Wednesday 25 September
@DMA_UK #dmaevents

/ Webinar: Innovations in Mail

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marketreach
unleash the magic of mail

Royal Mail

DMA
Data & Marketing Association

Welcome and review of innovations in mail

Sophie Grender, Director of New Business, Marketreach

DMA Awards
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MAIL IS CONSTANTLY EVOLVING

JICMAIL Mail Media Metrics

Nielsen

UNIFIED AR®

PHUZION MEDIA

paperplanes

Stannp.com

STARCOUNT

HERDIFY

Channel innovations

Augmented reality

Programmatic mail

Digital image recognition

Digital behavioural targeting

QR codes

Marketing automation

Adobe

salesforce

/ Power of Programmatic Mail

Daniel Dunn, CEO, Paperplanes

Data & Marketing Association

paperplanes

Powered by inflight

Advanced targeting strategies via Direct Mail

Common Digital Marketing Challenges

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Higher cost per acquisition - CPA

SATURATION of channels

DECLINE of 3rd party cookies

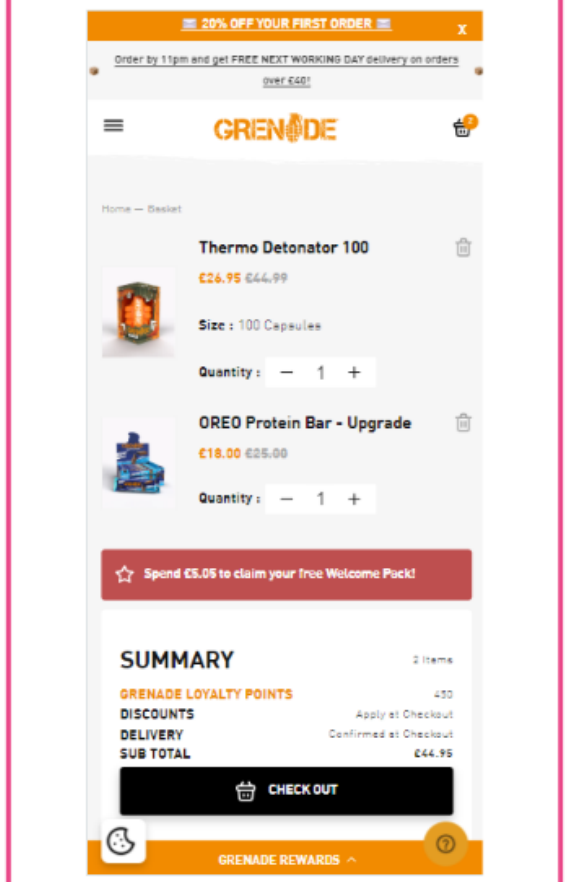
DIGITAL FATIGUE and DECREASED attention span

ATTRIBUTION can be very difficult to determine

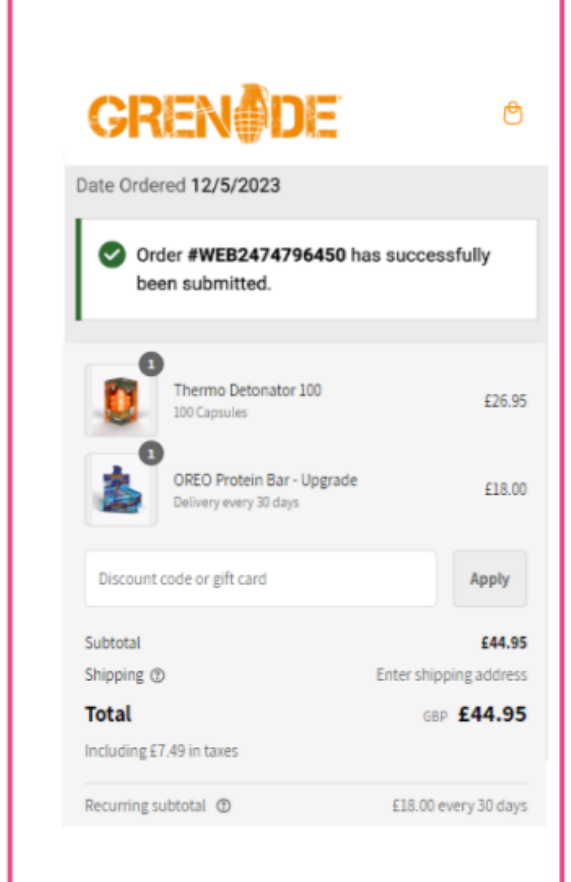
Expensive when bidding against others with scarce inventory

