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# / Webinar: Mail's Unmatched Role in Driving Consumer Decisions

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# / Welcome

Stephen Maher, Chair, The Gate

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# / Mail's Unmatched Role in Driving Consumer Decisions

Amanda Griffiths, Head of Planning, Marketreach

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 **marketreach**  
unleash the magic of mail



# MAIL'S UNMATCHED ROLE IN DRIVING CONSUMER DECISIONS



**WE MAKE 35,000  
DECISIONS A DAY**

**ONLY A FEW OF THEM  
ARE BIG ONES**



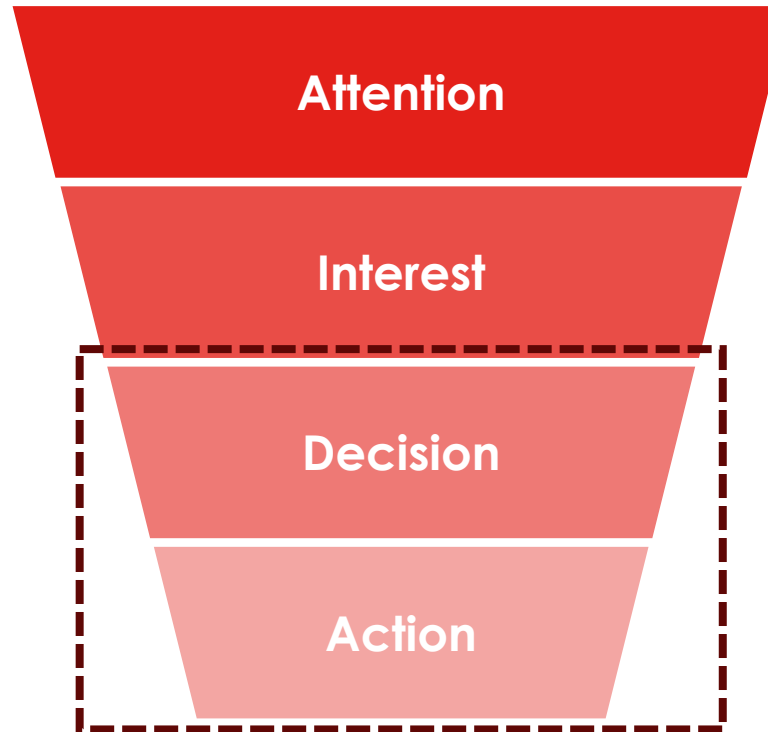
“The effort invested in ‘getting it right’ should be commensurate with the importance of the decision.”

Daniel Kahneman

# WHILE MAIL HAS A ROLE AT EVERY STAGE, WE WANTED TO UNDERSTAND **BIG** DECISIONS



Classic sales funnel





A person is captured in mid-air, jumping against a grey wall. They are wearing a bright red jacket, a black and tan baseball cap, red-rimmed glasses, and a necklace with a colorful pendant. Their arms are outstretched, and their legs are bent in a dynamic pose. The background is a plain grey wall. In the top right corner, there are four horizontal red wavy lines. In the bottom left corner, there is a logo consisting of three red wavy lines above a white lowercase 'm'.

**THE GENERAL ELECTION GAVE  
US THE PERFECT OPPORTUNITY**

# AN ELECTION REQUIRES SIGNIFICANT DECISIONS & ACTION, WITH ONLY WEEKS TO DECIDE



## KEY ISSUES

- A critical multi-layered local and national decision—people want to ‘get it right’
- Experts predicted it would be the 1st truly digital General Election
- We wanted to understand what that meant for mail.
- We conducted nationally representative research of scale and reach to explore the role Mail (Direct Mail and Door Drop) played in UK General Election voting decision-making in 2024

## OUR RESEARCH APPROACH

- Qualitative panels in 3 swing constituencies during and after the election
- Quantitative study - 3,920 adults 16+ interviewed across 4 waves – Early, Mid, Late and Post Election. Nat rep with top ups for key segments
- Asked about mail and all other media from political parties and candidates



**This research proved once and for all, that any successful election communications strategy simply has to include mail.**

