

WEBINAR:

**SUPERCHARGE YOUR
DMA AWARDS ENTRIES**

WITH JICMAIL

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**JIC
MAIL**

Mail Media Metrics

Thursday 30 March 2023
@DMA_UK #dmaevents

/ Introduction

Ian Gibbs, Director of Data, JICMAIL

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Thursday 30 March 2023
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/ Award winning campaign planning with JICMAIL and the DMA

Ian Gibbs, Director of Data, JICMAIL

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JICMAIL: component parts

1.

Industry lead
mail
measurement



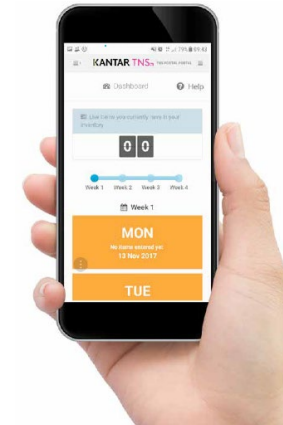
2.

Open access:
advertisers
and agencies
funded by the
JICMAIL Levy
(0.3% of
postage)



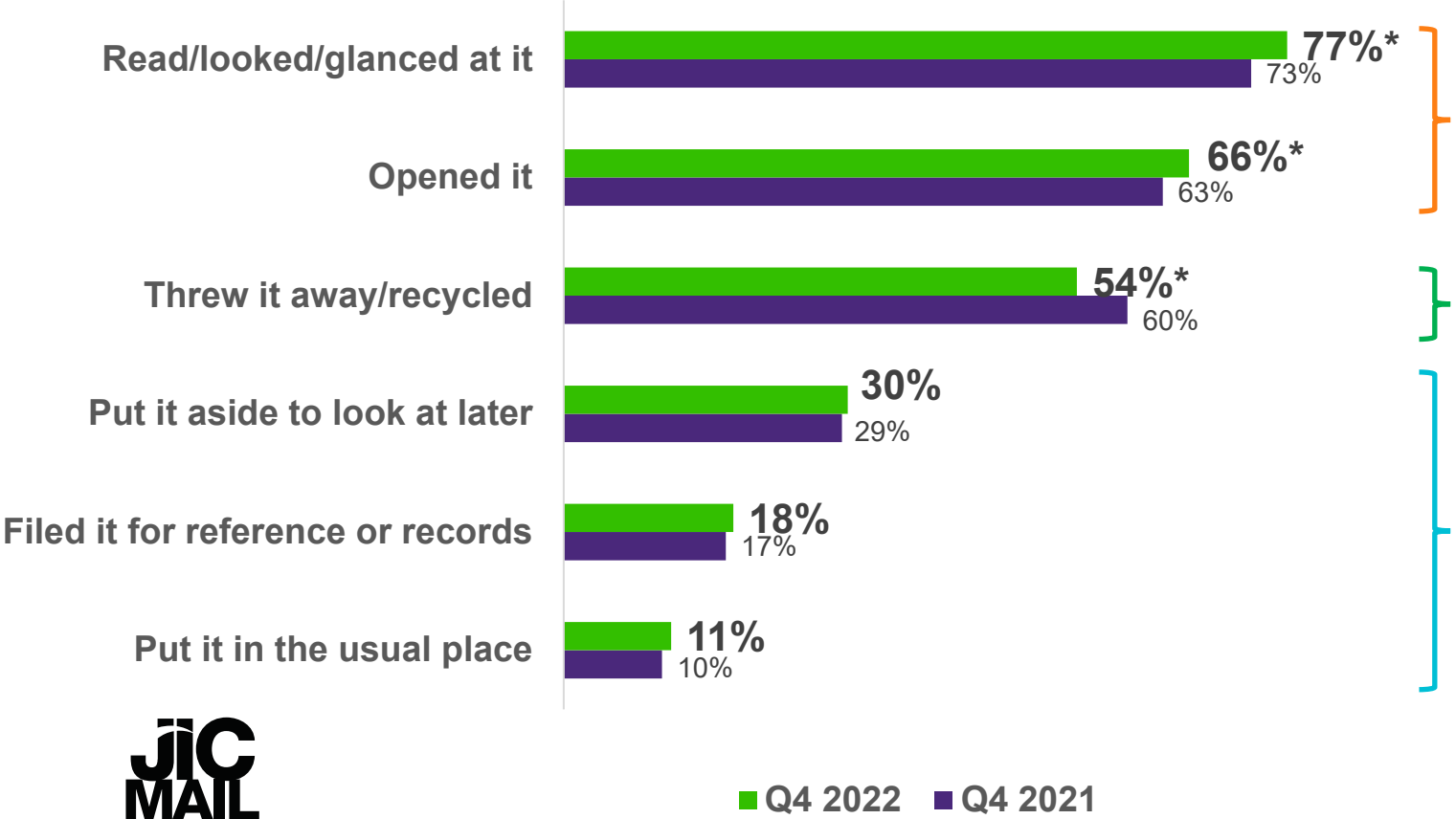
3.

Panel of
1,000
households
per month.
260,000+
mail items
measured



Tracking consumer interactions with mail for over half a decade

Physical Actions (All Mail Types) % of mail items



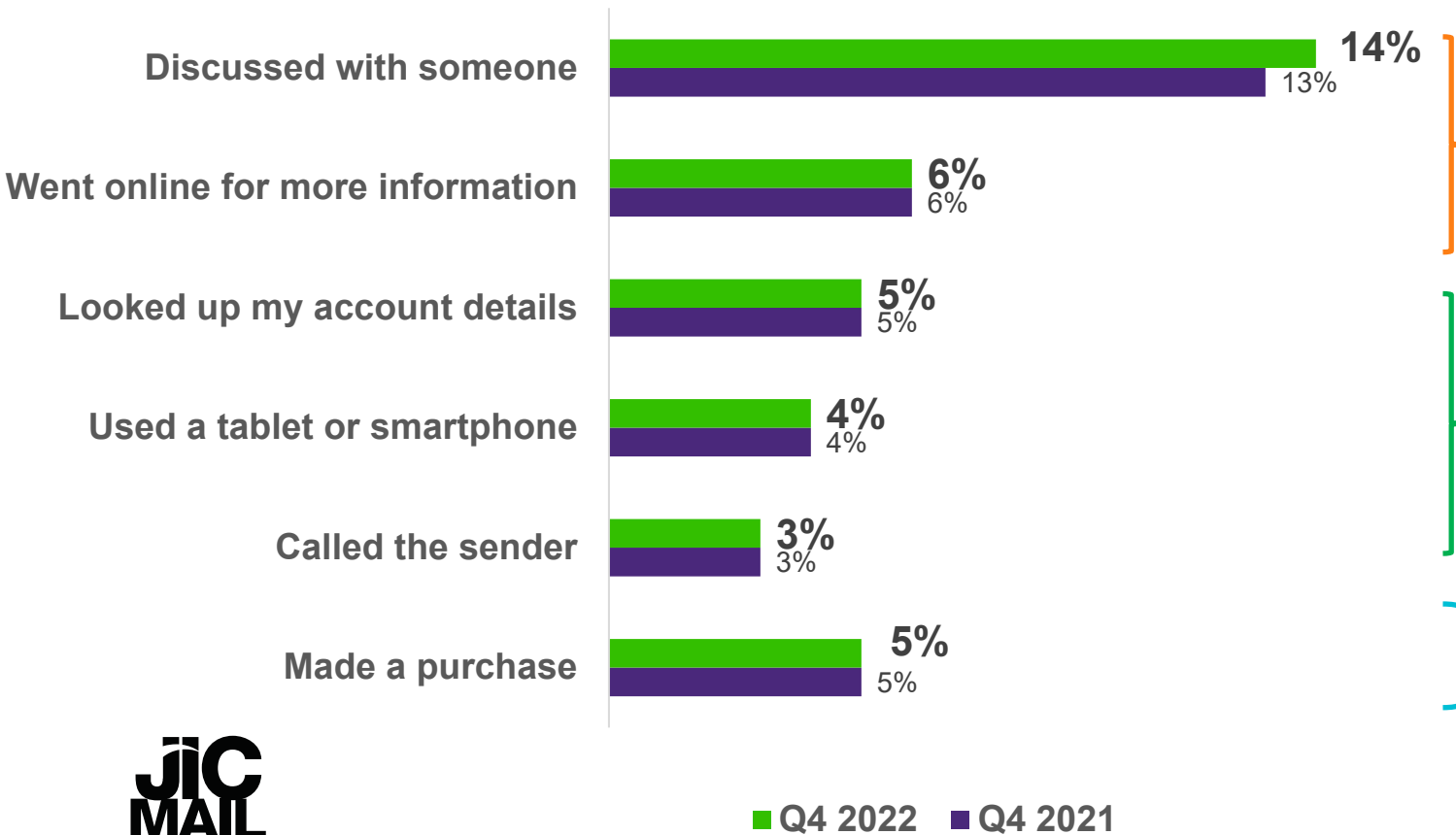
1. Improvements in mail open and read rates