Customers are lost online at multiple stages

Reactivation



Retargeting



Abandoned

Retention

Email holds 8 seconds of a customer's attention..

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...but is that long enough?

108 seconds

Average Direct Mail letter generates 108 seconds of attention across 28 days

8 seconds

Average e-mail generates 8 seconds of attention across 28 days

There are more cost-effective channels than Google or META

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META ADS

3.26%

Average conversion rate for META Ads

GOOGLE ADS

0.59%

Average conversion rate for GOOGLE DISPLAY ads

DIRECT MAIL

14.2%

Average conversion rate for sending a data-driven DIRECT MAIL

EMAIL

1-3%

Average conversion rate for EMAILS

References: MailChimp (2023) Email Marketing Benchmarks; WordStream (2024) Google Ads Benchmarks for YOUR Industry [Updated!]; WordStream (2024) Facebook Ad Benchmarks for YOUR Industry [Data]; Smart Insights (2023) e-Commerce conversion rates compilation - How do yours compare?

Tech Integration simplifies targeting opportunity

paperplanes inflight

Technology integration must be seamless

shopify

klaviyo

Custom integrations are essential

Major CRMs need to be integrated

Link direct mail sends to performance with

1 Click

– all displayed in our dashboard

Mail innovations

paperplanes inflight

There is power in personalisation, especially at scale

Performance should not just be measured on covnersion

paperplanes powered by inflight

When creatives are tailored for individual customer experience, they over-deliver!

+29%

conversion increase

+21%

more site returns

+18%

2nd purchase

+17%

basket value

Direct Mail: Have you considered....

ABANDON BASKET FLOWS

CROSS SELL/ UP SELL FLOWS

NEXT PURCHASE FLOWS

CHURN PREVENTION FLOWS

Next Purchase Campaign

- Journey tailored creative
- Include relevant upsells
- Delivered in 3 days

Average ROI £10.72

Applying Behavioural Science to Mail

Tom Ridges, CEO and Founder, Herdify

Data & Marketing Association

Behavioural science-backed audience discovery

The really smart refinement tool for media planners.

Getting consumers' attention is hard

Changing their behaviour is even harder

HERDIFY

MARKETING IS BEHAVIOURAL CHANGE

Changing the way we buy.

E.g. Subscription services.

Changing the product we buy.

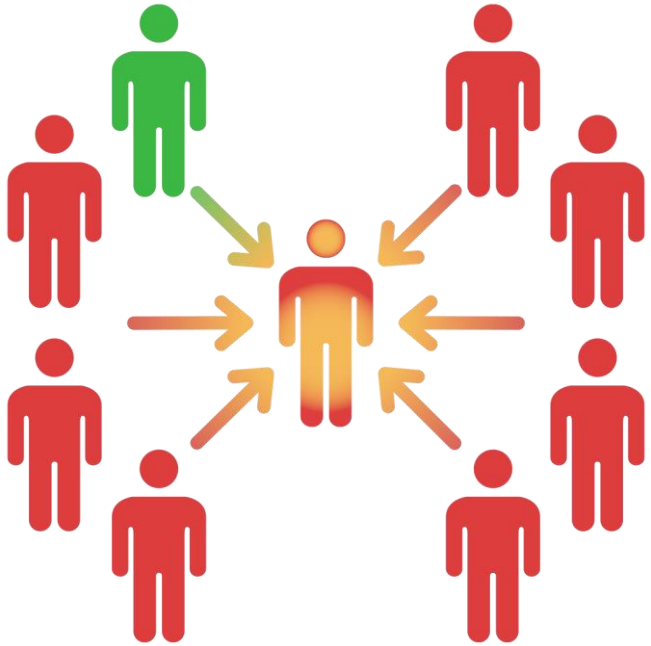
E.g. Coke to Pepsi.