**Even – or perhaps especially – in a digital world.**



# WHICH GOT US THINKING...

## Voters are consumers

They make involved high value, highly personal decisions regularly: finance, travel, retail, tech, charity, auto, insurance, healthcare

They take their time over these decisions because they are important to them, they want to 'get them right'

Behavioural Economics tells us we use the same decision-making processes repeatedly – we are lazy thinkers

So what the research told us about the role mail plays in guiding certain big decisions, should hold true for other big decisions



# 5 KEY REASONS WHY ALL MARKETERS WHO FORGET THE IMPORTANCE OF MAIL DO SO AT THEIR PERIL



**01**

Mail is the dominant decision-making medium

**02**

Mail is trusted, not suspected

**03**

Mail is considered, not ignored

**04**

Mail is the most engaging medium

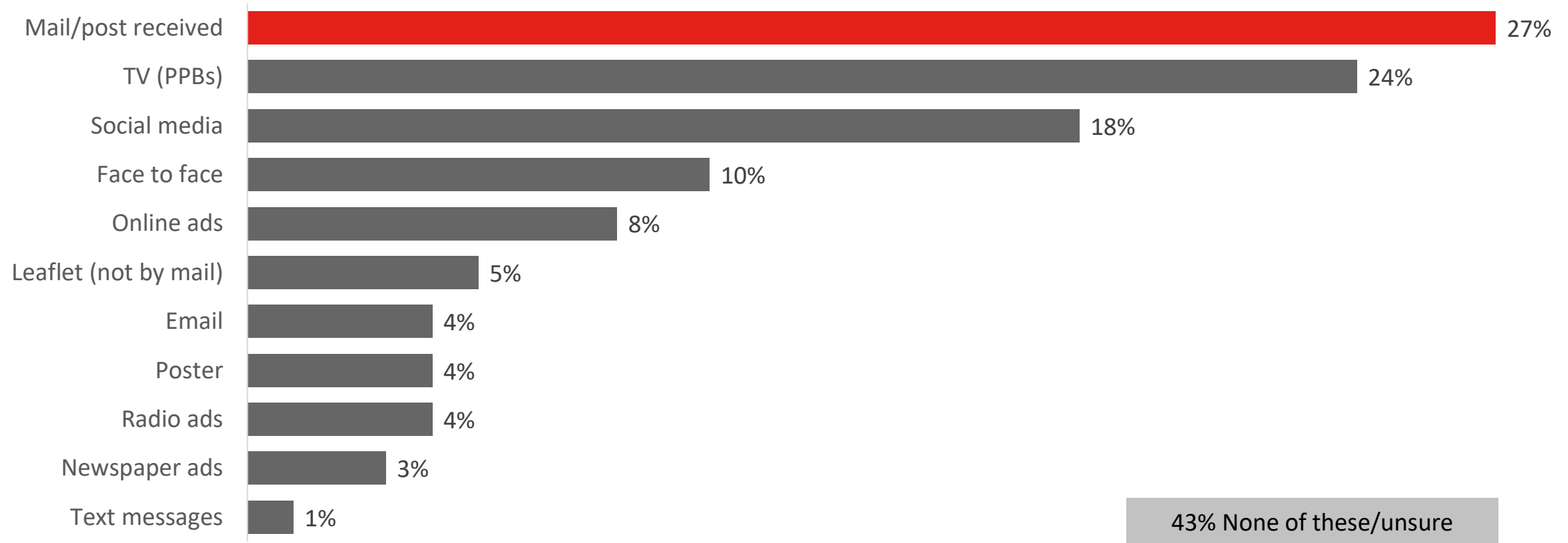
**05**

Mail is loved by all ages, and the most engaged with by younger ones

# 1. MAIL IS THE MOST DOMINANT INFLUENCE ON DECISION-MAKING



**Most impactful channels in decision-making**  
*Showing % placing each channel in their top 3*



Source: Royal Mail Marketreach, Thinks, Landslide, How Mail Swept the Board for Political Parties, November 2024. All respondents in early-campaign survey who have heard/received information via each channel (n=312-1212)



