

Tuesday 27 February
@DMA_UK #dmaevents

/ Webinar: Exploring the impact of Mail in an Attention-scarce World

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/ Welcome

Stephen Maher, Chair and CEO, MBAstack and Chair of the DMA

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/ Exploring the impact of mail in an attention-scarce world


Imaad Ahmed, Head of Advisory, EMEA & Americas, WARC Advisory

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A whitepaper by **WARC**

Driving effectiveness with direct mail

Making a physical impact in a digital world

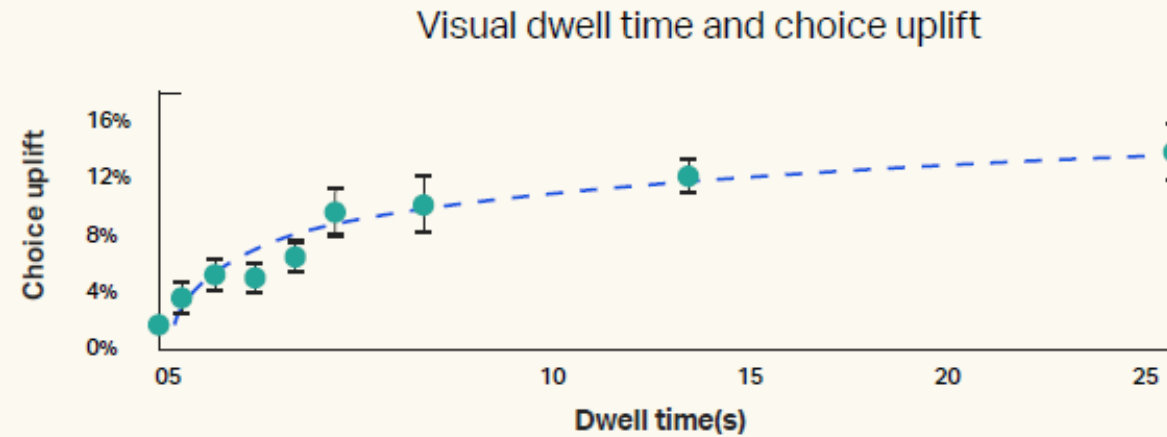
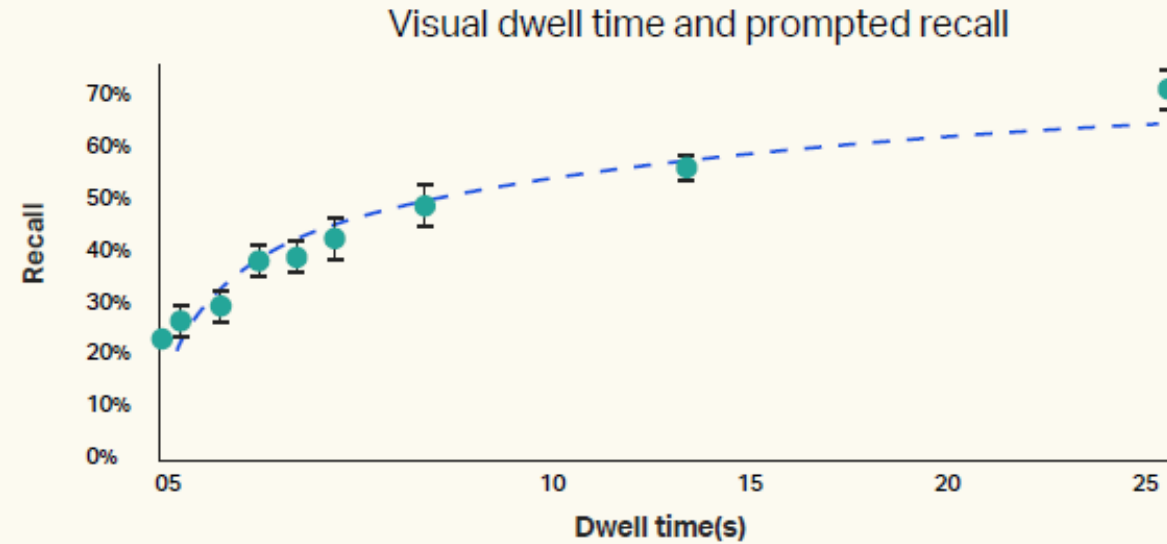
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WARC
AN ASCENTIAL COMPANY

Attention is the lifeblood of brands

Higher attention times drive superior outcomes



Error bars represent standard deviation of the data and the trend line represents a linear regression fit to the data.
Source: Dentsu and Lumen, [Dentsu attention economy project](#) | WARC

White paper

The attention advantage:

Exploring the impact of mail in an attention-scarce world





WARC

marketreach
unleash the magic of mail



Mail delivers
very extended
dwell-times

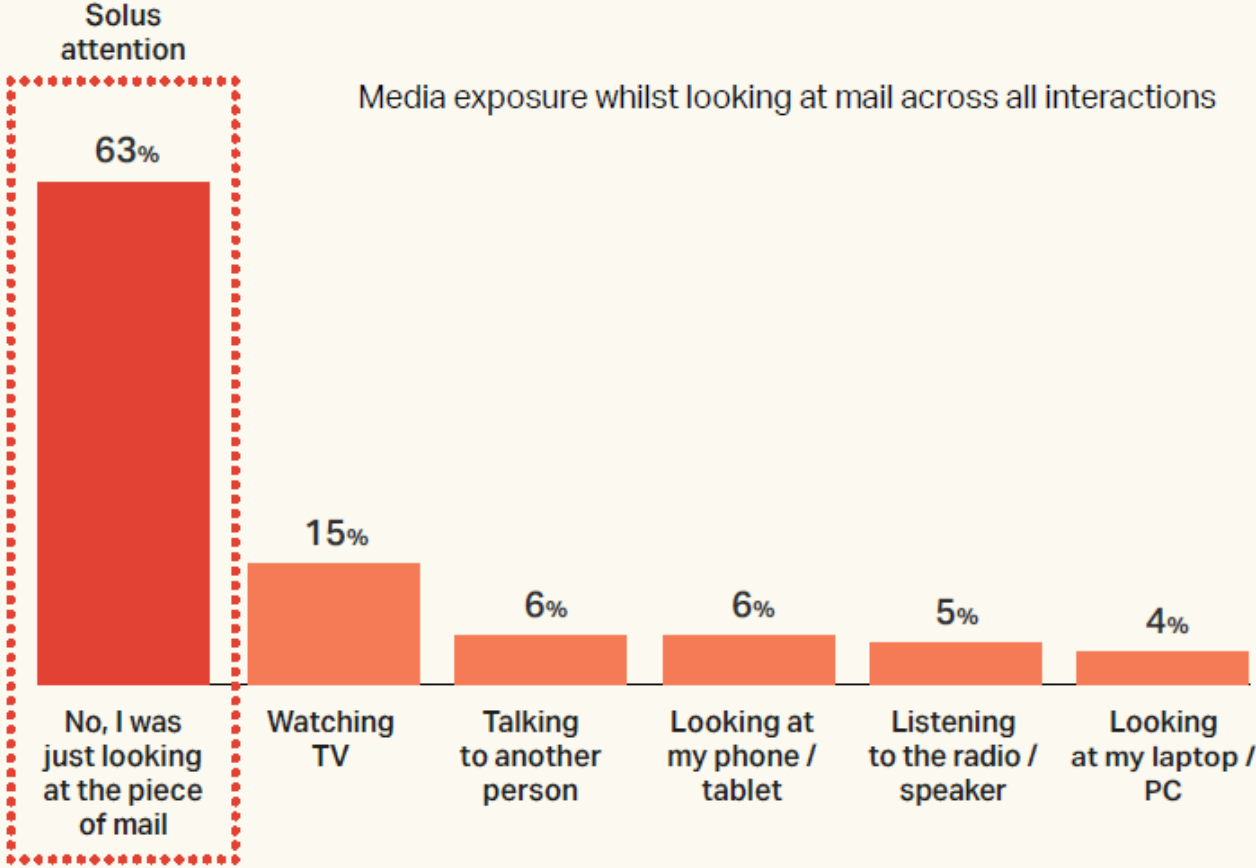
7-day attention time (seconds)