Changing the category.

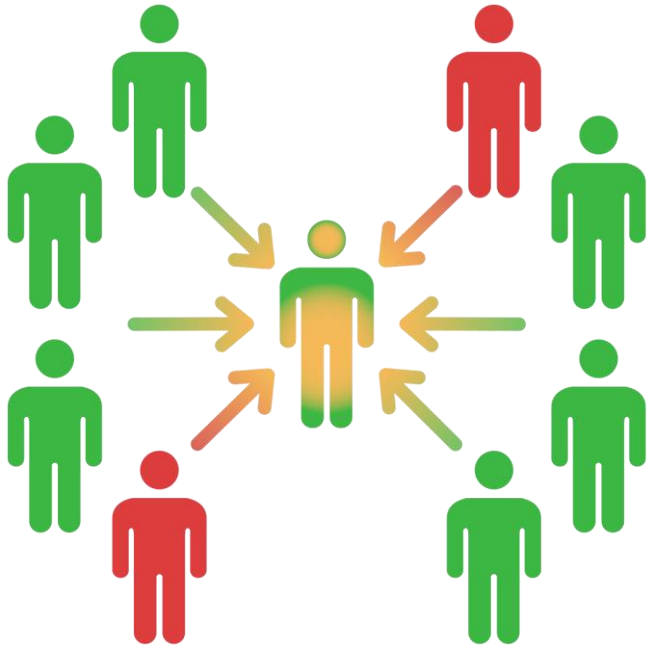
E.g. Electric vehicle adoption.

HERDIFY

HOW BEHAVIOUR SPREADS



There is **more negative** than **positive influence.** Behavioural change is unlikely.



There is **more positive influence** than **negative**. Behavioural change is likely.

Original image credit: Damon Centola, University of Pennsylvania

IF IT'S INVISIBLE, HOW IS THIS INFORMATION HELPFUL?