# MAIL OUTPERFORMS ON ATTRIBUTES THAT DRIVE CONSIDERATION & ACTION

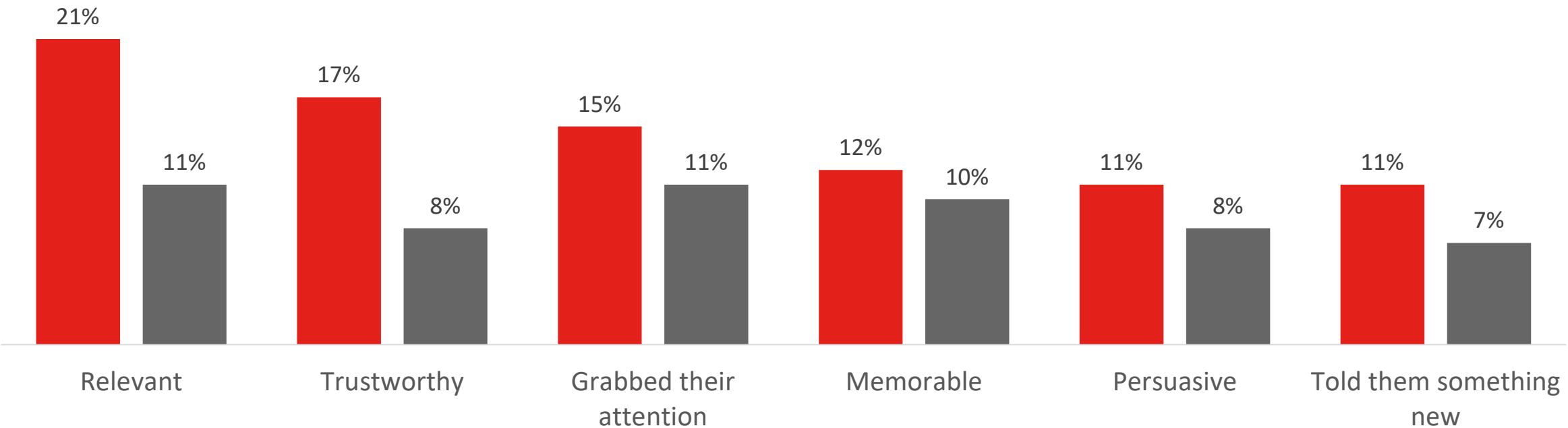
Equally true for both addressed and unaddressed mail



## Views on information from channels

Showing % of respondents selecting each statement per channel

■ Mail ■ Other channels\*



Source: Royal Mail Marketreach, Thinks, How Mail Swept the Board for Political Parties, November 2024 Base: All respondents in the mid-campaign surveys (aggregate data) who received information from political parties (n=4252). \*Note these figures are averages across party political TV broadcast, social media, posters and online advertising.

