

# Direct Mail Notification Report

Date Range: 5/8/2026 - 5/16/2026

Total Mailed  
**2,800**

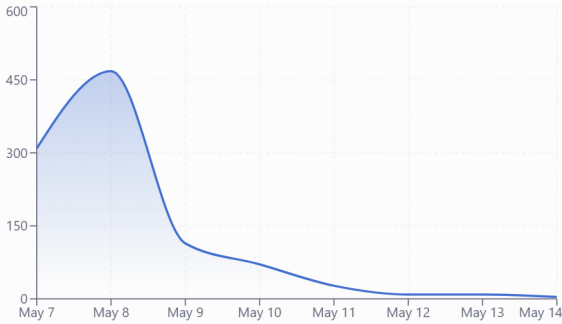
Total Emailed  
**3,939**

Email Opens  
**1,011**

Response / Mailed  
**36.1%**

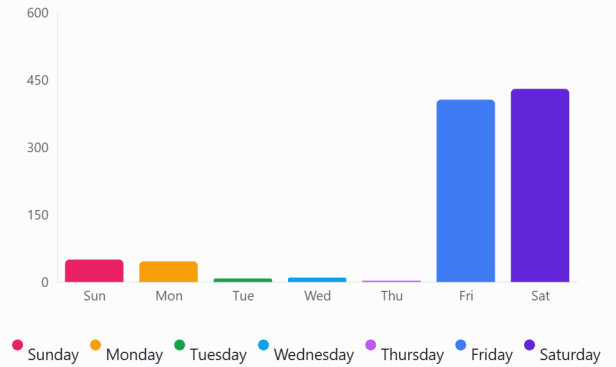
Response / Emailed  
**25.7%**

## Responders Over Time



## Responders by Day of Week

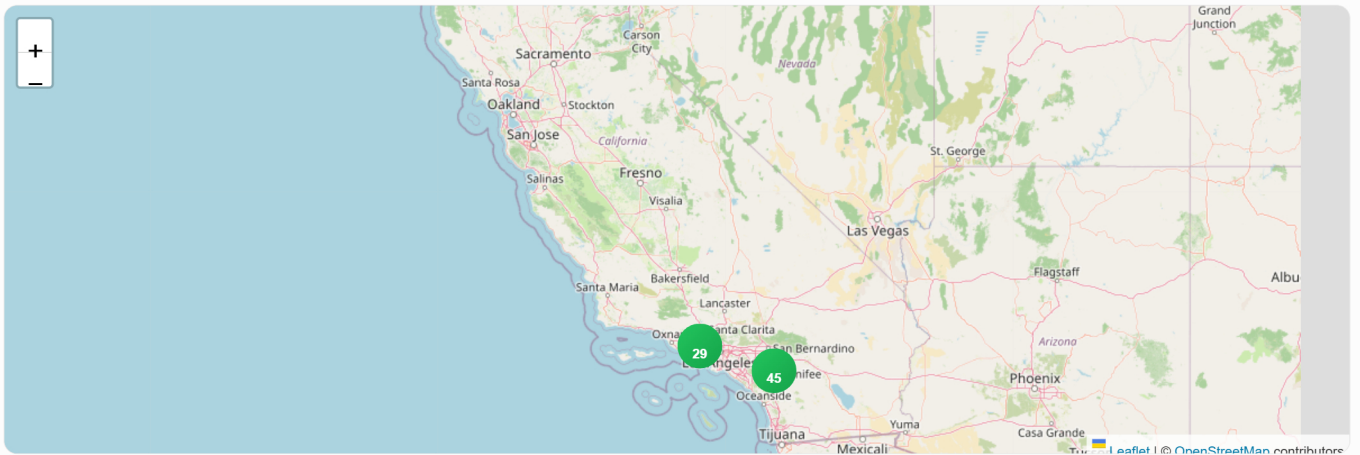
Show Time of Day



Show mailing density

## Responder Locations

● Direct Mail Notification Opens ● Informed Delivery Opens



Informed Delivery locations are ZIP centroids — opens are aggregated per ZIP, not plotted at individual addresses.

## ZIP Lift Index

Performance relative to overall response rate (1.0 = average). Min 28 records per ZIP.

Show: 10

### Top Performers

ZIP	Mailed	Unique Opens	Lift Index
91302	132	41	1.44x
91301	147	37	1.17x
92336	550	135	1.14x
93065	353	86	1.13x
92590	231	56	1.12x
92583	171	41	1.11x
92592	302	72	1.10x
91020	63	15	1.10x
92679	504	112	1.03x
93063	963	201	0.97x

## Informed Delivery Ad Position

Distribution of where your ad appeared in the Informed Delivery email.

Ad Position	Quantity
1	1,294
2	1,280
3	30
4	5
5	3
6	0
7+	0
<b>Average</b>	<b>1.52</b>