	Marketreach June / July 2023	JICMAIL Q2 2023
 Direct Mail	172	88
 Business Mail	169	111
 Partially Addressed Mail	126	59
 Door Drops	111	43

Sources: Marketreach, Attention Research, Blue Yonder 2023. JICMAIL Quarterly Results, Q2 2023

Attention to mail tends to be undiluted

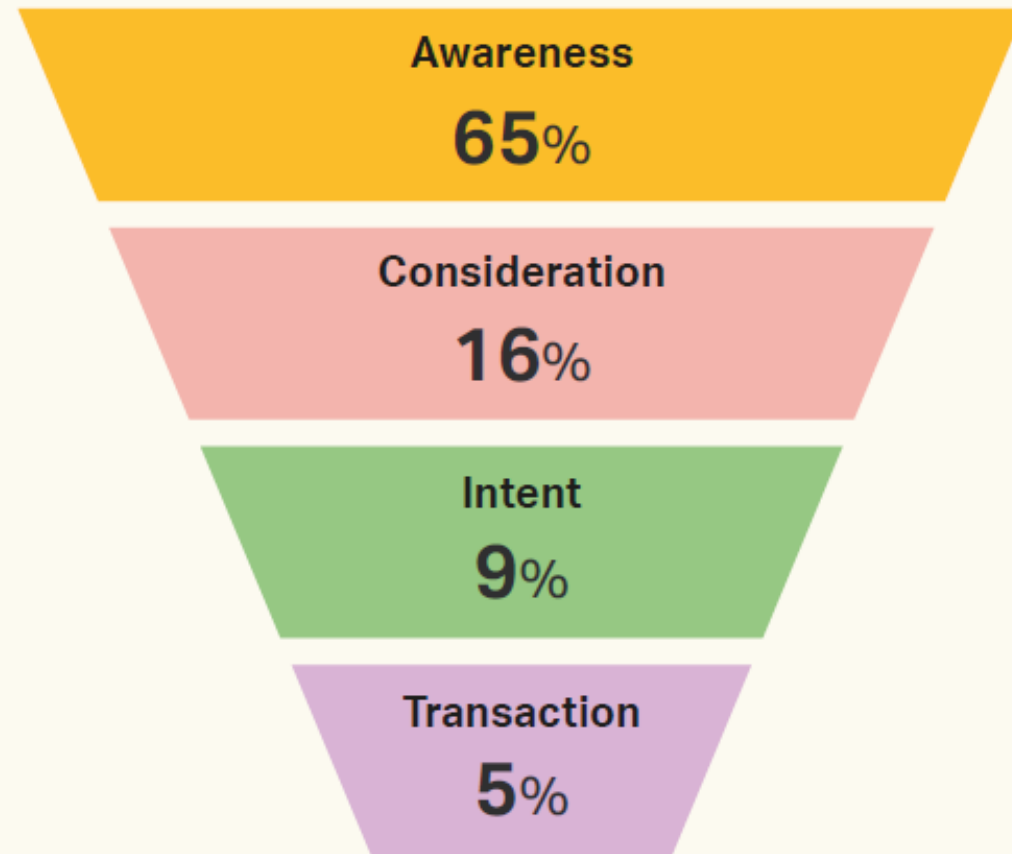
Q: Were you doing any of the below while looking at this piece of mail?



Base: n=2013
Source: Marketreach, Attention Research, Blue Yonder 2023

Mail can drive significant uplifts across the marketing funnel

All mail types 



Awareness base: n=1475 mail items.

% who do not recall receiving any other communication from the brand. Consideration, Intent and Transaction base: n=2013 mail interactions.

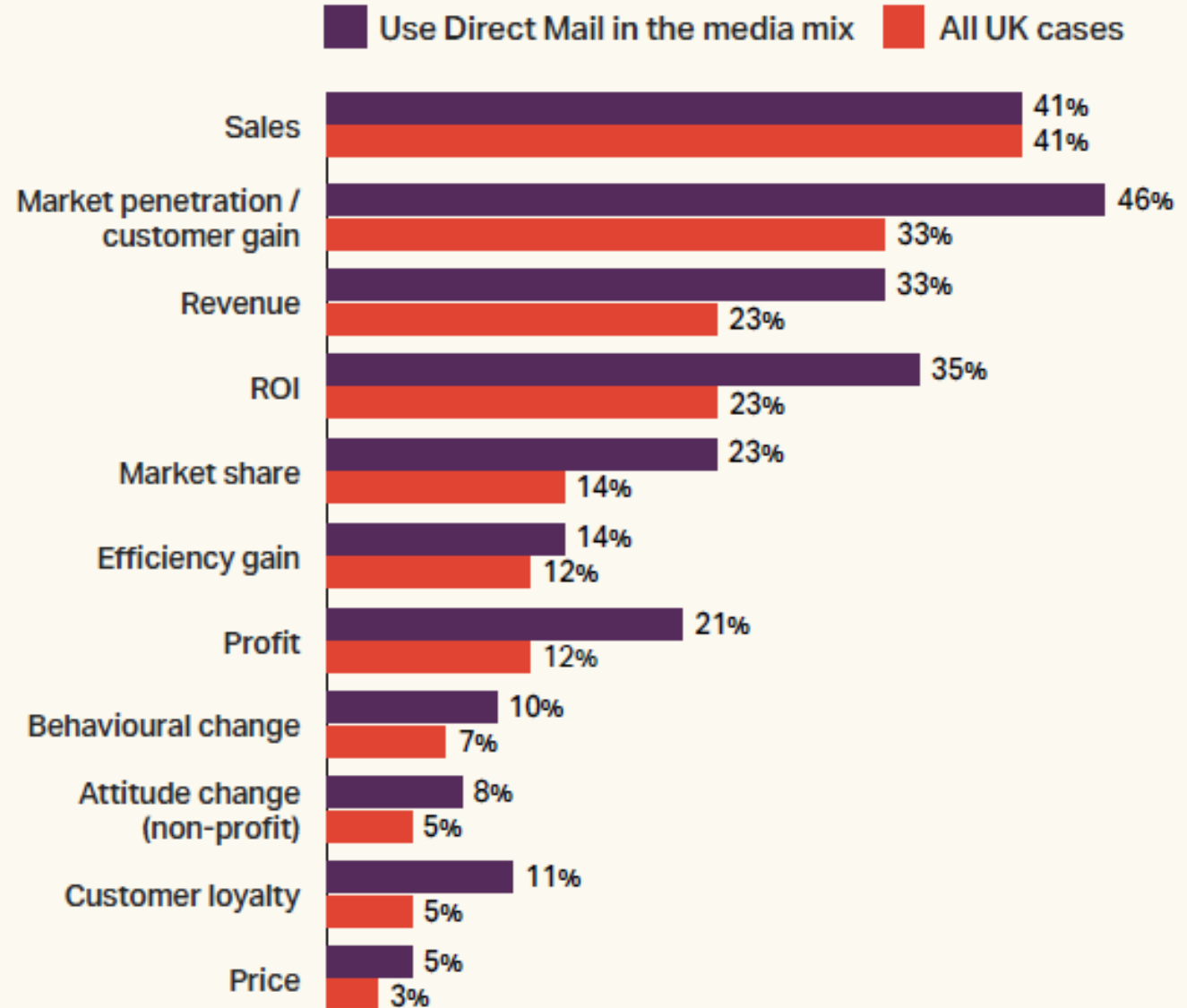
Consideration actions: Discussed with someone, Went online for more information, Looked up my account details, Used a tablet or smartphone.

Intent actions: Planned a purchase, Ordered a catalogue / more information, Visited sender's website, Visited sender's shop / office. Transaction actions: Bought something, Made a payment / paid a bill, Used a voucher / discount code.