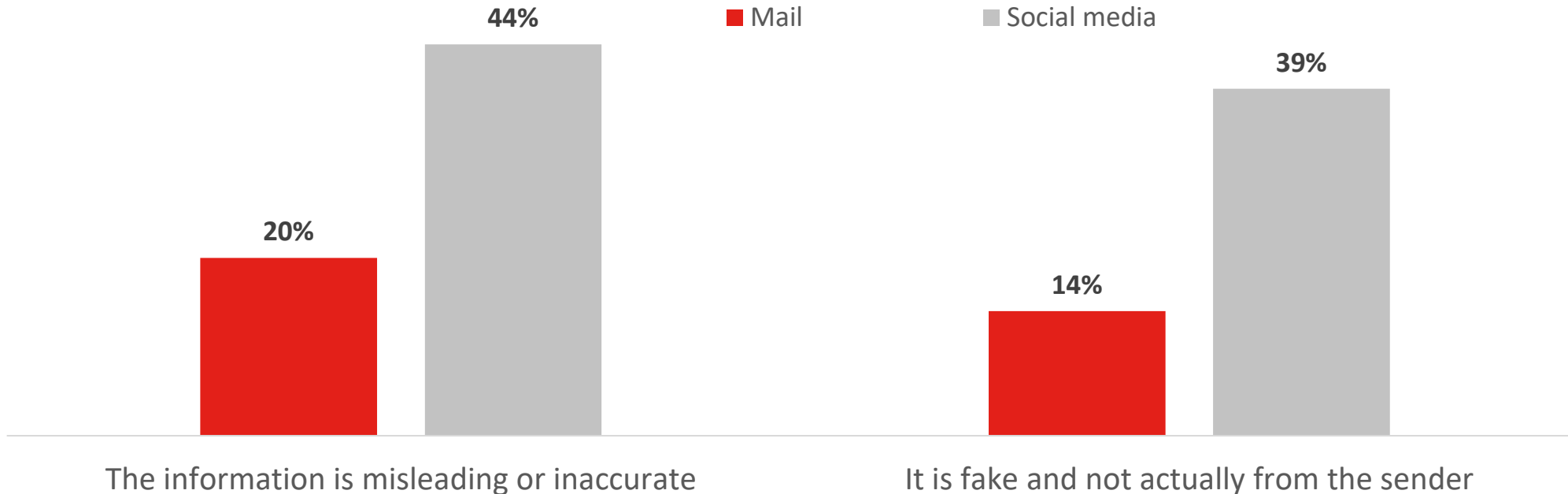
## 2. MAIL IS TRUSTED, NOT SUSPECTED

Mail is most likely to be free of suspicions about fake or spam messaging and AI.



### Concerns associated with channels

Showing % of all respondents selecting each channel in relation to each concern



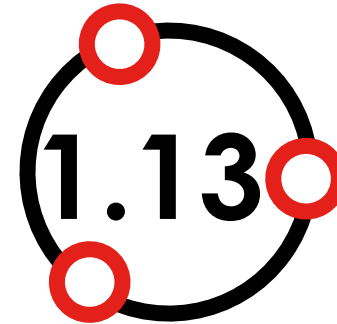
### 3. MAIL IS CONSIDERED, NOT IGNORED



Opened  
by 77%



returned to  
4.4 times



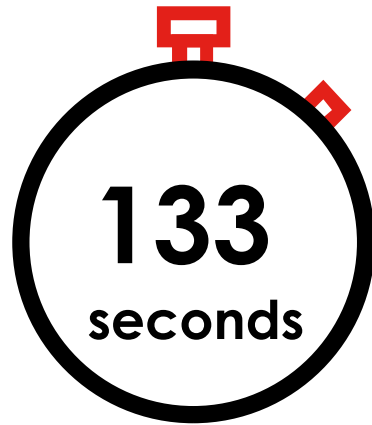
shared with 1.13  
people per  
household



live in the home  
for 7.5 days

Only 32% 'open more than half' of the marketing emails they receive (a drop from 38% in 2021)