2. There has been an increase in the amount of mail being retained in the home for the third quarter in a row

3. Directional improvements in a number of other in-home mail actions

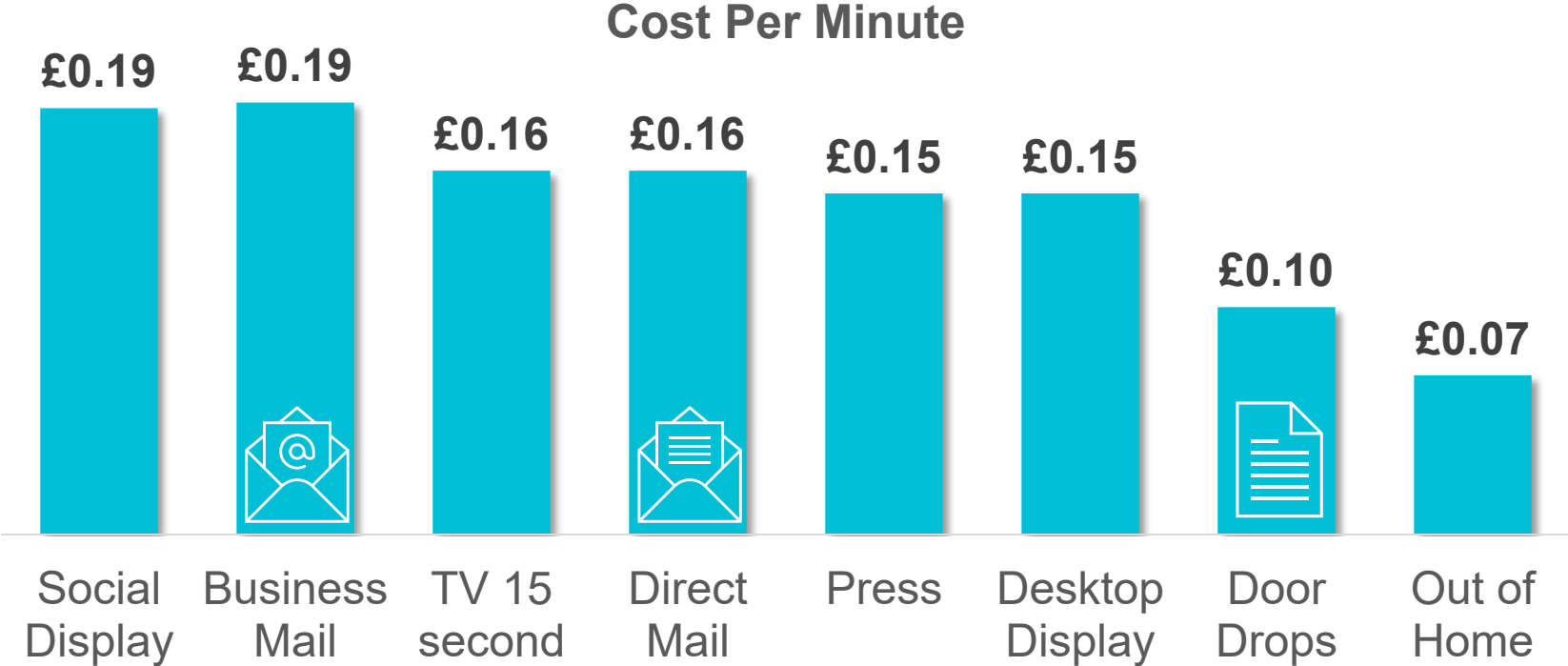
Providing a unique perspective on mail effectiveness

Commercial Actions (All Mail Types) % of mail items



1. Mail prompts brand discovery through discussions and online searches.
2. Mail triggers customer interaction online and via telephone.
3. Consumer self-reported purchase rates closely align with campaign level data (see upcoming Response Rate Tracker release).

Ground-breaking mail attention research



HIGHEST ATTENTION EFFICIENCY



Source: JICMAIL / Kantar attention pilot study June 2022.; Lumen; TVision; Kite Factory CPM data
Warning: pilot study data only - subject to change in advance of full data release in Q1 2023

Just launched: The JICMAIL Response Rate Tracker



Why measurement matters



EFFECTIVENESS



AD FRAUD



DOMINANCE OF GAMA



Mind the Measurement Gap

JICMAIL: Mind the Measurement Gap

An industry perspective on
the journey towards full effect
campaign measurement

**JIC
MAIL**
Mail Media Metrics

**DM
A**
Data &
Marketing
Association

**JIC
MAIL**
Mail Media Metrics

Four groups of effectiveness metrics identified by the DMA

BUSINESS EFFECTS

- Profit
- Sales
- Market Share
- Penetration
- Loyalty
- Price sensitivity

BRAND EFFECTS

- Awareness
- Consideration
- Brand Perceptions
- Purchase Intent

RESPONSE EFFECTS

- Conversions
- Leads
- Acquisitions
- Bookings
- Footfall

CAMPAIGN DELIVERY EFFECTS

- Reach
- Frequency
- Impressions
- Clicks
- Social engagements

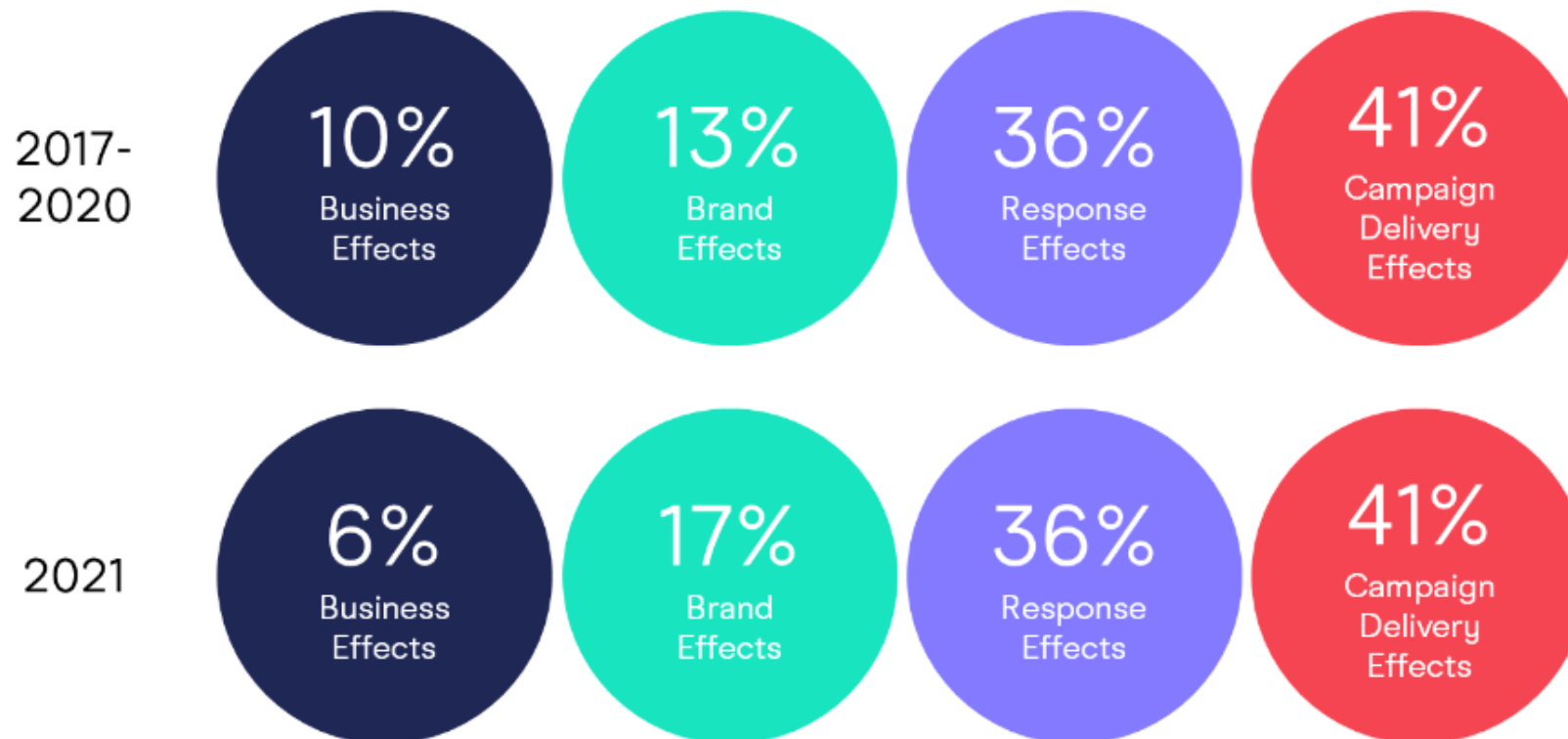
Of the effectiveness metrics identified....

