Top tips: Using JICMAIL in your award submisson

TOP TIPS

JIC MAIL
Mail Media Metrics

DMA
Data & Marketing Association
Awards
Rewardingly hard to win

Use JICMAIL data to boost your entries

The inclusion of JICMAIL data is now requested in each of these DMA Awards categories:

- Unaddressed Print and Door Drops
- Mail
- Charity
- Integrated
- Media Strategy

The use of JICMAIL data displays your wider understanding of the mail channel and the preferences of your audience.

Congratulations to PSE achieving the Gold Award in the Mail category at the DMA Awards 2023

The Gold winning entry from PSE used JICMAIL data to validate engagement and response rates in this category, for example, one of the JICMAIL metrics used was 'frequency':

Travel Mail has an average frequency (number of interactions) of 4.6, showing how often this mail is returned to and interacted with.

Find out more here

Use JICMAIL data to answer the following…

- How did JICMAIL influence your campaign targeting?

- Did you use JICMAIL to inform mail content?

- Have you uncovered any insightful mail journeys in JICMAIL?

- Have you used JICMAIL to report on campaign effectiveness?

- Have you created cross media cost efficiency comparisons?

Each of these examples are shown on the following slides

JIC MAIL
Mail Media Metrics

How did JICMAIL influence your campaign targeting?

Source: JICMAIL Audience data

The 'Vintage Value' MOSAIC group interacts with their mail (high frequency) but is less likely to receive mail than the average household (index less than 100).

Is that an untapped opportunity?

Did you use JICMAIL to inform mail content?