# DIRECT MAIL GENERATES OVER 2 MINS OF ATTENTION



## Attention

Average number of minutes  
attention per mail item in 28  
days

Average time spent with an email  
9 seconds



Source: JICMAIL Q4 2024

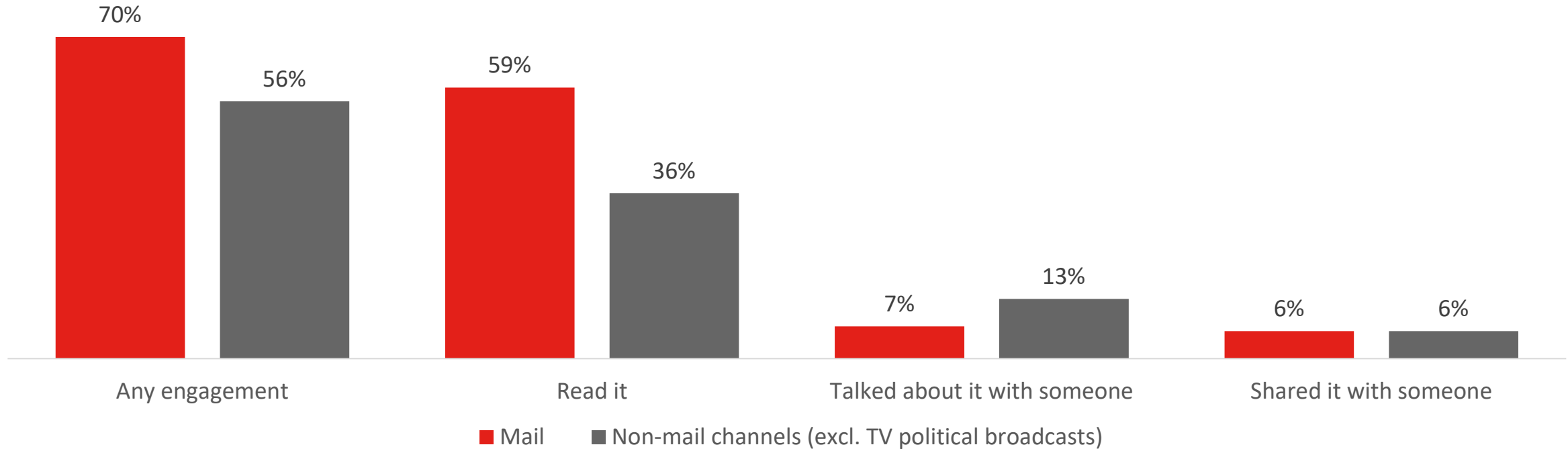




## 4. MAIL IS THE MOST ENGAGING MEDIUM



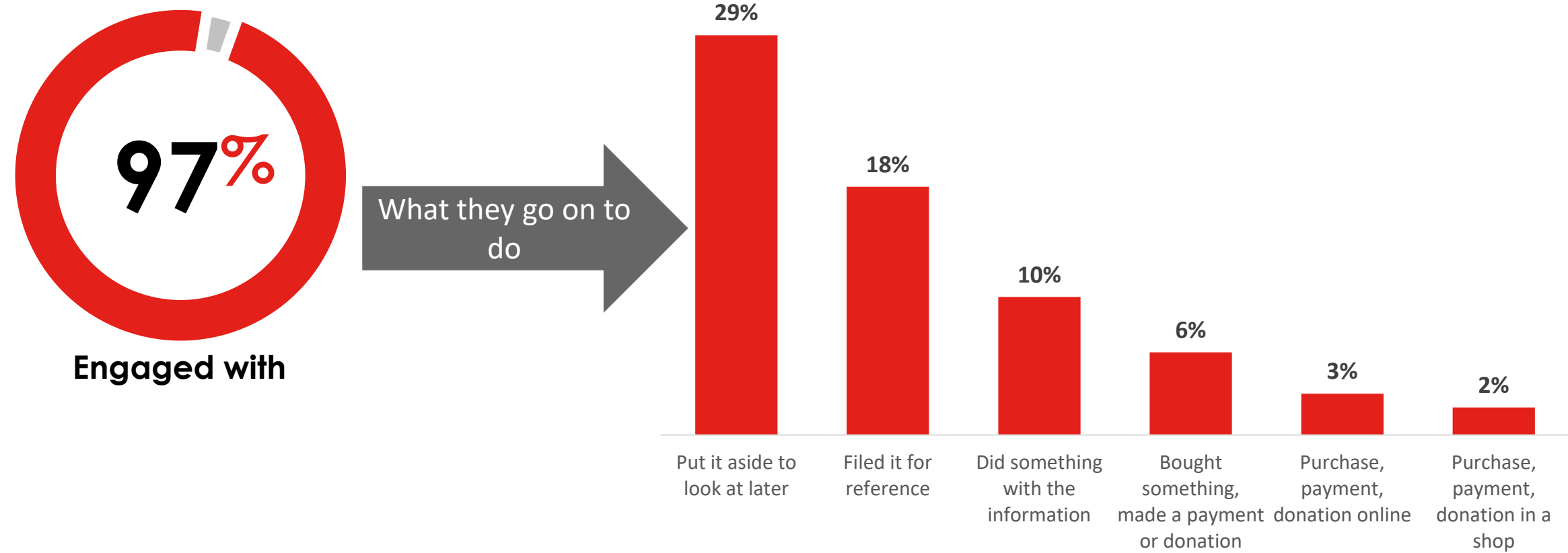
Actions taken related to information received via mail and non-mail channels  
Showing % of respondents selecting each option