Profile of Effectiveness Measures Identified



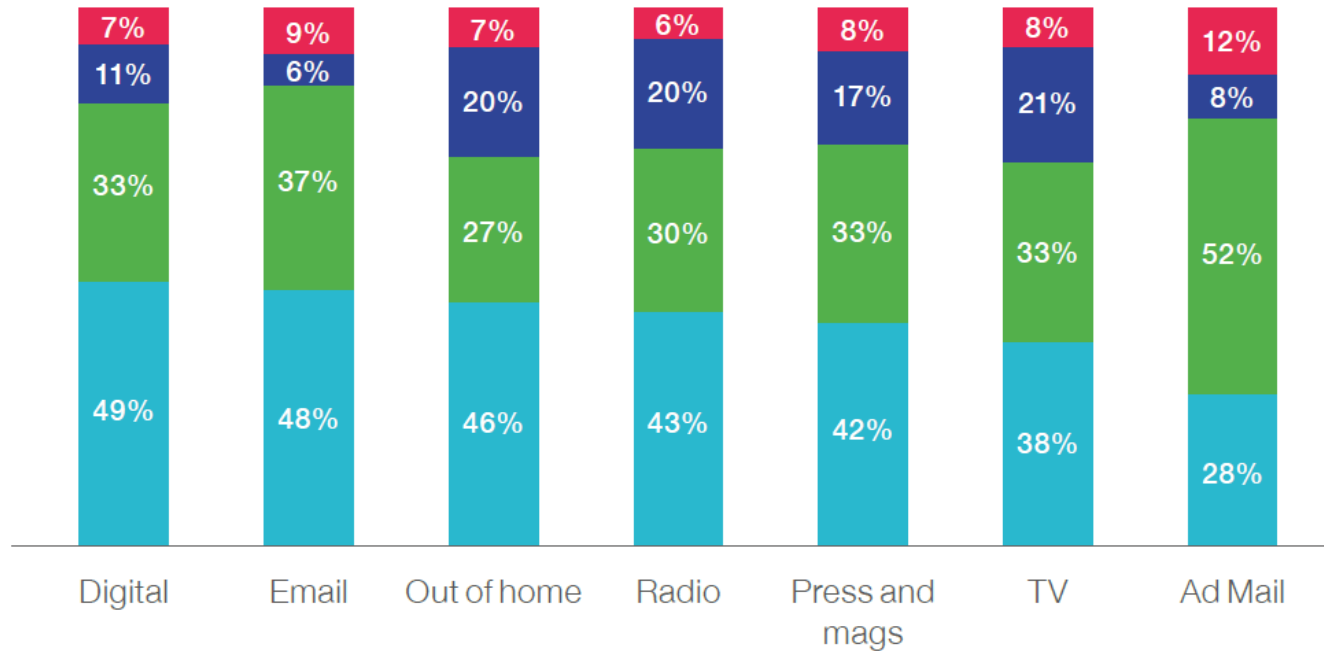
Not much improvement in 2021

Profile of Effectiveness Measures Identified



Ad mail is the channel most focused on meaningful measurement metrics

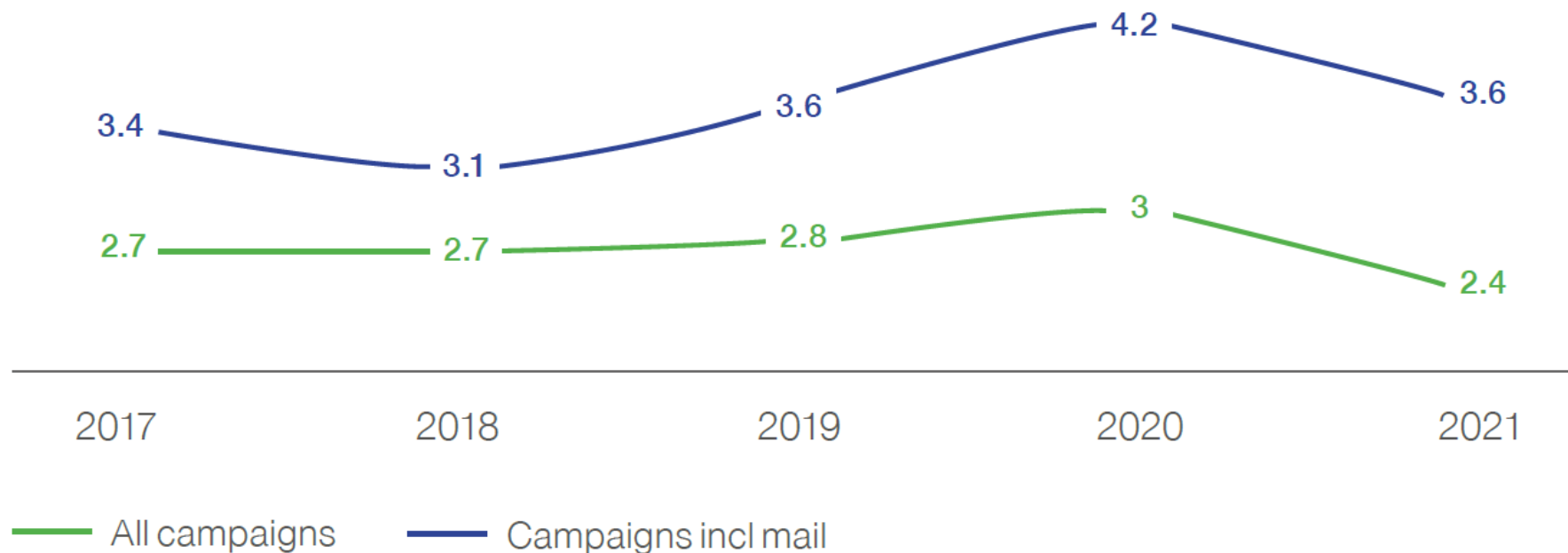
Percentage of effects recorded for campaigns that include the following channels...



■ No. of campaign effects ■ No. of response effects
■ No. of brand effects ■ No. of business effects