Content
Information about products/services + 17 s... ✕

Mail Type
Door Drop ⌄

Actions
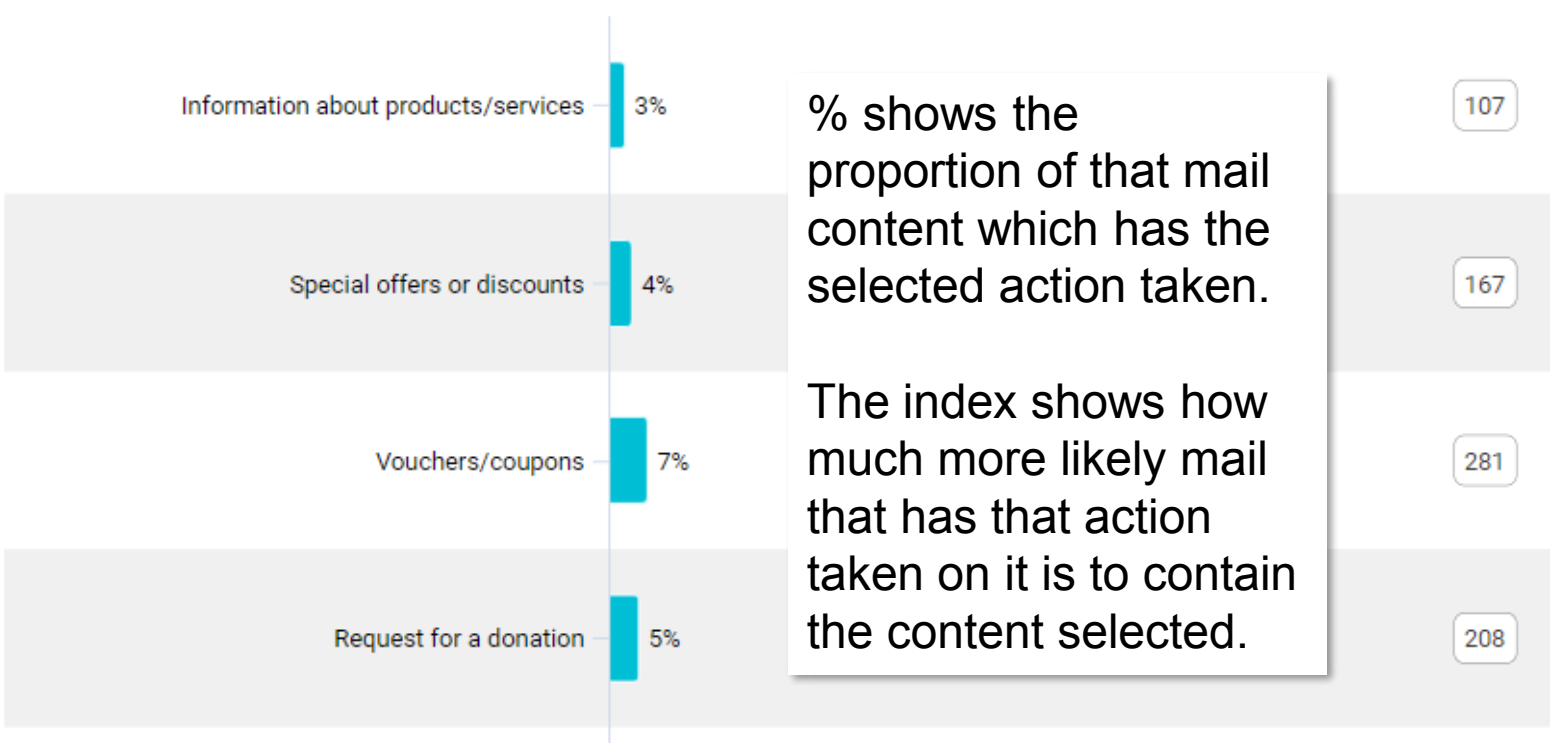Bought something/made a payme ⌄

All Resp

Action selected is 'Bought something/made a payment or donation'

Compare which **mail content is most associated with each action**, for Door Drop

Source: JICMAIL Audience data Q1 2023 to Q4 2023

N of items = 49 673

Aff.idx of Action

Information about products/services — 3%   107

% shows the proportion of that mail content which has the selected action taken.

Special offers or discounts — 4%   167

Vouchers/coupons — 7%   281

The index shows how much more likely mail that has that action taken on it is to contain the content selected.

Request for a donation — 5%   208

JIC
MAI
Mail Media Me

# Have you uncovered any insightful mail journeys in JICMAIL?
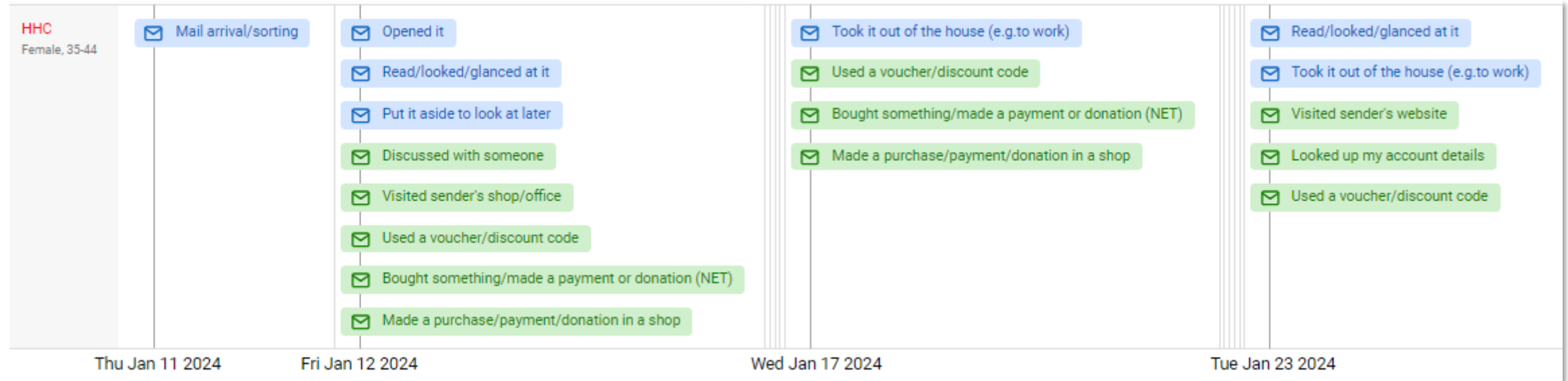
Multiple actions taken across several days, prompting in-store visits, purchases, voucher redemption and an online visit.

Is this a typical or exceptional journey for that brand?   What was in the creative execution: was there a strong call to action, great imagery, compelling offer etc?

How does it compare to competitor mail journeys?

Have you used JICMAIL to report on campaign effectiveness?