HERDIFY

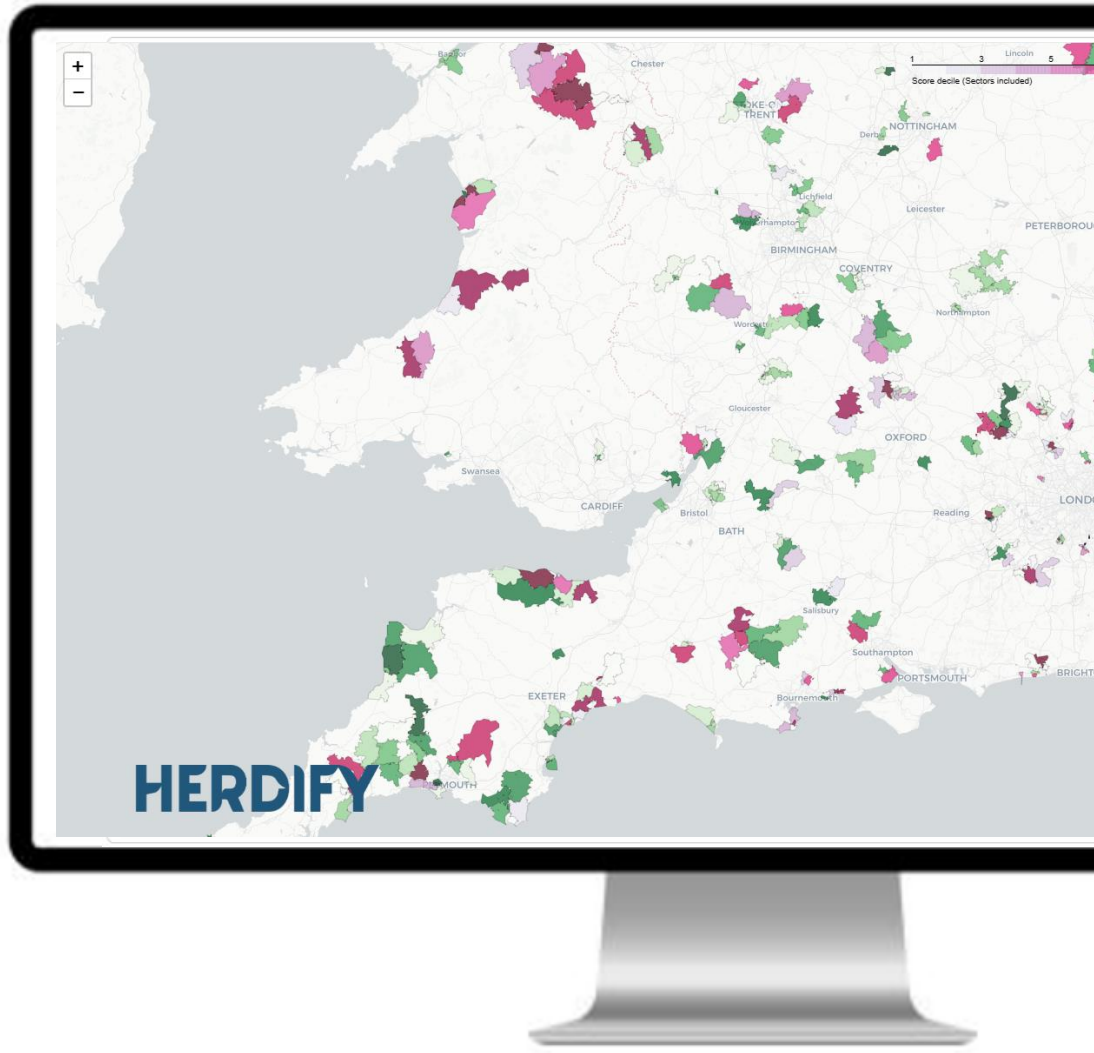
BUILD BETTER AUDIENCES

Herdify is an audience segmentation tool used by media planners.

Our **Be**havioural **Se**gmentation **En**gine, BESeen™, uses AI to tell you where offline social influence exists for your brand.

Providing both the when and the where for high-performance campaigns.

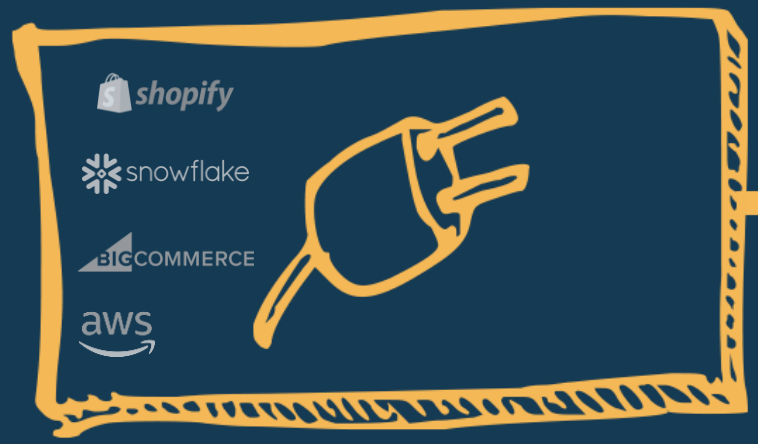
The insights are all derived from first-party data, not social media.



HERDIFY

HOW DOES IT WORK?

Plug in your first-party data.