Above average measurement promotes above average effectiveness

Total number of effects over time



Opinions from a cross section of the industry



Key measurement guidance

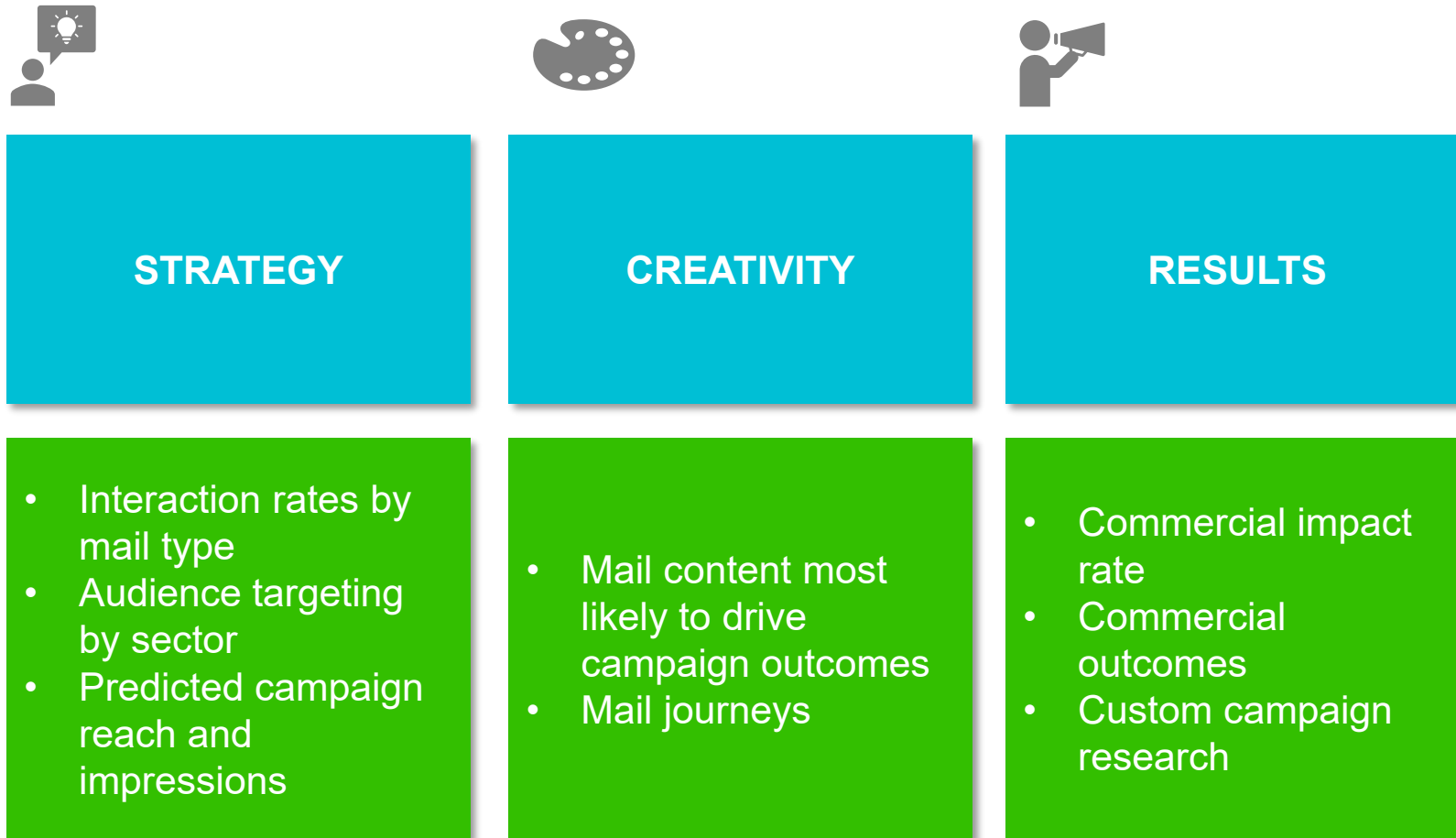


Getting the most out of JICMAIL when entering the DMA Awards



Mail Media Metrics

Where JICMAIL can add value to your results



What JICMAIL tells us about 2022's winners



The Creative Consultancy: Royal Mail 'OPEN DOOR' boxes



Agency: The Creative Consultancy

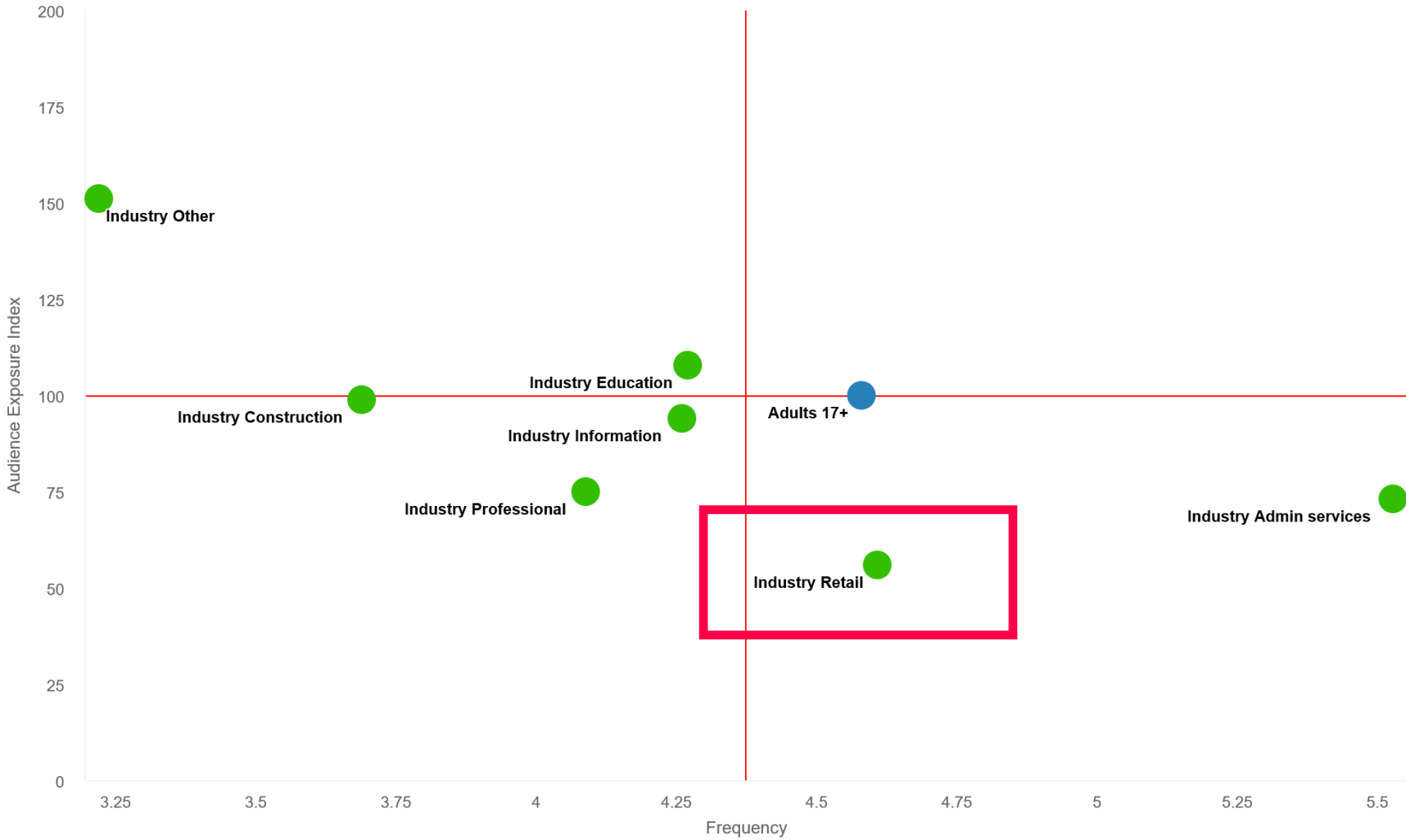
Client: Royal Mail

Campaign Name: Royal Mail 'OPEN DOOR' boxes

Campaign Overview

Royal Mail is a household name, but there are some large brands where doors remained firmly closed to the postal operator's sales team. The consultancy was tasked with opening the door to three large retailers that weren't currently using mail services.

Strategy: professionals working in retail are under-targeted with mail but show high engagement rates

