

Tuesday 31 October  
@DMA\_UK #dmaevents

# / Webinar: Discover the Power of Direct Mail

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# / Welcome

Caroline Parkes, Chief Strategy Officer, RAPP

*@RAPP*

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# / The Superpower of Mail to Disrupt in a Digital World

Sophie Grender, Director of New Business, Marketreach @MarketreachUK

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# THE SUPERPOWER OF MAIL TO DISRUPT IN A DIGITAL WORLD

**Sophie Grender**

31<sup>st</sup> October 2023



# PERCEPTUAL LOADS EVER INCREASING

**694K**

VIDEOS VIEWED ON  
TICKTOK

**1.3K**

PRODUCT-RICH PINS  
PINNED

**21MM**

SNAPS CREATED

**41%**

UK ADULTS GET NEWS  
FROM SOCIAL MEDIA

**>50%**

TRADITIONAL TV BROADCASTERS'  
SHARE OF CONSUMER VIEWING

**138B**

SONGS STREAMED  
IN THE UK

**4.2MM**

GOOGLE SEARCHES

**£23.6B**

SPENT ON AMAZON  
IN 2021

**EVERY**  
*Minute*  
**OF THE DAY**



# MAIL'S TANGIBLE PRESENCE HAS ENVIABLE ABILITY TO BE SEEN BY ALL CONSUMERS



**Engagement rates with mail channels** – % of mail processed in some way including – opening, reading, sorting, put aside for later, filed, put on display, put in the usual place