Over 400 connectors available

Fields needed

Customer ID
Date of transaction
Postcode
Value of sale

AI Behavioural Segmentation Engine.

HERDIFY

BESeen™

https://portal.herdify.com

Receive behavioural segmentation data.

Ranked postcode sectors.

Postcode Sector	Score	Month
LA14 1	0.935	Feb ‘24
OX4 2	0.933	Feb ’24
CO15 2	0.933	Feb ’24
DH9 6	0.932	Feb ’24
ST6 2	0.932	Feb ’24
CH42 0	0.932	Feb ’24

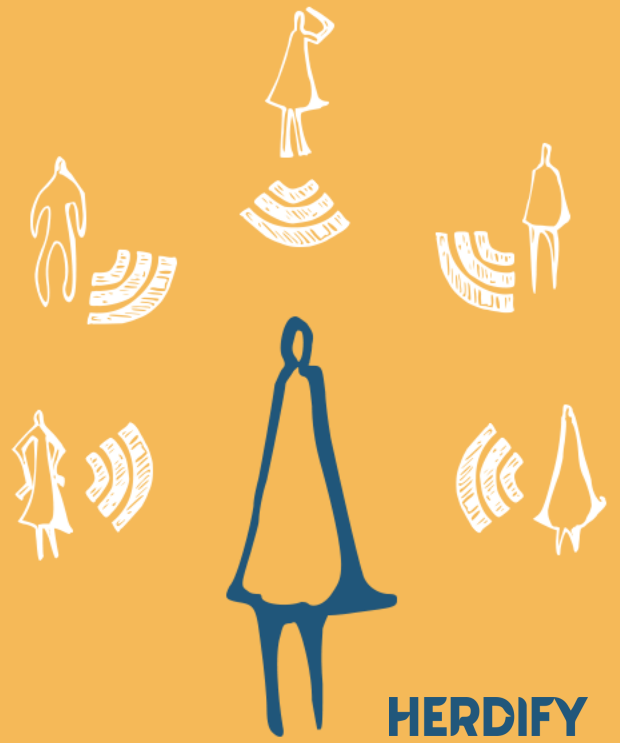
HERDIFY

OUR METHODOLOGY

- Core Demographics
- Financial Situation
- Lifestyle
- Channels
- Media Habits

experian.
KANTAR
CACI
YouGov

Individual behaviour
Useful to find look-a-likes and understand motivations and interests of the category.



HERDIFY

Collective Behaviour
Useful to find areas where people have a higher propensity to buy YOUR brand.

HERDIFY

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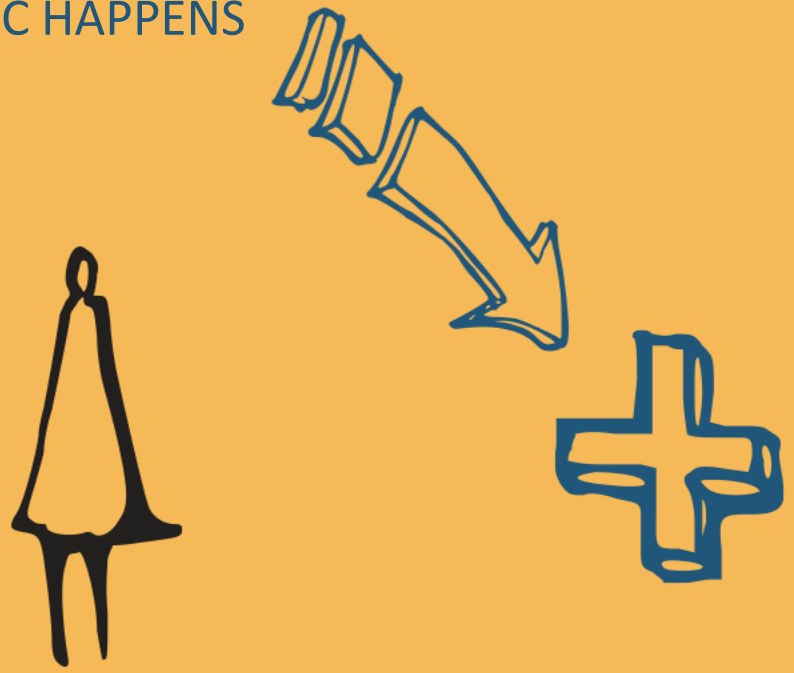