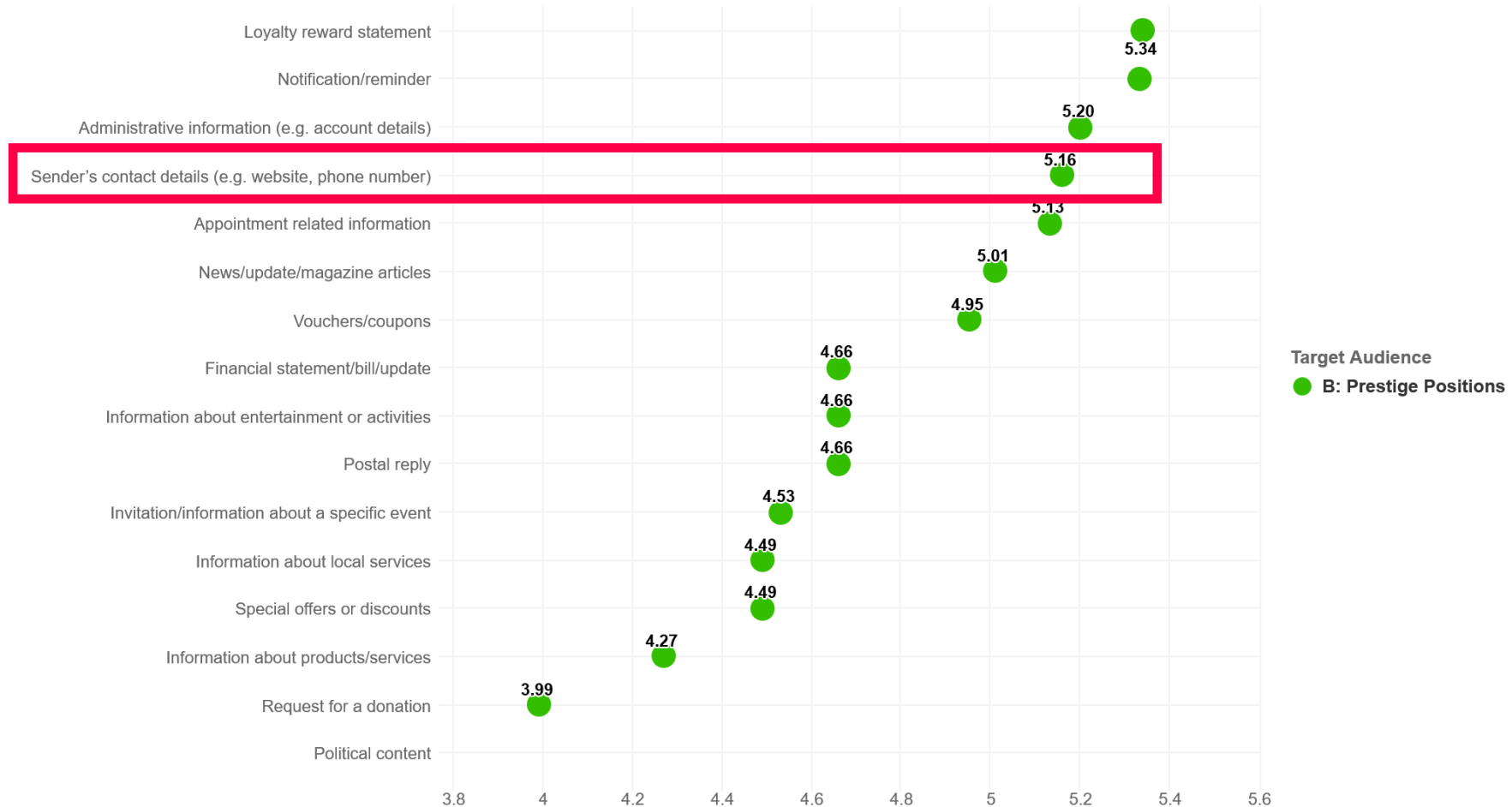


Source: JICMAIL Audience Data Q1 2022 to Q4 2022; Addressed Mail Utilities provider (Gas/Water/Electric) sample size = 1311

Creativity: prominent contact mechanism (e.g. QR codes) get high engagement from time-poor senior professionals