Source: Royal Mail Marketreach, Thinks, How Mail Swept the Board for Political Parties, November 2024 Base: All respondents in the mid-campaign surveys who received political information via other channels excluding TV party political broadcasts (n=4113). Note that, on this slide only, 'Non-mail channels' only includes posters, social media and online adverts at this question.

# MAIL IS THE MOST ENGAGING MEDIUM

Personal and relevant

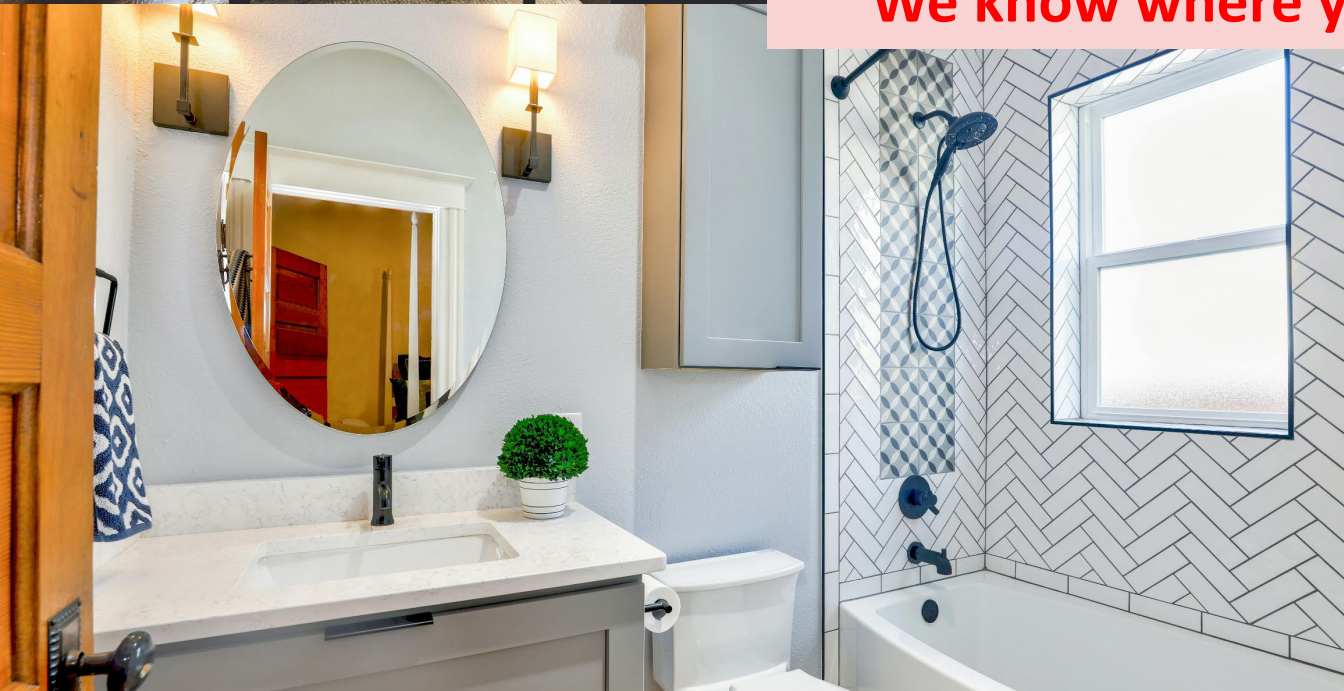


Source: JICMAIL Q4 2024 \* online purchase and in a shop are a sub-section of bought something at 6%





**We know where your mail is waiting**





# A PANINI STYLE PACK ALLOWED LAND ROVER DRIVERS TO 'BUILD THEIR OWN ADVENTURE'

With 2 body designs, 6 trim levels, 7 exterior colours and 119 individual accessories, Land Rover's New Defender could be customised to meet any need. But how to get prospects' attention?