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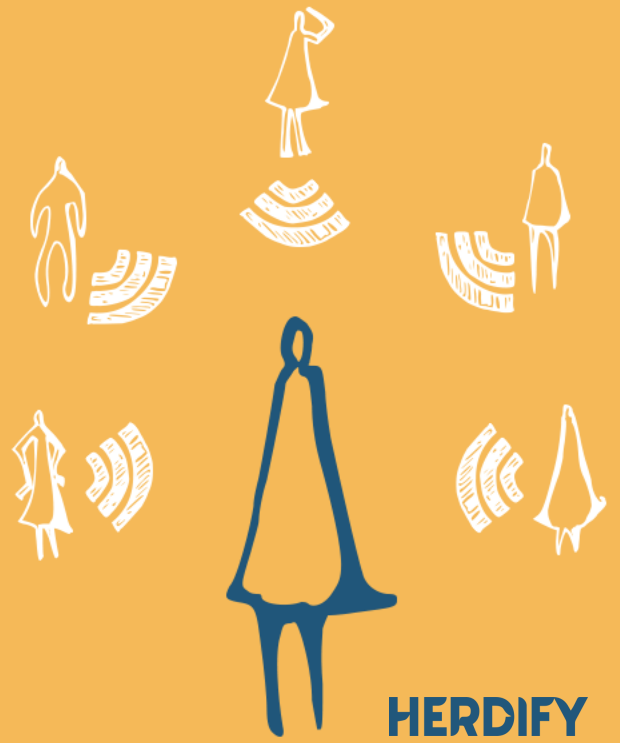

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HERDIFY

HERDIFY

PANDEMIC MODELLING, TURNED UPSIDE DOWN

The team at Herdify have helped UK Governments fight pandemics and keep Critical National Infrastructure operational using COMPLEXITY THEORY and NETWORK SCIENCE.

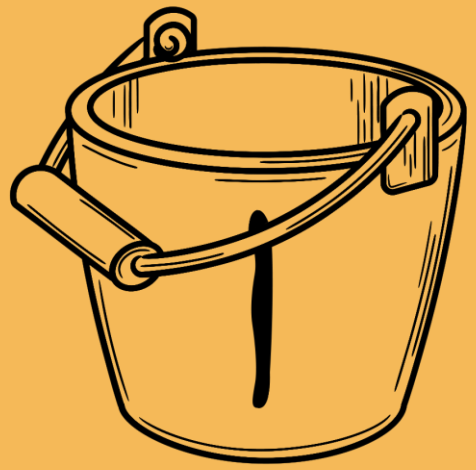
These principles have been applied to analysing a brand's first-party data to detect where herd mentality supports sales.

HERDIFY

IT'S MORE THAN THEORY

Abel & Cole
Abel & Cole
Abel & Cole
HERDIFY

HOW WE STRUCTURED THE TEST



HERDIFY + whistl

HERDIFY

whistl

HERDIFY

THE RESULTS

Response rates were highest in areas where Herdify and Whistl worked together to find targets.

With 120% higher response rates in areas with herds than in those without.