Exposure Frequency

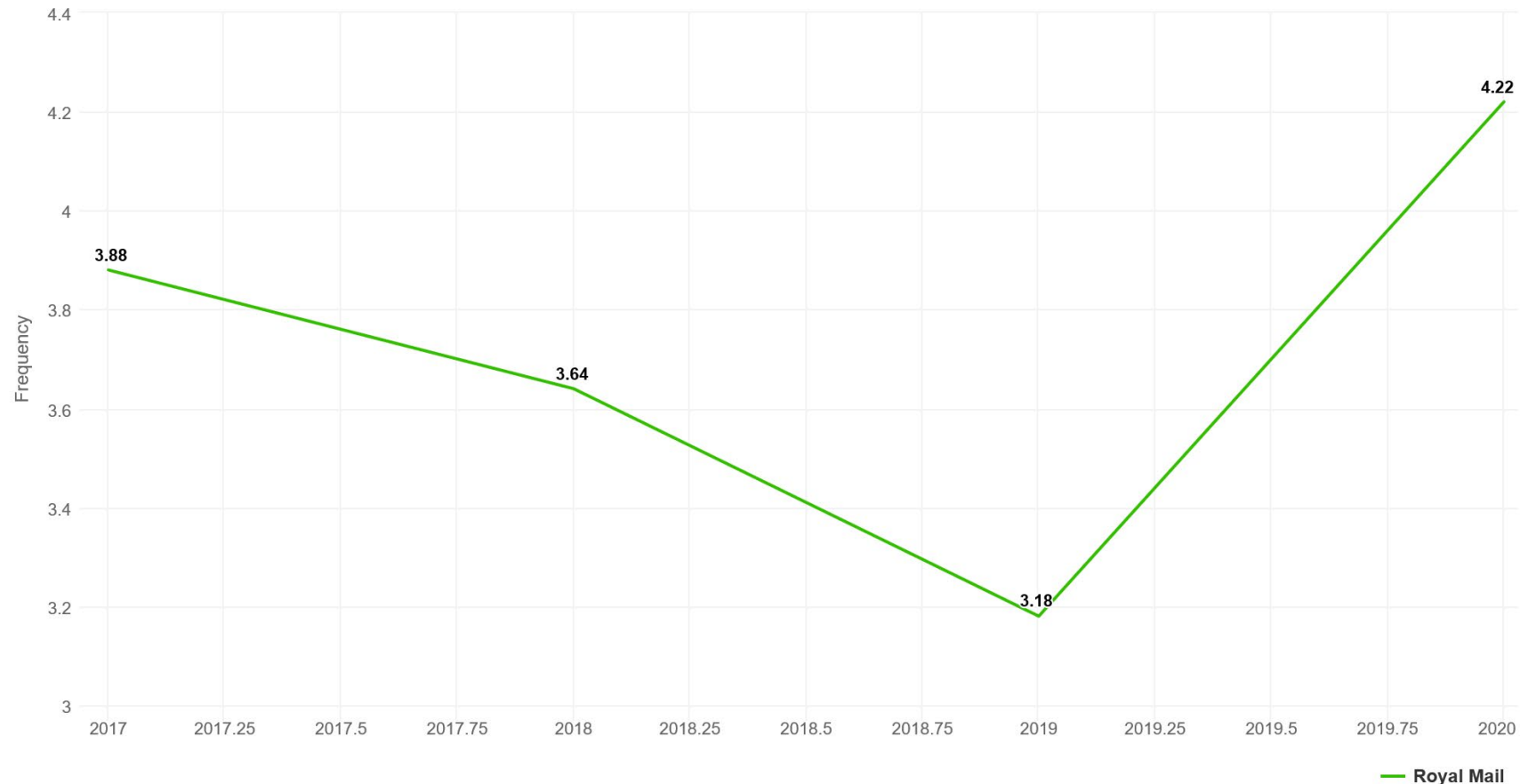
Category type: -



Results: Significant uplift in Royal Mail mail engagement in 2020

Frequency Comparison 2017 - 2020

Mail Type - All | Mail Content - All - Sector: ALL

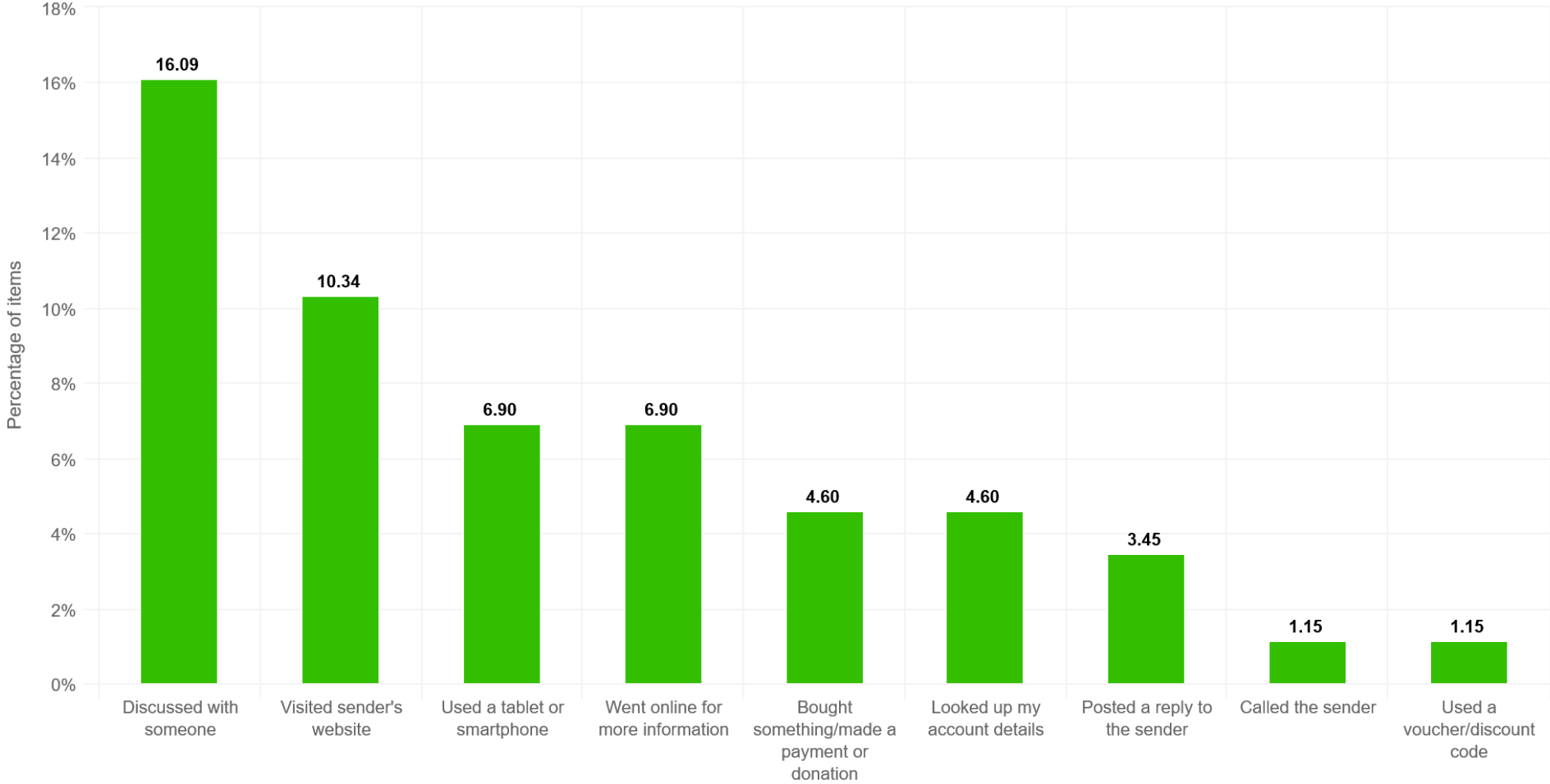


Total Sample Size: Royal Mail: 84 . Showing only advertiser brands with total sample size > 30 items.
Source: JICMAIL Mail Item Database Key Charts

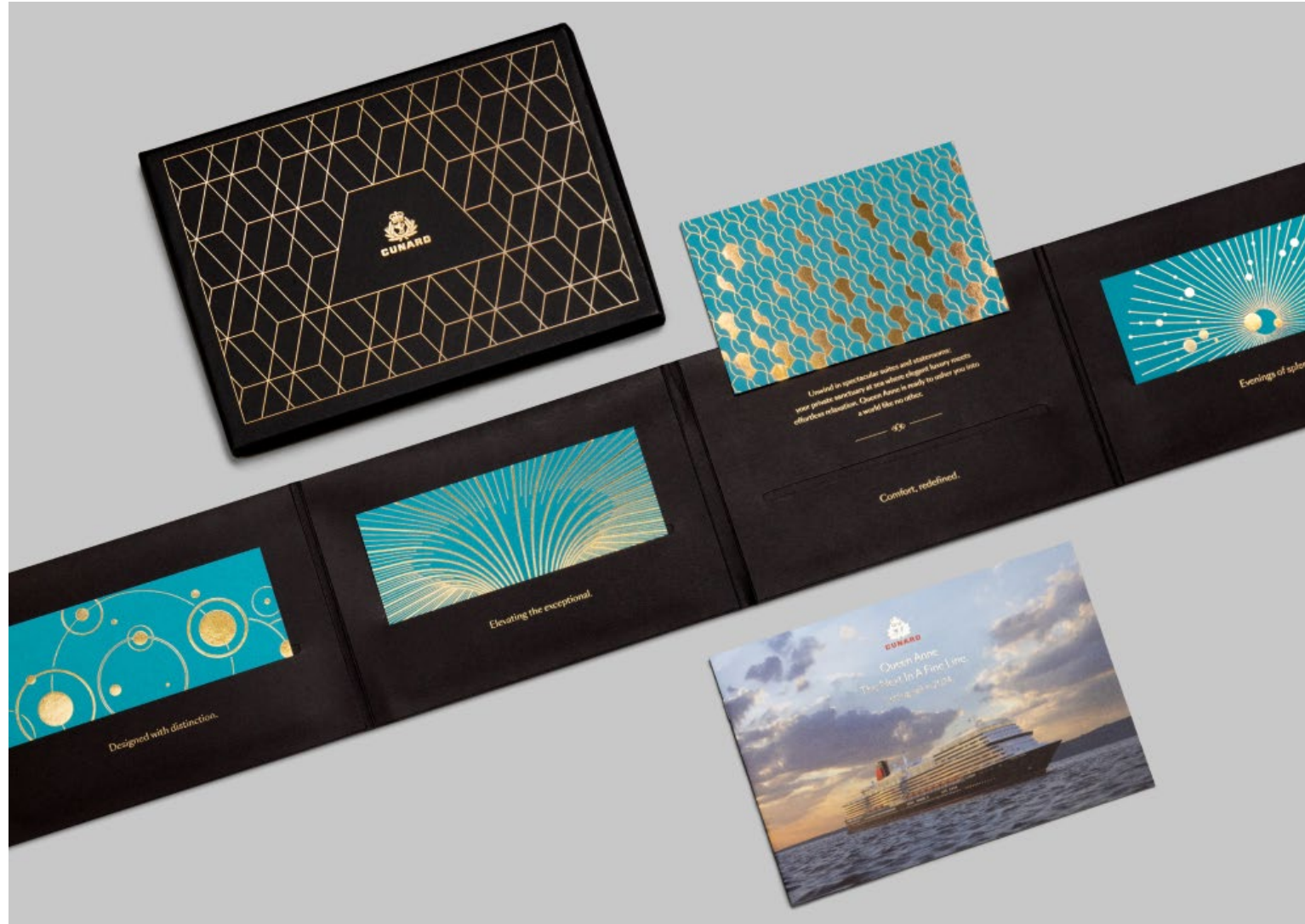
Results: Commercial metrics are the ones that really matter and tell a story of full-funnel effects