Source: Marketreach, Attention Research, Blue Yonder 2023

Mail is strongly additive to the media mix

Proven outcomes



Source: [Driving effectiveness with Direct Mail: Making a physical impact in a digital world](#) | WARC

**In a world
where attention
is the lifeblood
of brands...**

**Mail delivers very
extended dwell-times**

**Attention to mail tends
to be undiluted**

**Mail can drive
significant uplifts across
the marketing funnel**

**Mail is strongly additive
to the media mix**

White paper

The attention advantage:

Exploring the impact of mail in an attention-scarce world

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/ Introduction to the reality of attention

Mike Follett, Managing Director, Lumen Research UK

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Eye spy



Attention to advertising



Attention to advertising

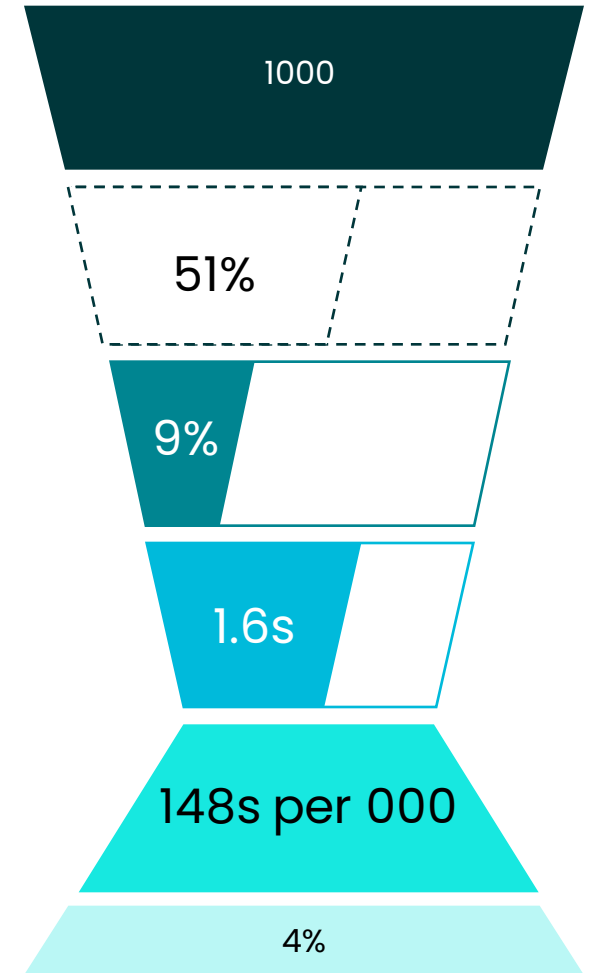
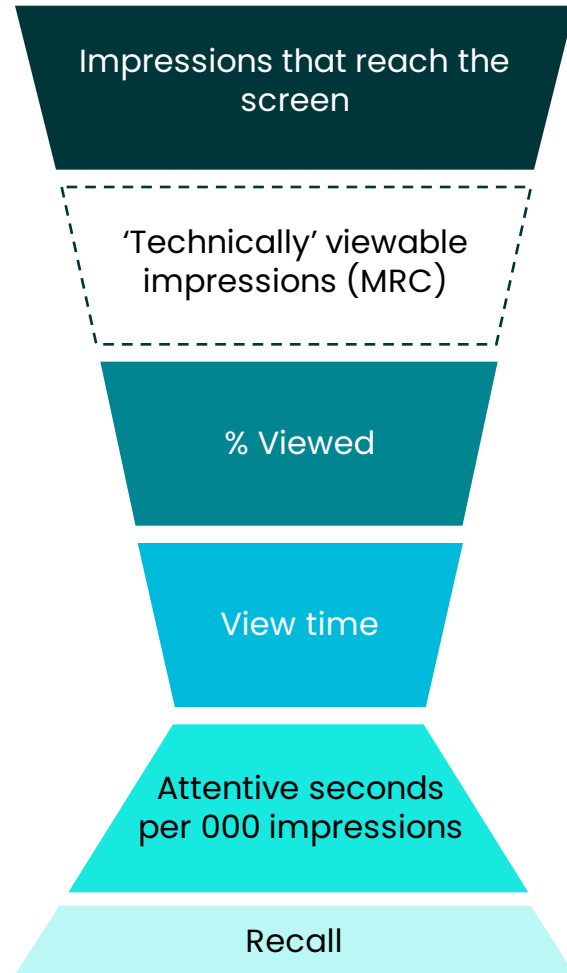
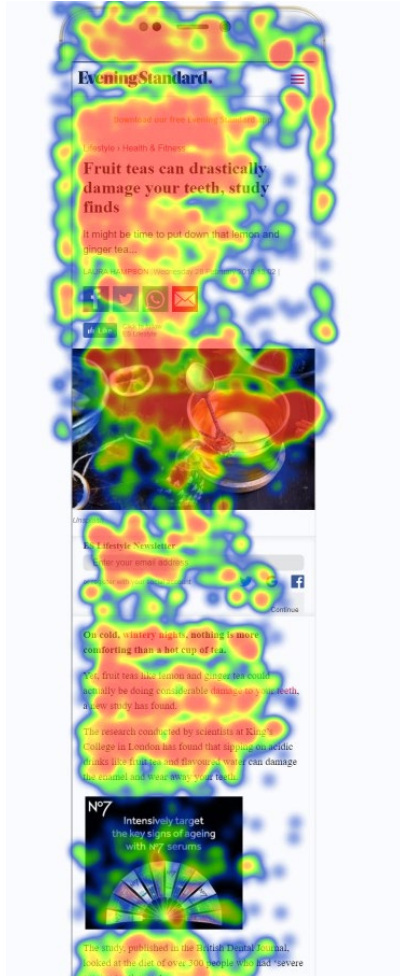


Attention is selection for action

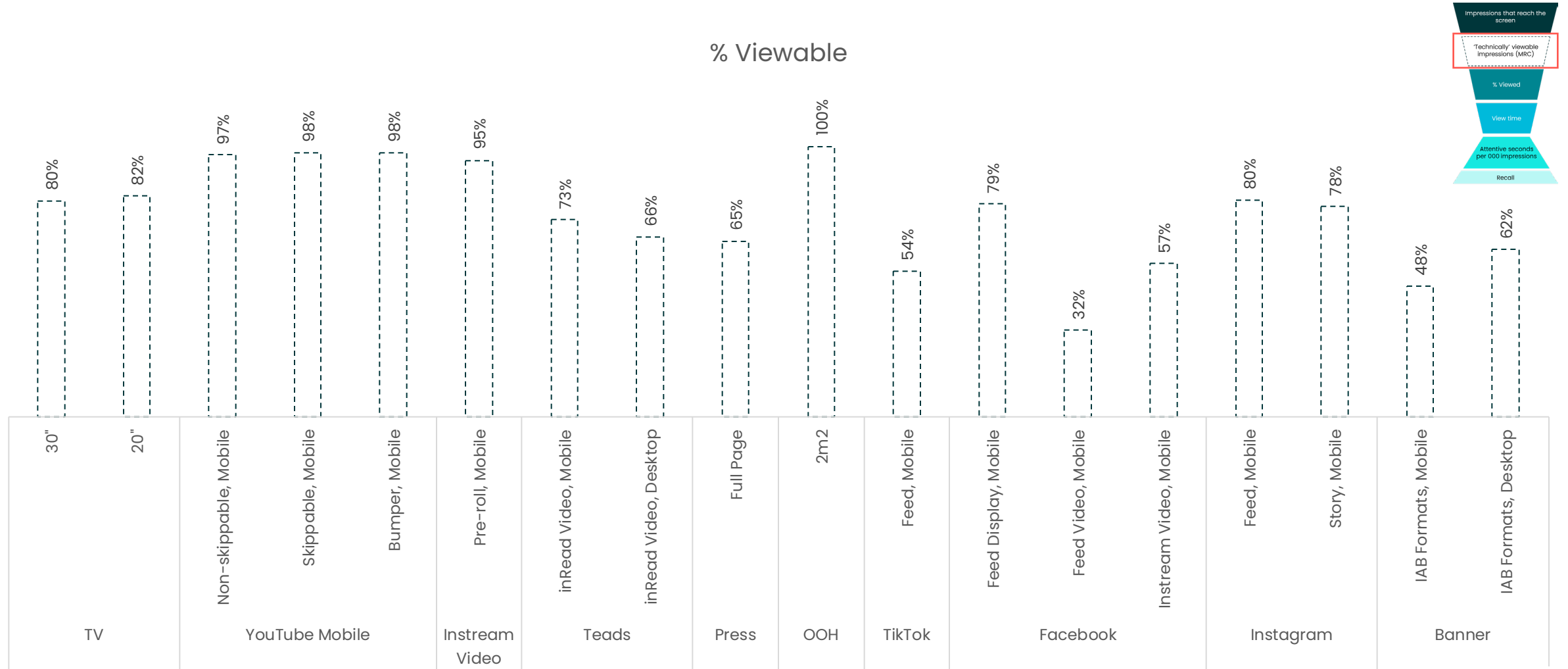
Prof. Wayne Wu, *Attention* (2013)



