potential customer, so think about how that will look to them. It's not just about the design and messaging, but also about how you can use disruptive formats creatively to stimulate attention and drive cut-through, bringing the channel to life.

Getting your message across clearly and with impact is key to a successful door drop. Start by defining your key message: the most important takeaway that leads your audience to act.

The message could be for example, that a new store is opening, to highlight an offer or to promote brand awareness.

Finally, make sure your call to action is clear so that your audience knows exactly what to do, and how to do it.

Top tip:

Design for maximum cut-through on the doormat and remember to clearly communicate your call to action. Some insight and data companies offer free eye-tracking tools to gauge the effectiveness of a design.

4

Deliver your door drop campaign

You are almost there – now it's time to bring your door drop to life through print and delivery.

- Remember: good quality print leaves a lasting impression.
- Speak to a few printers to get the best print quote for your campaign.
- Ask for examples of previous campaigns and look at different formats, paper stock and finishes (such as distinctive shapes or matte finishes).
- Include sustainability as part of print production – use FSC-sourced paper, sustainable inks and encourage recycling.

- Remember that even if a small format seems cheaper initially, it may not be the most effective in terms of return or cut-through in the long run.
- To find out about distribution and delivery options for your door drop campaign, just speak to your printer or marketing agency.

Top tip:

Door drops are most effective when planned as part of an integrated media strategy. As a physical touchpoint, they can prime audiences for further messaging or deliver the final push for response.



5

Measure your campaign results

You have completed your campaign – now you need to see how well it has done by measuring the results.

Data analysis is crucial to seeing how successful your door drop campaign has been, so be sure to assess how well it has performed.

You can do this using a number of direct and indirect methods, including:

- QR codes to measure response
 - Vanity URLs to track performance of different creatives
 - Website analytics to track traffic spikes or local engagement
 - Customer feedback or redemption data to gauge effectiveness
- A/B testing to measuring performance of different messaging and creatives

Analyse what worked best, looking carefully at all variables, including timing, creative and targeting. Use these insights to refine future campaigns.

Top tip:

Look beyond direct responses. Study whether there's been an increase in store and web visits, purchases or enquiries when the door drop was delivered. Sometimes spikes in sales generated by door drops cannot be directly attributed to them – but it doesn't mean they're not there.

CONCLUSION: A CHANNEL BUILT FOR GROWTH

Door drops may look traditional, but they are a modern, geotargeted channel that delivers creativity, precision and measurable performance.

Industry analysis now identifies door drops as a “Super Touchpoint”, recognising their ability to deliver high-quality attention, strong trust and clear commercial impact while amplifying the effectiveness of other media.

As media costs rise and attention falls, door drops offer a proven way to strengthen the mix, reach priority audiences and drive sustainable growth.

Used strategically, door drops create meaningful one-to-one (and one-to-household) moments that drive immediate response and build long-term growth.

Explore how door drops can drive growth for your brand at marketreach.co.uk/door-drops





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