

FLYERS & LEAFLETS: NUMBER CRUNCH



Knowledge Base

Stats you need to know before beginning a campaign

Flyers and Leaflets are undoubtedly the life blood of printed promotional material and they have lots of uses in many sectors. However, there is a lot you need to factor in to any leaflet campaign in order to optimise the results. This sheet deals with the statistics ... and numbers don't lie!

A well planned leaflet campaign produces on average 4X the return on investment of an untargetted campaign

- 33% of people receiving a leaflet keep them for at least a few days
- 13% have kept them for a week or more

Since 2016 the average time a door-dropped leaflet remains in a property has increased from 17 - 38 days!

As an industry benchmark figure, assume a 1% response to flyers on average, 5% if they are well designed and properly targeted to the right audience. This may sound very low but when you consider that for a drop of 10,000 leaflets this amounts to something in the region of 300 to 400 new leads / customers, that's a remarkable return on investment.

It is currently estimated that £12 million is contributed to the British economy every week as a result of leaflet drops

- 89% remember receiving named leaflets and flyers
- 79% who have received a leaflet through their letterbox have either glanced at them, kept them or passed them on to a friend or relative
- 48% have been moved to ask for further information, visit the premises or buy a product

CURRENT BEST HITTERS

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Estate Agents
Gym & Healthcare
Hair and Beauty
Car dealerships/Automotive
Cleaning
Schools & Education
Home improvement
General retail
Pubs & Restaurants
Pets
Travel**