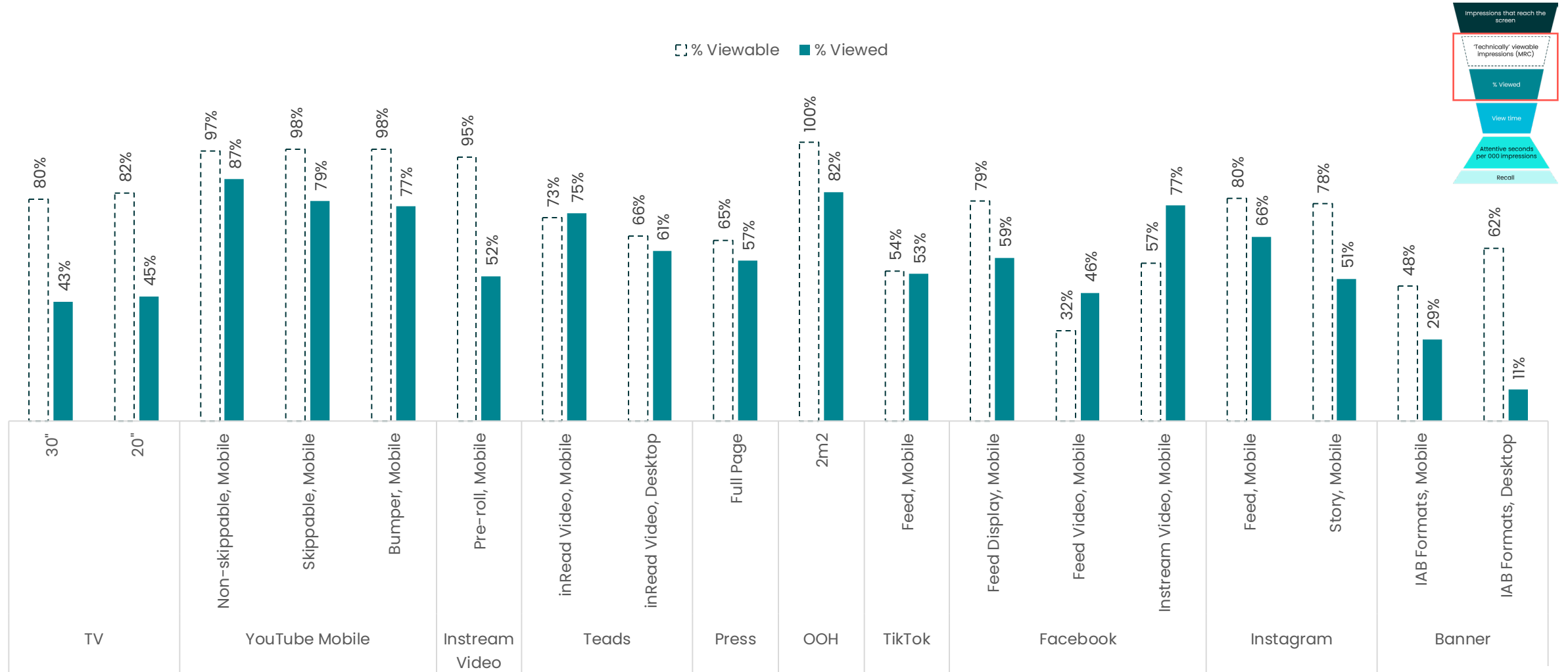
The attention funnel



Significant differences in 'technical' viewability across media



'Technical' viewability ≠ actual viewing



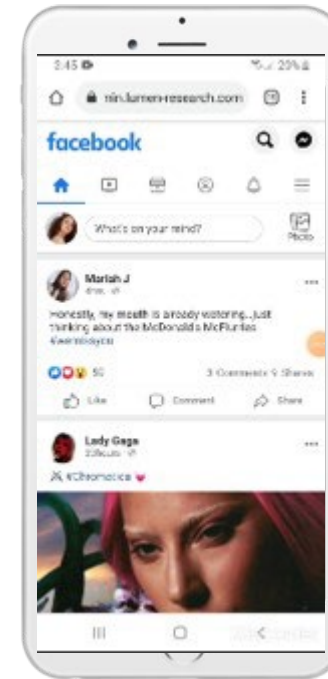
'Technically' viewable but not actually viewed?

Actually viewed but not 'technically' viewable?

Ads can be viewable but not viewed



But ads can also be viewed while not viewable



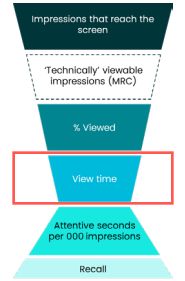
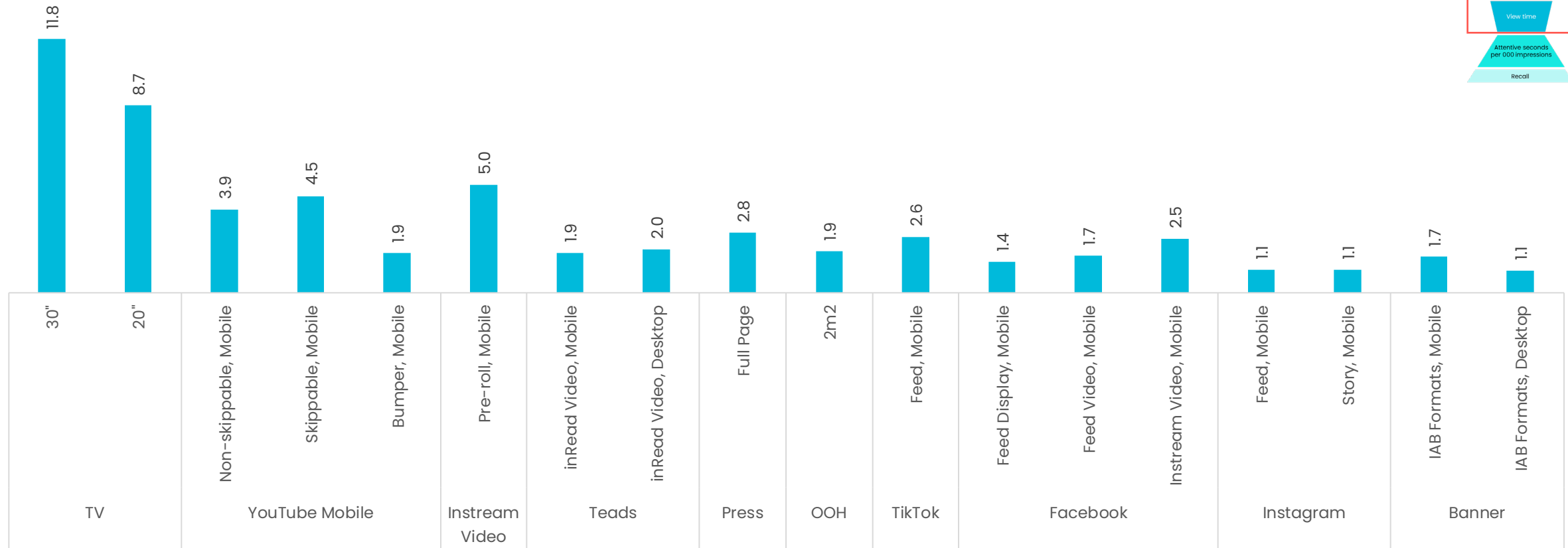
Ads on screen, but not long enough to be 'technically' viewable' to MRC standards (eg 100% of pixels for 2sec)