Items by Actions - 2017 - 2022

Mail Type: All - Mail Content: All - Sector: ALL



Armadillo and Cunard: Queen Anne – The next in a fine line



Agency: Armadillo

Client: Cunard

Campaign Name: Queen Anne - The Next In A Fine Line

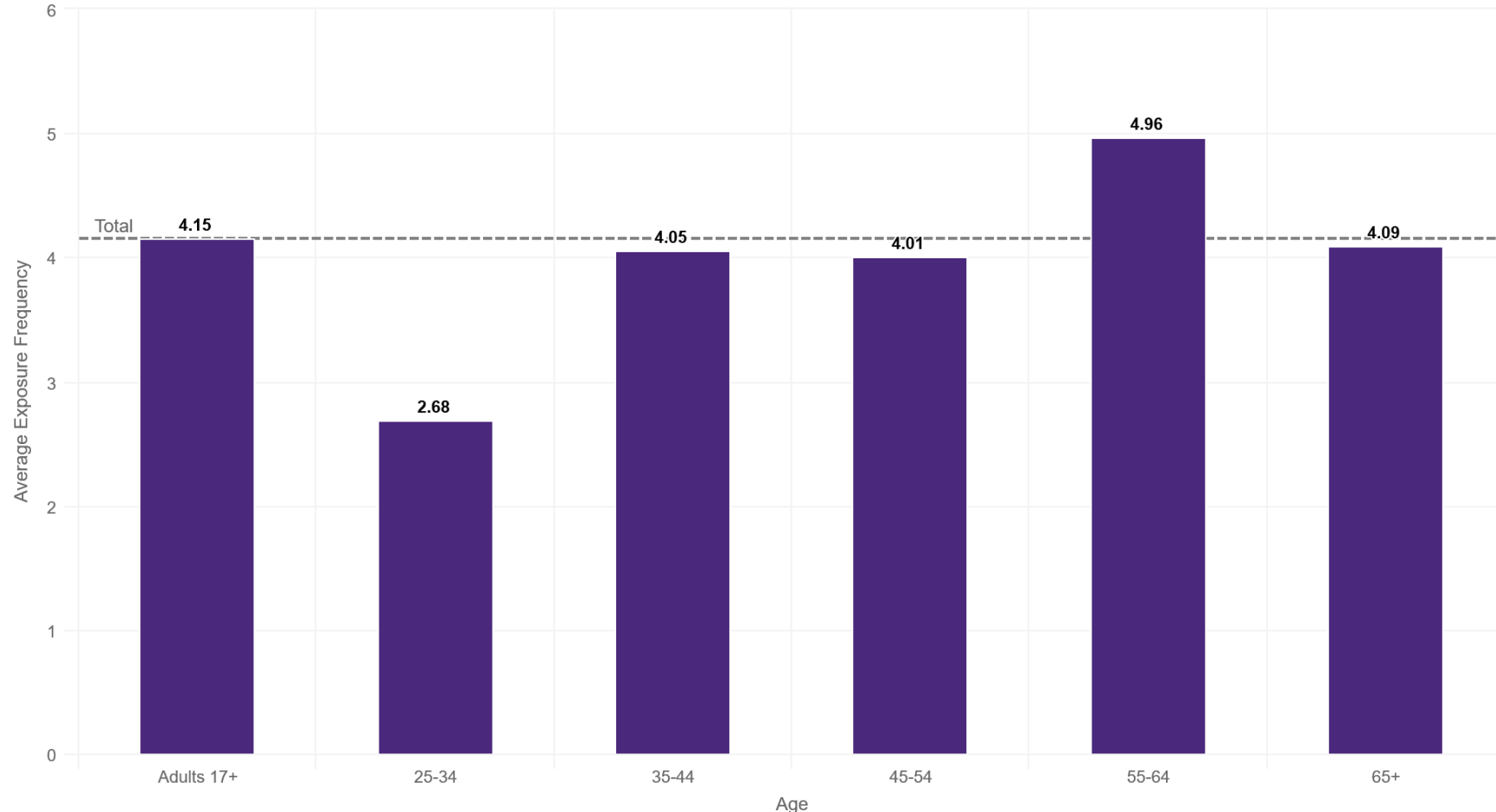
Campaign Overview

With a brief to launch a new cruise ship two years before she'd be ready to set sail, the agency needed to reinforce the Cunard brand as the benchmark for luxury travel.

Strategy: The crucial 55-64 year old age groups show the highest engagement levels with travel DM

Average Exposure Frequency: How often does your audience interact with mail?

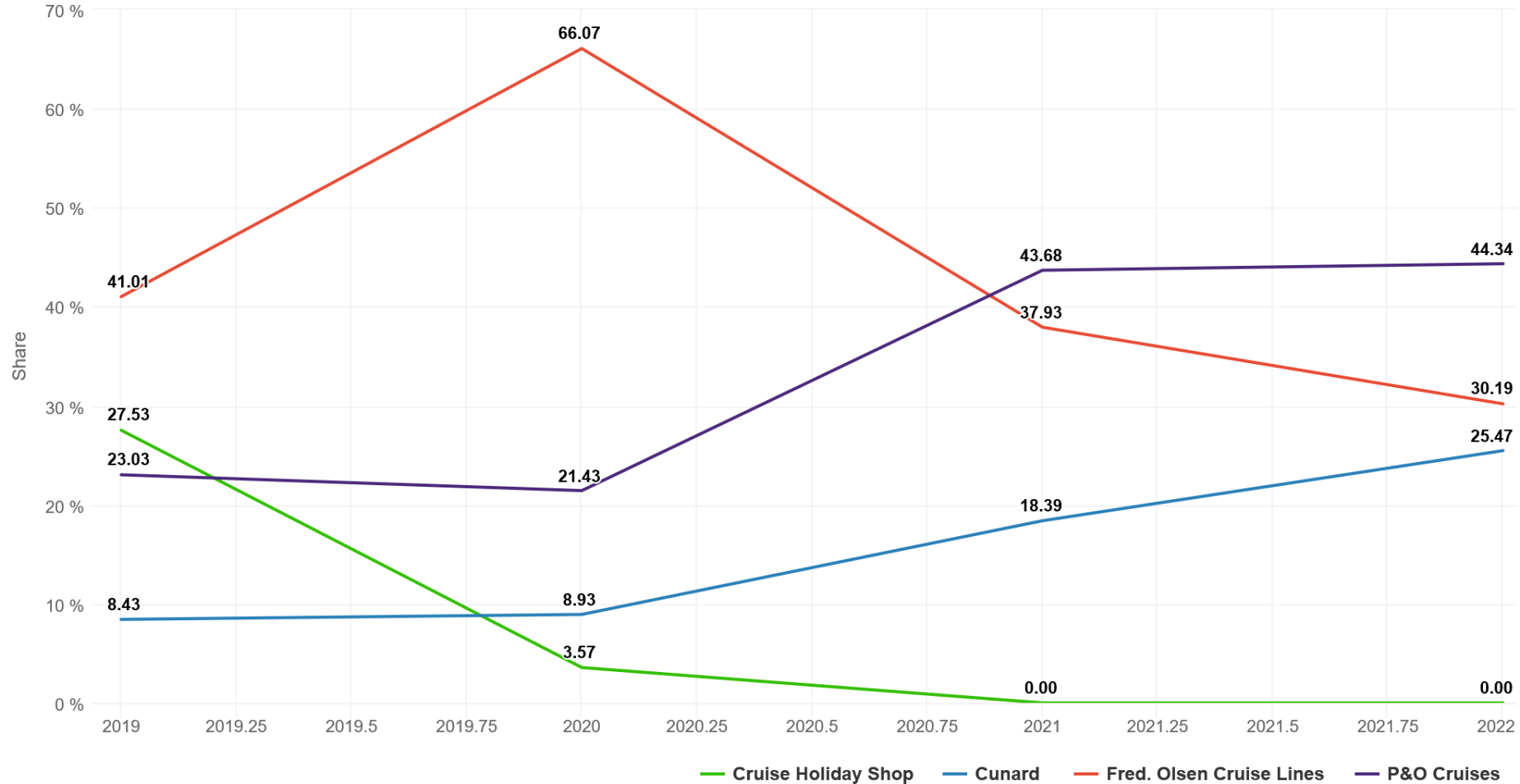
Addressed Mail - Travel/tourism/attractions



Creativity: Cunard has super-charged it's share of door mat in order to maximise creative cut through and impact

Share of Door Mat 2019 - 2022

Mail Type - Addressed Mail | Mail Content - All | Sector: Travel/tourism/attractions



Results: one off mail journeys reveal how Cunard mail has driven in-home interaction

✉ Item Information

Advertiser Brand: **Cunard**

Sender: **Travel/tourism/attractions**

Format: **Addressed Mail**

Content: **Information about products/services; Special offers or discounts**

Reach: **2**

Frequency: **3**

Commercial Actions: **4**

🏠 Household Information

Region: **South East**

Social Grade: **A**

Household Size: **Live with others (HH size = 2+)**

People in Household: **Couple**

Tenure Length: **Over 10 years**

Tenure Type: **Owned/mortgaged**

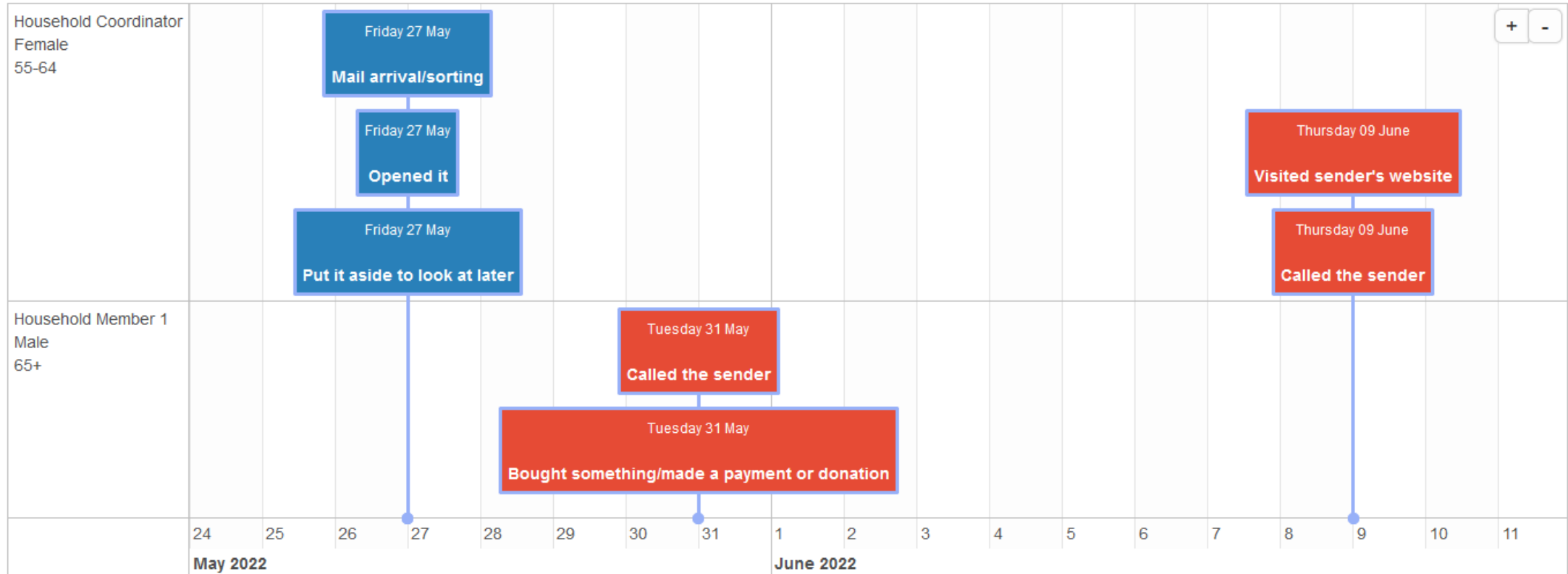
Mosaic Group: **B: Prestige Positions**

Acorn Group: **B. Executive Wealth**

Results: Cunard mail is shared, forming part of a household purchase decision making process