The answer - a direct mail 'offline configurator', to overcome choice paralysis and get prospects more invested in the purchasing process.

The format resonated with a Gen X male audience harking back to the Panini album they'd bought as children to collect football stickers.

## Results

The pack led to 2,455 New Defender prospect enquiries - a response rate of around 25%. In total, 431 sales were prompted, generating an ROI of 514:1.



Source: DMA Award Winner Gold Best Use of Mail

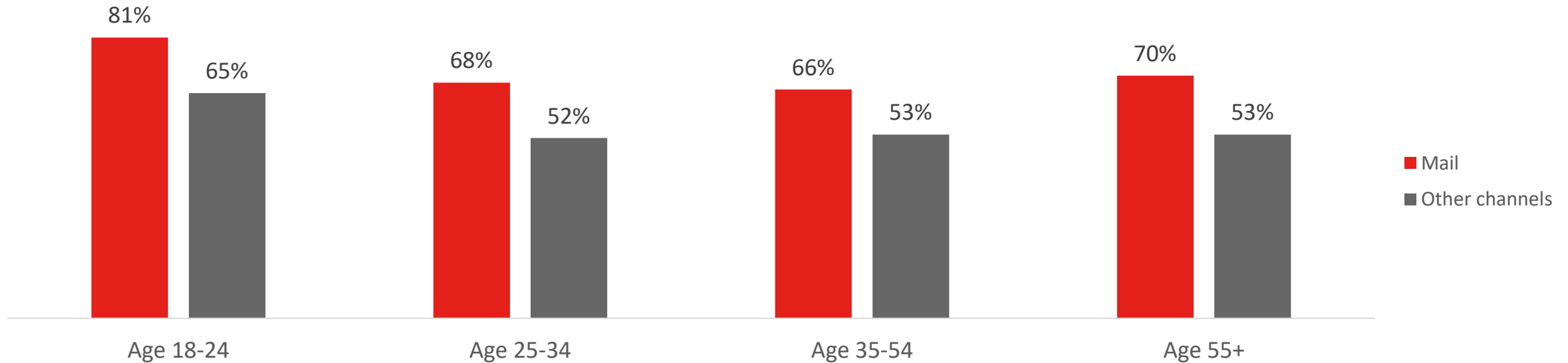




## 5. ALL AGES ENGAGED WITH MAIL MORE THAN OTHER CHANNELS. THE YOUNG MOST OF ALL



Actions taken related to messaging received  
Showing % of all respondents reporting some engagement



**Among 18-24-year-olds, 81% said they had engaged with mail, higher than social media (72%), posters (67%), online advertising (64%) and TV party political broadcasts (51%).**

# AN ANNIVERSARY CARD REKINDLED THE RELATIONSHIP

Online fashion brand PrettyLittleThing is a leading ecommerce player with a young audience.

Their challenge was maintaining loyalty and share of purse. Analysis identified lapsed customers who hadn't shopped with the brand for 12 months, despite attempts to re-engage them via digital.

PrettyLittleThing decided to test mail, using their strong branding and playful tone of voice to deliver a powerful well branded reactivation offer.

## Results

The mailing disrupted inertia, driving a 9% increase in lapsed customers who started trading again vs the control group. Sales increased 5.92% versus a control group.



Source: Lewis Fraser, Head of CRM, PrettyLittleThing



# THE RESULTS ARE VERY CLEAR

Mail is a dominant channel for driving decision-making. It is:

- More trusted
- More engaging and likely to drive action
- More considered
- More personal
- More popular with young people

**At the right time and place in your customers' journeys, mail can be the difference that makes the difference**

# / Panel discussion

Amanda Griffiths, Head of Planning, Marketreach

James Green, Strategic Marketing Effectiveness Lead, Samsung Electronics

Caroline Parkes, Chief Experience Officer, Wonderhood Studios

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# / Closing comments

Stephen Maher, Chair, The Gate

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funded up to  
**90%**

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