Yet these 'non-viewable' ads can still get some attention



Average viewing *time* changes the story

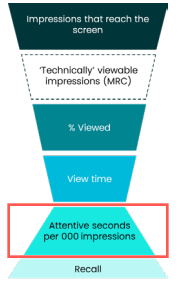
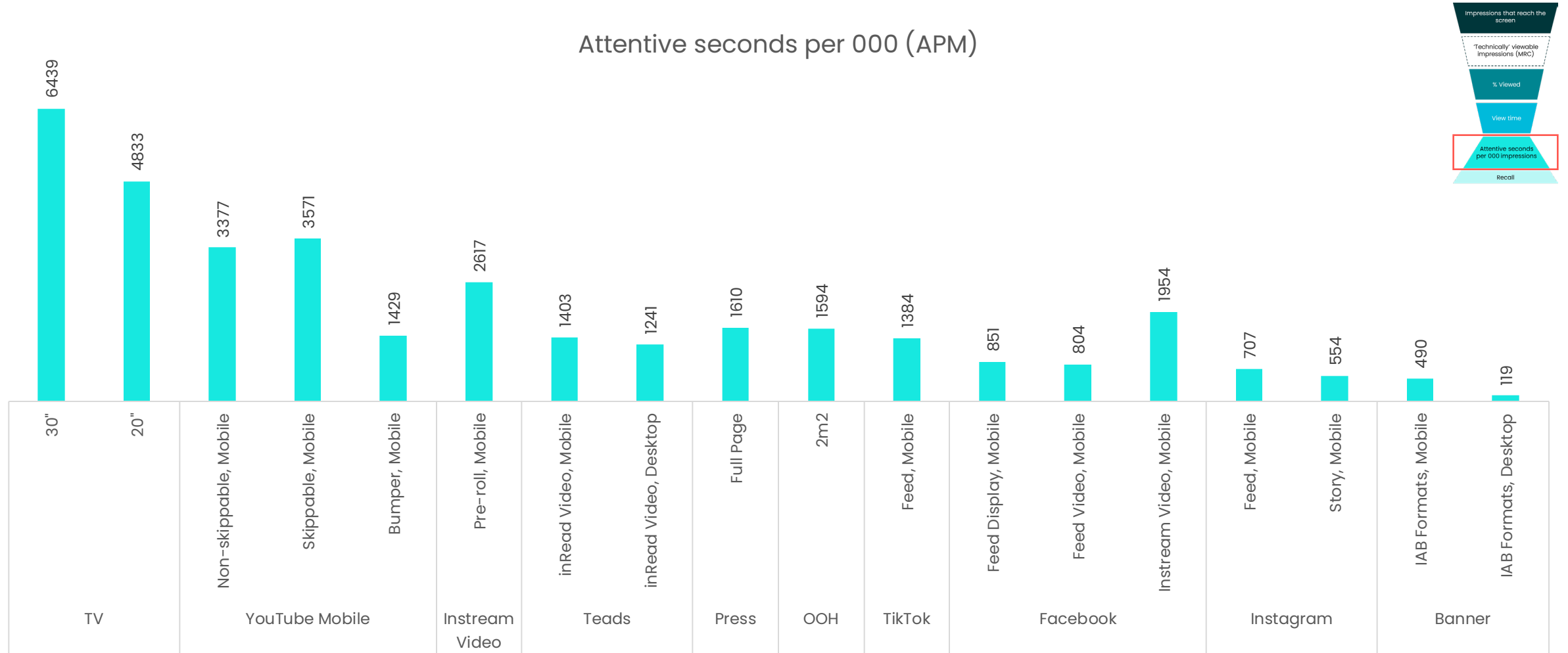
Av View Time



Sources: TV: Tvision/Lumen UK TV Panel. YT, Instream, Teads, Facebook Feed, Banners: Lumen digital panels. Press: Lumen Omnibus. OOH: AM4DOOH project. IG, FB Watch, TikTok: Lumen studies (weighted to be consistent with passive panel)

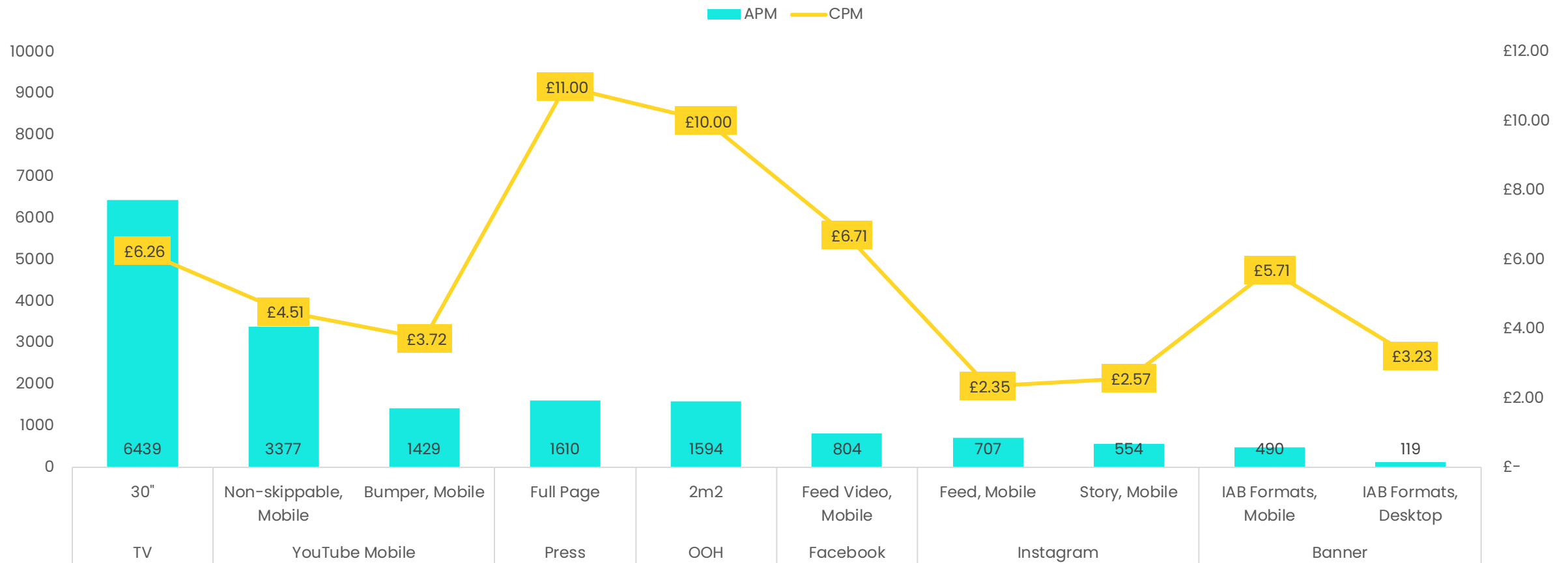
Combining '% chance of viewing' with 'average viewing time' creates a single metric to compare between media

Attentive seconds per 000 (APM)