HERDIFY

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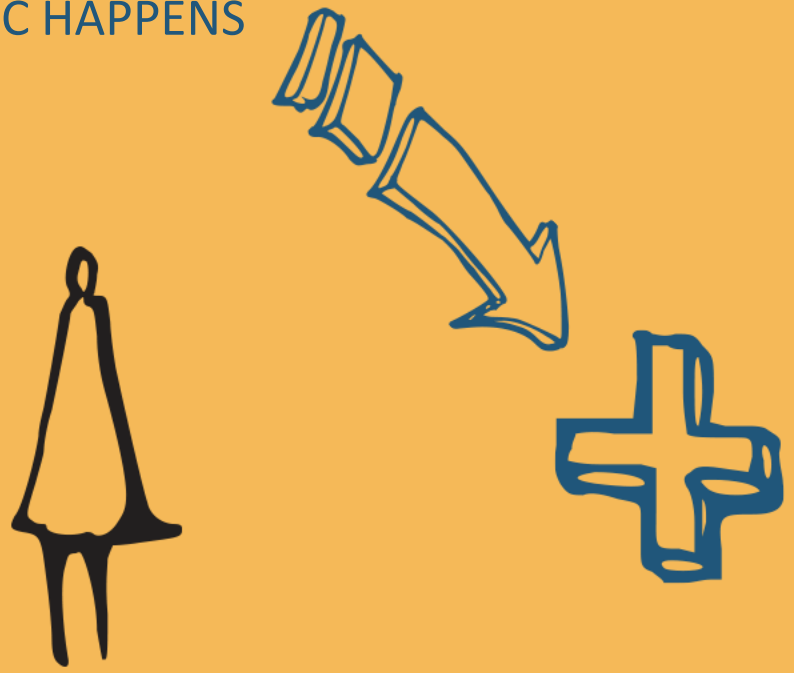

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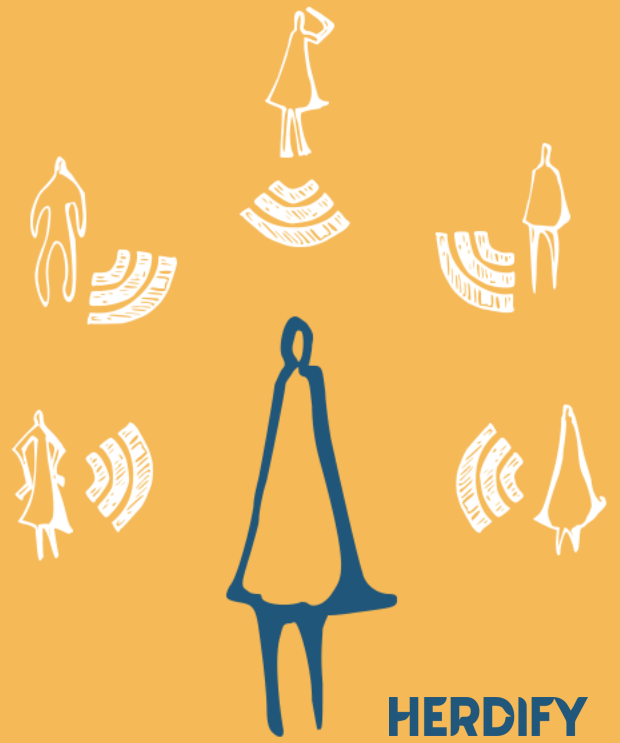

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Data & Marketing Association
Silver Winner 2023
Abel & Cole
CPA's -78%
+164% Response Rate
+18% AOV
HERDIFY

To find even better audiences and triple response rates,
Just Add Herdify.

www.herdify.com

Introduction to Adobe Express for Content Creation

Celeste Menich, Senior Strategic Product Specialist, Adobe

Data & Marketing Association

/ Q&A

Daniel Dunn, CEO, Paperplanes

Tom Ridges, CEO and Founder, Herdify

Celeste Menich, Senior Strategic Product Specialist, Adobe

Data & Marketing Association

/ Closing comments

Sophie Grender, Director of New Business, Marketreach

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You'll learn how to plan campaigns that meet strategic objectives, set budgets, analyse & measure results, and optimise the performance of each digital channel.

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SMEs with less than 250 employees get 90% funding; Larger organisations get 70%

Feedback Link