Source: JICMAIL Advertiser Attribution
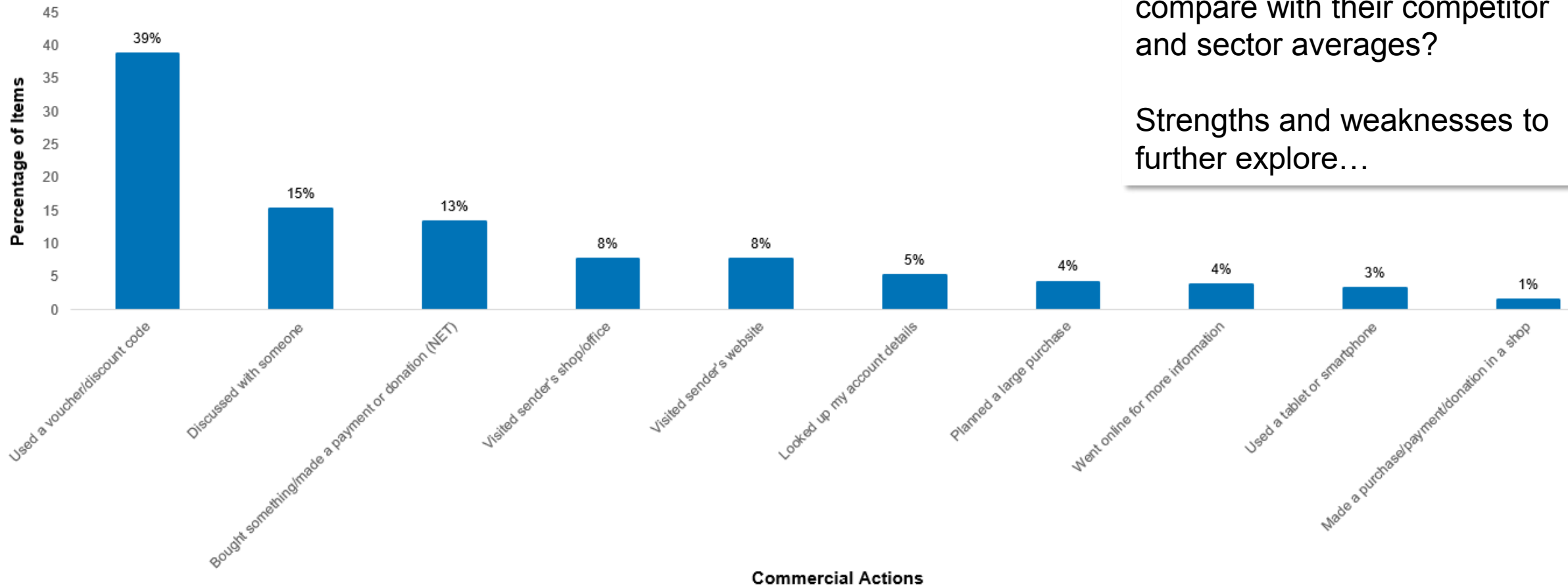
How does this brand's commercial action rates compare with their competitor and sector averages?

Strengths and weaknesses to further explore…

Have you created cross media cost efficiency comparisons?

Audience Comparison Tool

Did you achieve true value for money and cost efficiencies with an optimum cross-media channel selection?

JIC MAIL · Royal Mail MarketReach / THE KITE FACTORY

ACT is designed to help users understand the cost efficiency with which mail delivers advertising impacts (or impressions) to key target audiences vs other media channels.

JICMAIL data has been included within this tool to provide insight into the wider effects of using mail in comparison to other media channels. Any costs used with the tool are the responsibility of the user and not JICMAIL.

Input Budget £

100000

Select Demographic

ABC1 Adults

Compare to

Online Channels | Offline Channels

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

If you need help putting together your award entry, get in touch! We're here to promote best practice measurement and will provide support to help ensure the results included give you the best chance of creating an award-winning entry.

JIC MAIL
Mail Media Metrics

For help to support your entry or to access JICMAIL data, tools and training, please contact:

ian@jicmail.org.uk
or
tara@jicmail.org.uk

GOOD LUCK!

Sign up to JICMAIL today!

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