Combining 'attentive seconds per 000' with 'cost per 000' reveals the true cost of attention across media

Attentive seconds per 000 (APM) vs CPM

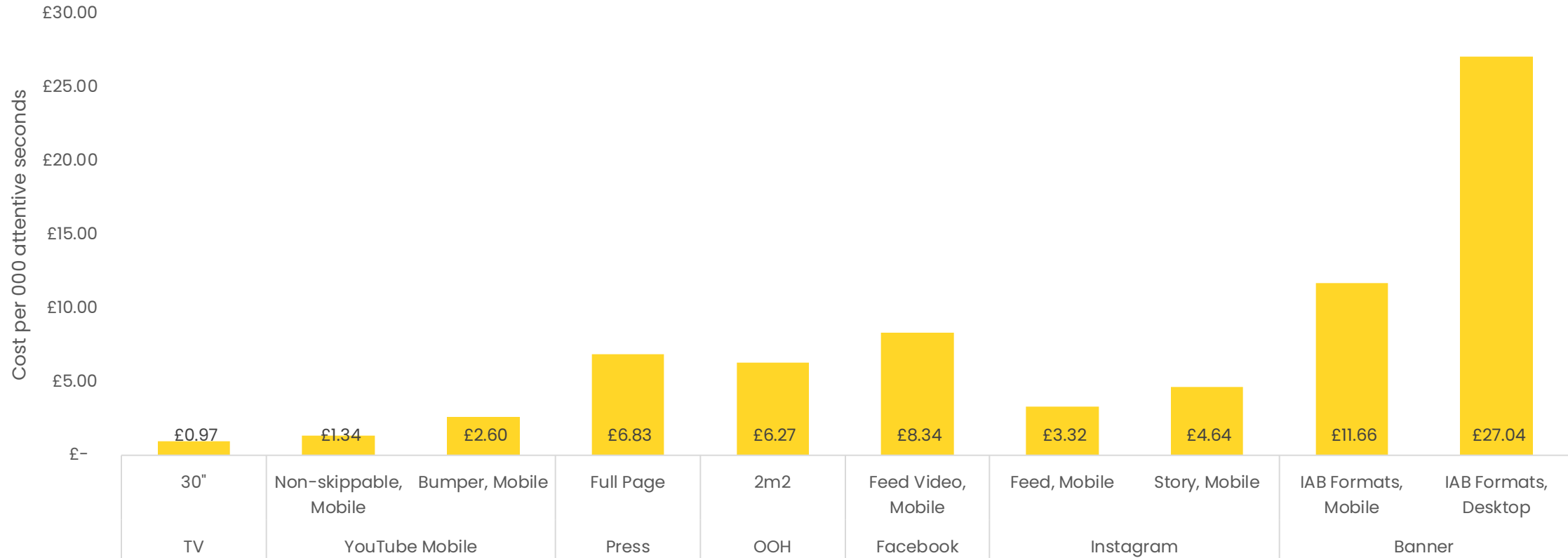


Attention data Sources: TV: TVision/Lumen UK TV Panel. YT, Instream, Teads, Facebook Feed, Banners: Lumen digital panels. Press: Lumen Omnibus. OOH: AM4DOOH project. IG, FB Watch : Lumen studies (weighted to be consistent with passive panel)
 CPM sources: Ebiquty/Fou Analytics (taken from *The Challenge of Attention*, 2020)

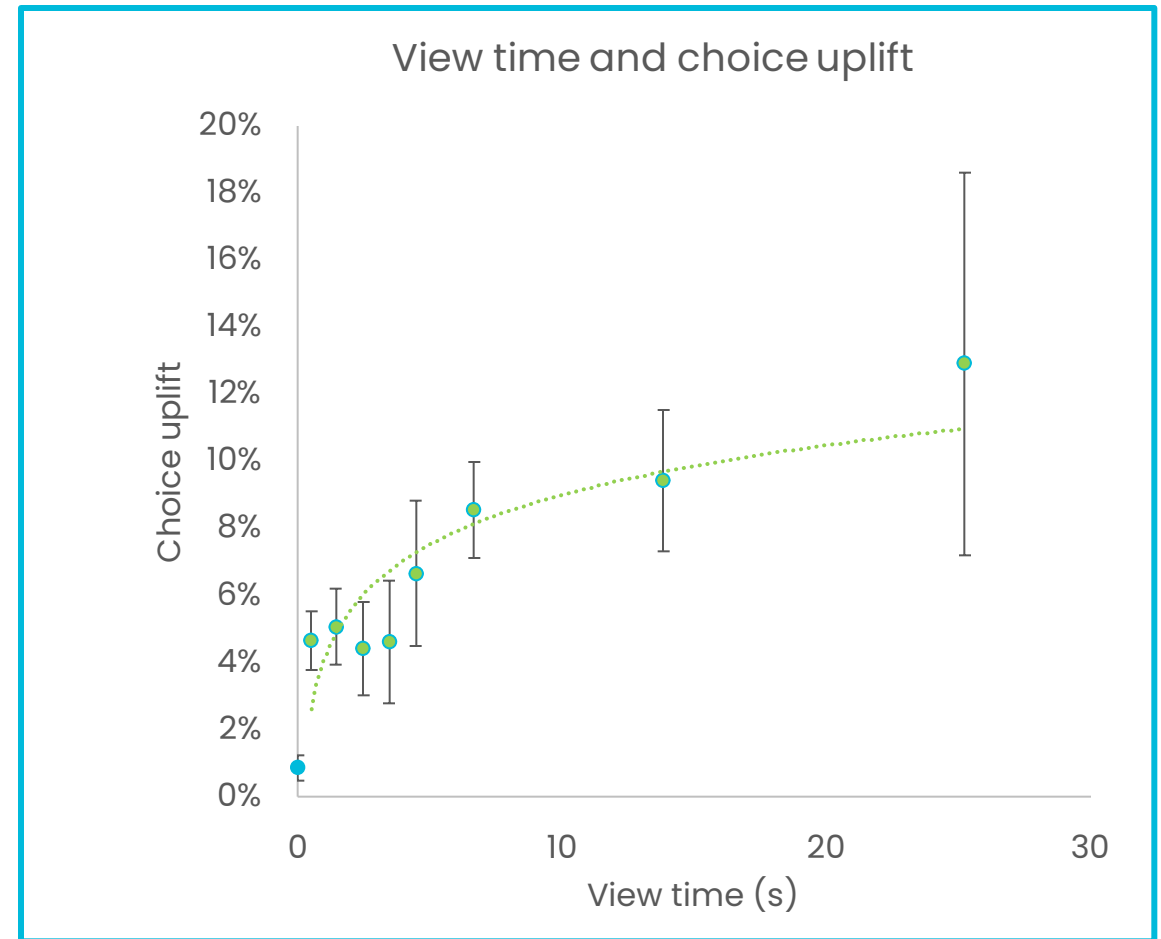
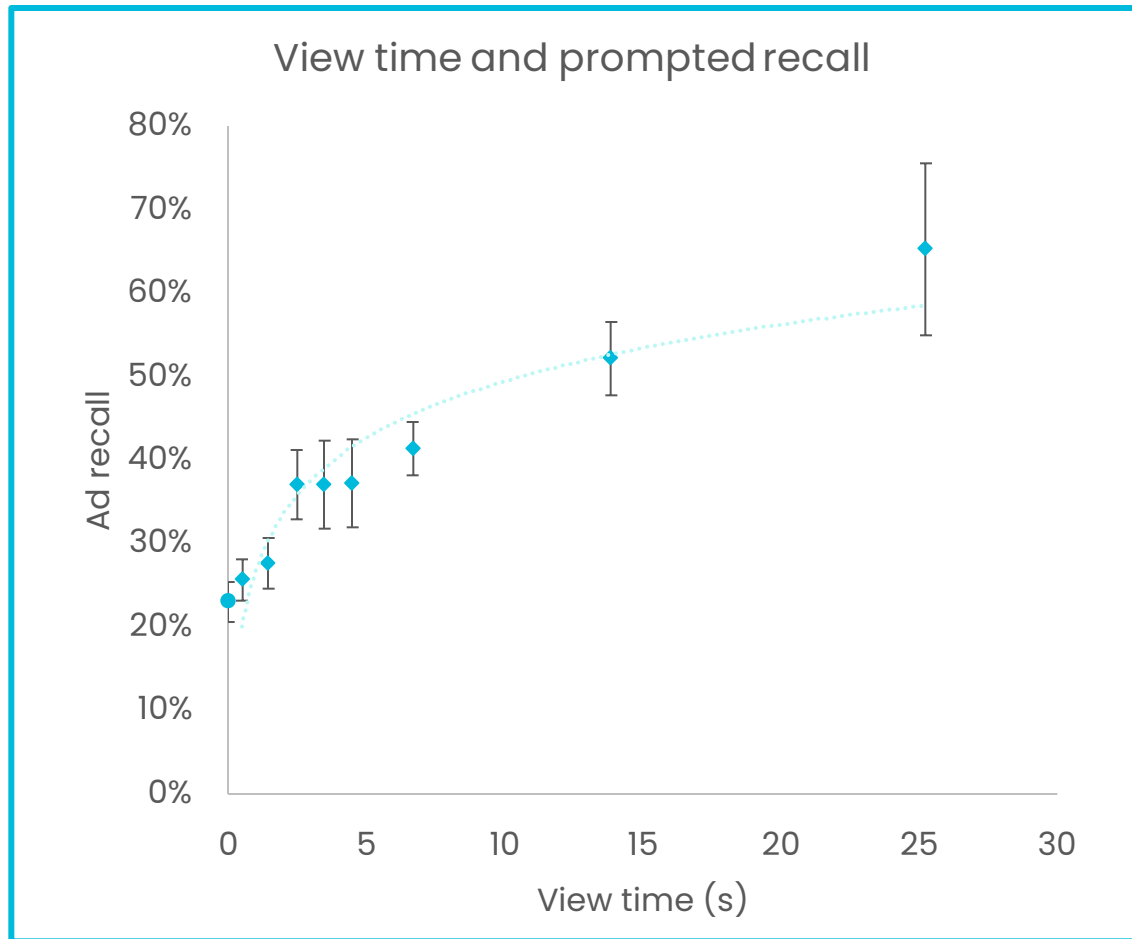
The *true* 'cost of attention'