Physical actions in blue

Commercial actions in red



Results: the commercial impact rate benchmark is a good predictor of success

Sector
Travel/tourism/attractions

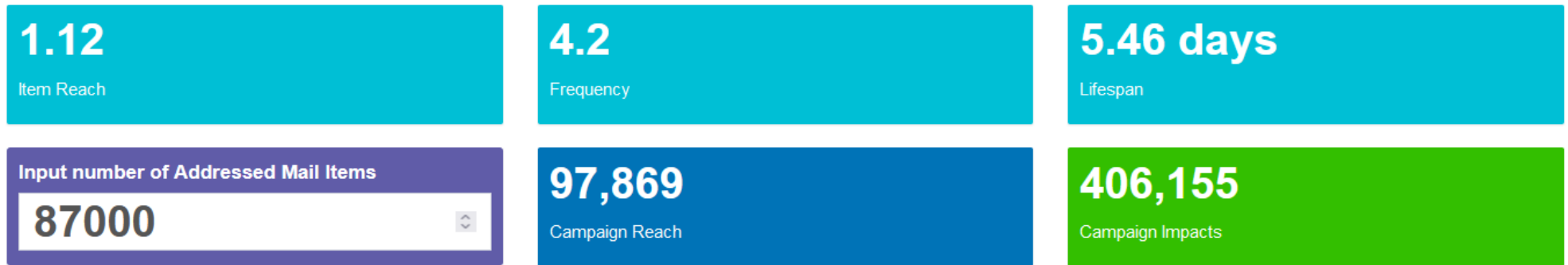
Mail Type
 Addressed Mail Door Drop Business Mail Partially Addressed

Select Demographic
Total

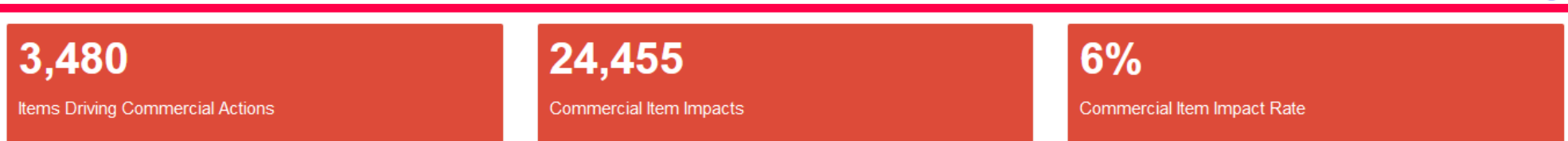
Select Target
Adults 17+

Select Commercial Objective
Any Purchase Related Action

Addressed Mail in the Travel/tourism/attractions sector:



Commercial Actions



OddBox & Whistl: Show me the Growth - Sustainable Expansion 34

**DELICIOUSLY ODD FRUIT & VEG.
DELIVERED TO YOUR DOOR.**

**50% OFF
YOUR FIRST BOX
WITH CODE
ODDLEMON**

ODDBOX

"TOO BENDY"
"TOO UGLY"
"TOO MANY"
"TOO SMALL"
"TOO ODD"

RESCUE THE "TOO WONKY"
AND "TOO MANY" AT RISK
OF WASTE.

Only for new customers. Valid until 31/07/22. For more information email hello@oddbox.co.uk

ODDBOX

"Excellent idea. I look forward to receiving a box each week and it's a great way to help the farmers. These boxes are full of lovely produce - I've recommended Oddbox to all my family." - Christine, February 2022

Excellent
Rated 4.7 / 5 based on 11,256 reviews on Trustpilot

Certified
Corporation

Entrant: Whistl Doordrop Media

Client: Oddbox Delivery

Campaign Name: Show me the Growth: Sustainable Expansion

Campaign Overview

Knowing it leaned too heavily on paid digital advertising and hampered by diminishing returns from Facebook's algorithm, fresh-food delivery service Oddbox needed to unlock new acquisition channels.

Strategy: Door Drops are a cost-efficient acquisition channel

	CPT £	Purchased Impacts	Delivered Impacts	Audience Impacts CPT	Difference vs Buy
Mail	Door Drop <input type="text" value="50"/>	2,000,000	5,616,000	£17.81	-64 %
	Partially Addressed <input type="text" value="170"/>	588,235	2,303,647	£43.41	-74 %
	Cold Acquisition (DM) <input type="text" value="210"/>	476,190	2,087,857	£47.9	-77 %
Online	Digital Display <input type="text" value="3"/>	33,333,333	20,000,000	£5	67 %
	Social <input type="text" value="5"/>	20,000,000	12,000,000	£8.33	67 %
	PPC <input type="text" value="200"/>	500,000	500,000	£200	0 %
	Email <input type="text" value="30"/>	3,333,333	700,000	£142.86	376 %

Compare

 to

Analysis

- 2,000,000 Door Drop will be delivered for a budget of £ 100,000 , for a cost of £ 50 per thousand items delivered.
- 5,616,000 advertising impacts will be generated for a cost of £ 18 per thousand impacts.
- £ 18 vs £ 50 represents a + -64 % cost efficiency.
- This compares favourably to Email , which will generate a 376 % difference between Audience Impacts and Media CPTs for the same budget.

Creativity: vouchers and coupons plus content marketing are strong digital traffic drivers

Door Drop content most likely to drive website visits



Source: JICMAIL Item Data Q2 2017 to Q4 2022; Door Drop sample size = 58470

Results: x10 ROI when measuring the full effects of Door Drops

Instructions:

Input key campaign details in red boxes

View key ROI outputs in green text

	Traditional	Based on JIC	
Test Volume	<input type="text" value="500000"/>	<input type="text" value="500000"/>	← Input campaign test volume
Actual Reach	<input type="text" value="500000"/>	<input type="text" value="529975"/>	→ Volume x Reach
Response rate %	<input type="text" value="0.11"/>	<input type="text" value="1.28"/>	← Response
Number of Responders	<input type="text" value="550"/>	<input type="text" value="6397"/>	
Average Order Value £	<input type="text" value="200"/>	<input type="text" value="200"/>	← Insert your average order value
Total Exp. Order Value £	<input type="text" value="110000"/>	<input type="text" value="1279370"/>	
Cost Per Pack £	<input type="text" value="0.05"/>	<input type="text" value="0.05"/>	← Insert your cost per pack
Total Cost £	<input type="text" value="25000"/>	<input type="text" value="25000"/>	
Profit/Loss £	<input type="text" value="85000"/>	<input type="text" value="1331068"/>	
ROI-V £	<input type="text" value="4.4"/>		← ROI based on mail volumes
ROI-A £		<input type="text" value="54.24"/>	← ROI based on audience reach
Campaign impacts	<input type="text" value="500000"/>	<input type="text" value="1395987"/>	→ Test Volume x Frequency
Cost per impact £	<input type="text" value="0.05"/>	<input type="text" value="0.02"/>	

Get in touch to get access to JICMAIL....

 jicmail.org.uk

 [linkedin.com/company/jicmail](https://www.linkedin.com/company/jicmail)

 ian@jicmail.org.uk

 [@jicmailuk](https://twitter.com/jicmailuk)

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MAIL**

Mail Media Metrics

/ Questions

James Ray, CEO, Armadillo

Teresa Sullivan, Managing Creative Director, The Creative Consultancy

Sonia Hitzelberger, Director of Sales, Whistl

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/ Closing comments

Ian Gibbs, Director of Data, JICMAIL

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/ Feedback Link