Cost per 000 attentive seconds

■ aCPM



Attention drives recall and choice



Creative: generating an 'unfair share' of attention

Lots of ways to pay
Paying for your gas and electricity

If you have special requirements
If you speak a language other than English, tell us when you call and we'll arrange for an interpreter to help you.

- If you'd like to receive this information in another format such as large print, Braille or audio, call the British Gas Home Energy Care Team on **0800 072 8625**.
- If you're hard of hearing or speech impaired and use a Textphone, call **18001 0800 072 8626**.

Correct as at time of printing, January 2012. Calls free from BT Calling Plan. Mobile and other providers' charges may vary. Calls may be monitored and/or recorded for quality assurance and compliance purposes.

British Gas Trading Limited
Registered in England & Wales: No 3078711
Millstream, Maidenhead Road, Windsor, Berkshire SL4 5GD
britishgas.co.uk

British Gas
Looking after your world

Lots of ways to pay
Paying for your gas and electricity

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Thanks!

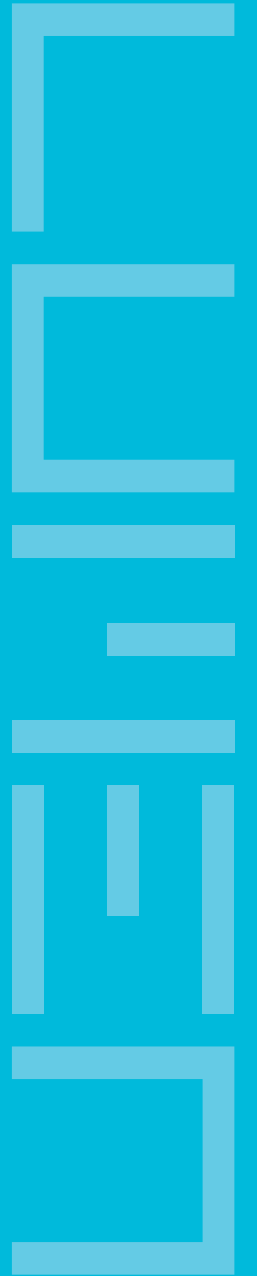
Mike Follett

mike.follett@lumen-research.com

Managing Director

**LABS House
15-19 Bloombury Way
London
WC1A 2TH**

www.lumen-research.com



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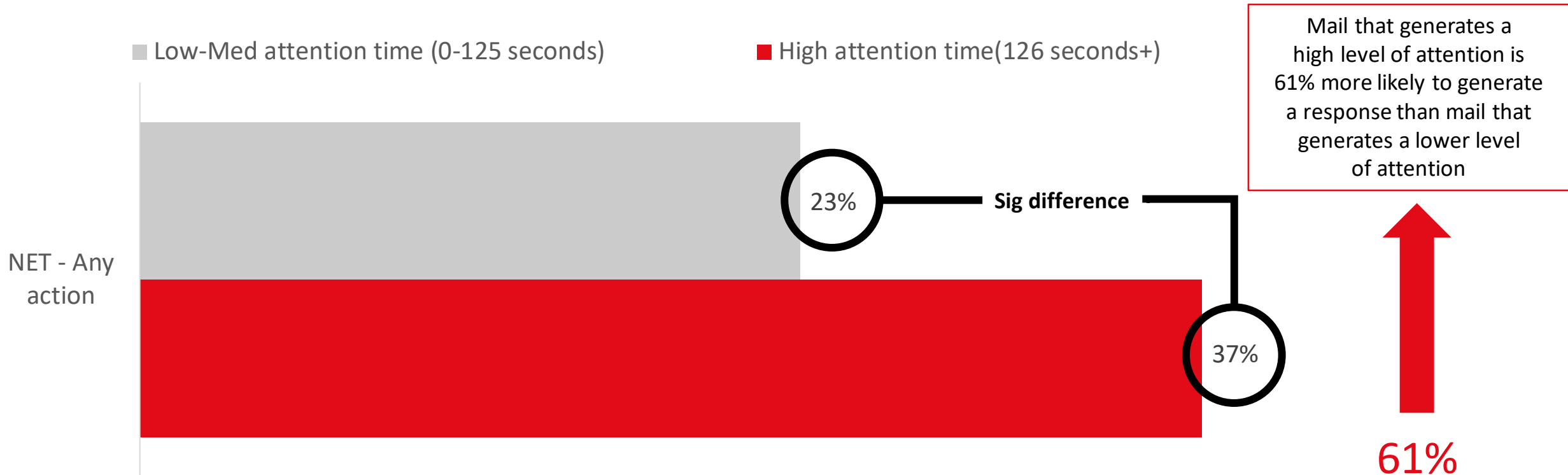
/ Getting attention requires attention

Amanda Griffiths, Head of Customer Communication Planning and Insight, Marketreach

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MORE ATTENTION LEADS TO MORE RESPONSE SO SENDING EFFECTIVE MAIL MATTERS



THE GOOD NEWS – THERE ARE ENDLESS OPPORTUNITIES TO CONNECT WITH YOUR AUDIENCE

Q: Once you've looked at or opened a piece of mail, which of the following elements/features would most likely hold your attention?



Mail is incredibly diverse. You have 15-second unskippable YouTube ads or half-page newspaper ads, but there's no equivalent with mail. The world is your oyster. Because of the variety of the medium, you can get four or five times more attention.

Mike Follett, Managing Director
Lumen Research UK



BECAUSE MAIL IS AN ATTENTION GRABBER

A uniquely effective channel

- A personal message
- Comes into the home
- Nearly always looked at, opened and returned to
- Stand out impact within the customer journey
- Trusted

A welcome break in a digital world

- Physical and sensory
- Fits into consumers' lives rather than interrupting and demanding attention
- The brand in the hand

And a perfect integrated channel

- A strong role in the customer journey/CX
- Delivers information and drives action
- Guides online to purchase, donate, book, pay, agree or attend

HOW WILL YOUR BRAND GRAB ATTENTION?

IS ONLY A FOOTLONG FOOD AWAY

SEE INSIDE FOR GREAT OFFERS

SLIMCASE FOR FREE SIDE

Subway logo and promotional text.

25 YEARS AGO WE LAUNCHED WITH AN IDEA TO PUT CHOICE IN THE HANDS OF OUR GUESTS

CHOOSE FROM 6 BREADS BAKED DAILY MADE WITH BRITISH FLOUR

IT'S TIME TO PICK A MATCH-WINNING SIDE... NEW POTATO CRISPERS

NEW NACHO CHICKEN BITES

6-INCH SUB MEAL DEAL WITH CRISPERS £X.XX

FOOTLONG SUB MEAL DEAL WITH CRISPERS £X.XX

TWO DINE £X.XX

MATCH DAY BUNDLES

Subway logo and promotional text.

IF THE NEW EVOQUE IS PRESSING THE RIGHT BUTTONS, PRESS THIS TO REQUEST A TEST DRIVE.

START STOP

perfect moments shared

Range Rover logo and promotional text.

titan travel

Worldwide

Award-winning escorted holidays for 2020/21

Janice

Will you discover the icons of North America?

perfect moments shared

Titan Travel logo and promotional text.

July 2019

LLOYDS BANK

Mr AB Sample
55 Sample Street
Sampletown
Sampleshire
S599 955

Lloyds Bank
Credit Card Operations
Manchester
BX1 1LT

Card number ending: 9999

Paying more off your credit card is making a difference

Dear Mr Sample

Nine months ago we contacted you about increasing your repayments, as the payments you were making were too little. It meant you were mostly paying more in interest, fees and charges than off the amount you owe. As this has been the case for 18 months or more, it's called being in persistent debt. There's more about this on the back of this letter.

You've recently increased your Lloyds Bank credit card repayments which means more of your money is going towards repaying your balance. Keep doing this and:

- You'll pay off your credit card more quickly
- You'll pay less interest overall
- And you may improve your credit score.

See how much more you could be saving at www.cardcosts.org.uk - all the information you need to use the calculator is on your monthly statement.

In nine months' time we will review your account again

We'll be in touch again in nine months' time. If you're still in persistent debt, we will look at ways you can reduce your balance more quickly, such as making even higher payments or stopping you from using your card. So keep making higher repayments, as they're really making a difference.

Advice and support is available

If you have any questions or would like to talk to us about your financial circumstances, please call us on the number opposite. You can also ask for free, independent help from any of the agencies listed on the back of this letter.

Yours sincerely

David Cooper

David Cooper
Head of Consumer Cards

What you need to do

- Pay as much as you can off your balance each month
- You'll save more money
- And may improve your credit score
- Use the calculator at www.cardcosts.org.uk

If you have any questions

- Call us on 0800 085 9139
- Lines are open 7am - 11pm, 7 days a week

Turn over for more detail

Plus information about changes to shopping and banking online

SAVE £30 over your first 3 shops with code TASTE2023

SAVE £30

£10 off your first shop of £20

£10 off your second shop of £20

£10 off your third shop of £20

Abel & Cole

Scan to start shopping sustainably go to abelandcole.co.uk or download our app. Then enter code TASTE2023 at checkout!

Abel & Cole logo and promotional text.

THE HALF DECENT ONE

THE, ER, THAT ONE

THE FIRST ONE

CHANGE THE FACE OF MEN'S HEALTH

MOVEMBER.COM/SHAVE SIGN UP NOW

THE PATCHY ONE

THE SALT & PEPPER ONE

Movember logo and promotional text.

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/ More time & attention for tradespeople

Lucy Halley, Executive Head of Strategy, Havas CX Helia

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HAVAS

A tradesperson wearing a black vest, blue gloves, and safety glasses is kneeling in a bathroom. He is holding a long, flexible tool with a white nozzle. The background shows a sink, a window, and a shower area. A large, semi-transparent blue overlay of an aquarium with various fish is positioned on the right side of the image. The text 'More time & attention for tradespeople' is centered over the image in a large, white, sans-serif font.

More time & attention for tradespeople

TOOLSTATION CASE STUDY



A client & their customers over-reliant on a catalogue

- A cumbersome path to purchase – 17k products, 21 depts, 800 pages. And what if - when you get to store – it's out of stock?!
- Bulky & expensive – Toolstation & its customers deserved a better way to shop



A better way to shop – harnessing the power of paper to drive customers online

- Break the bond between Toolstation customers and their trade bible
- Help them understand that shopping online offers a superior experience



For tradespeople, time really is money. Every moment you're off the job costs.

Every day, valuable minutes are wasted scouring the Toolstation catalogue for the right product.

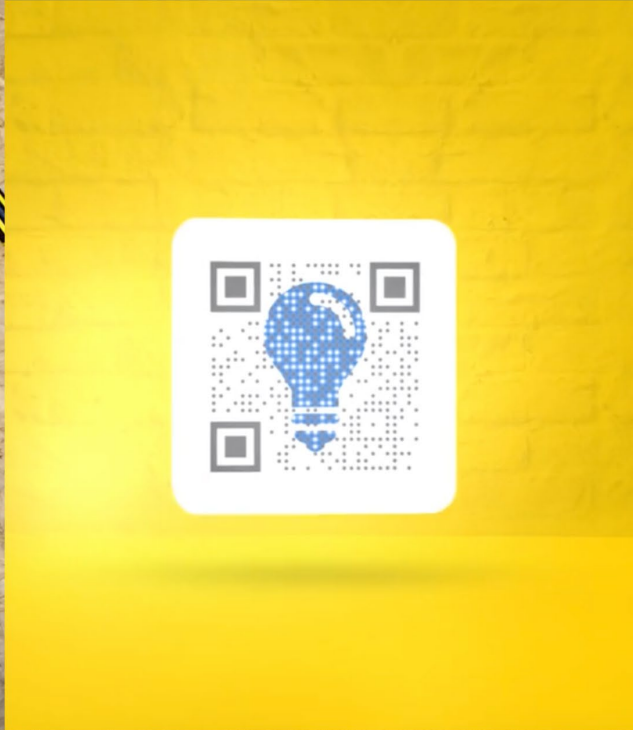
Insight

HAVAS



The solution:
My Toolstation





My Toolstation was given - & demands - attention

- Hyper personalised – 143k permutations
- Seamlessly connecting offline & online
- Attention-grabbing designs turn QR codes into appealing visual guides & scream ‘short-cut’!
- Heavy-duty stickers attach to wherever customers need Toolstation most when they’re on-the-go



And the results are attention-grabbing!

+10%

website traffic

+9%

frequency

+14%

revenue per customer

£1m

annualised cost saving

3:1

ROI

4,224

trees saved annually

/ Q&A

Imaad Ahmed, Head of Advisory, EMEA & Americas, WARC Advisory

Mike Follett, Managing Director, Lumen Research UK

Lucy Halley, Executive Head of Strategy, Havas CX Helia

Amanda Griffiths, Head of Customer Communication Planning and Insight, Marketreach

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/ Closing Comments

Stephen Maher, Chair and CEO, MBAstack and Chair of the DMA

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- Course-specific practical tips and tricks—including takeaway templates for implementation.
- A range of subject matter expert guest speakers including guidance on regulation.
- Leadership and presentation training at EVERY Skills Bootcamp.

Less than 250 employees? **SAVE 90%** of the course cost as it's funded by the government. Over 250? Save 70%.



/ Feedback Link