Customer mail

**99%**



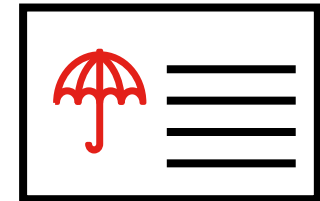
Advertising mail

**96%**



Partially addressed

**92%**

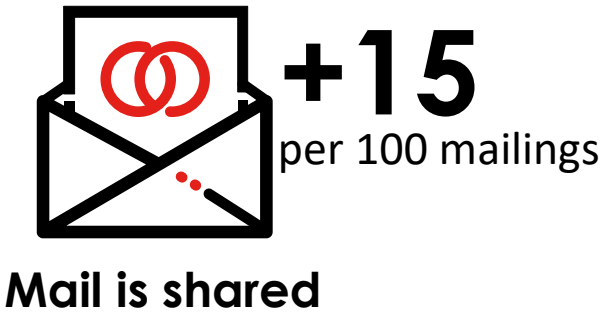


Door drop

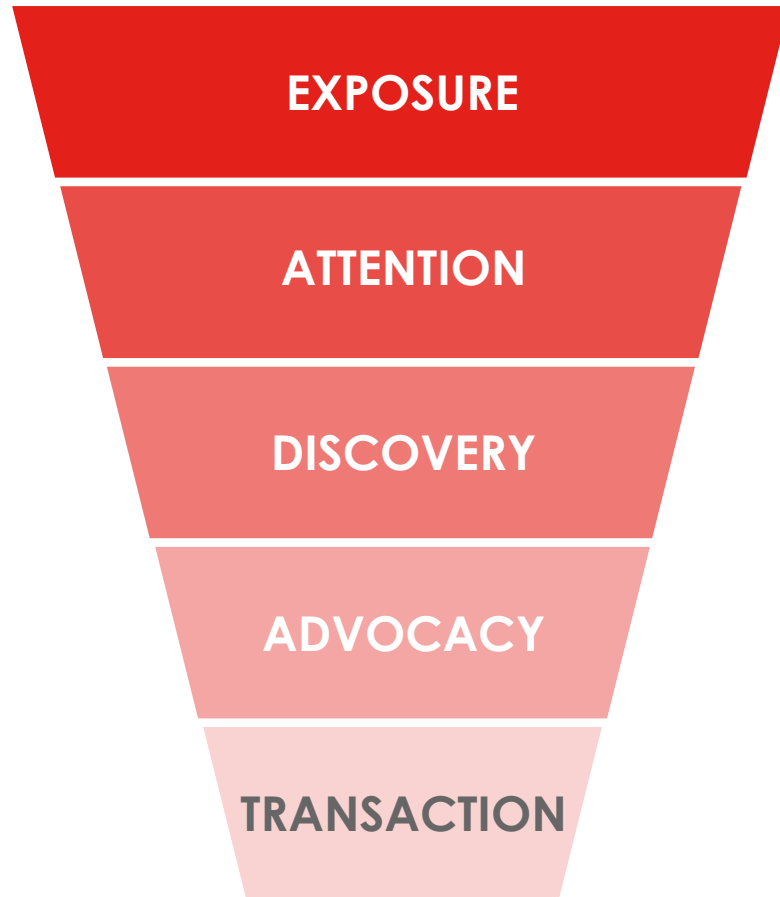
**78%**



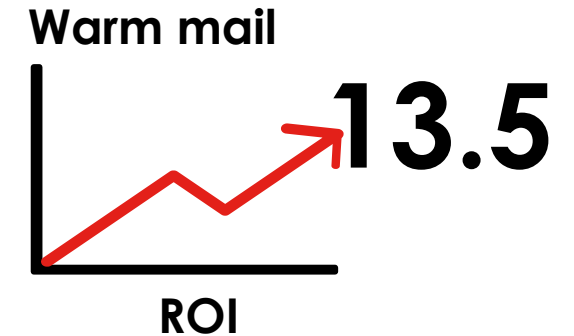
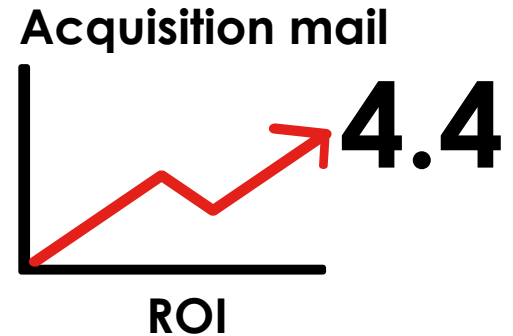
# MAIL RECEIVED BY CONSUMERS RESULTS IN TANGIBLE ACTIONS



# MAIL HAS A ROLE TO PLAY AT EVERY POINT OF THE CUSTOMER JOURNEY



Creating business value at any touchpoint





# ATTENTION IS A HOT TOPIC BECAUSE HUMAN INTERACTION WITH ADS CANNOT BE ASSUMED



Conversion to eyeballs is in doubt



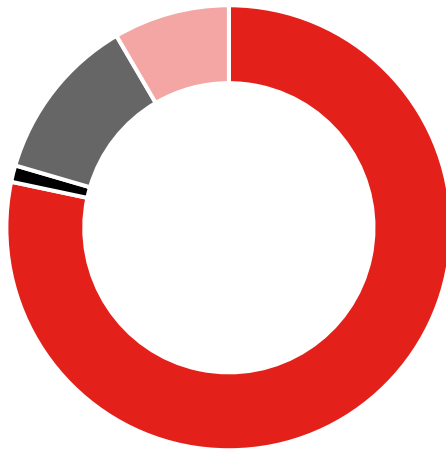
“ of digital ads in the UK are  
‘viewable’ ie at least half of  
the ad is viewable on screen  
for at least a second ”

# ADS EXPERIENCED DIFFERENTLY ACROSS DIFFERENT PLATFORMS



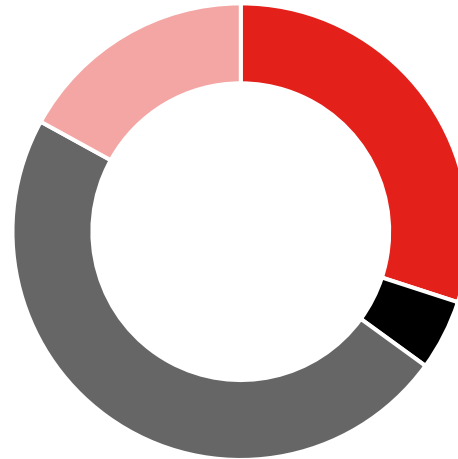
■ Not played ■ Active avoidance ■ Passive ■ Eyes on

30  
second  
ad



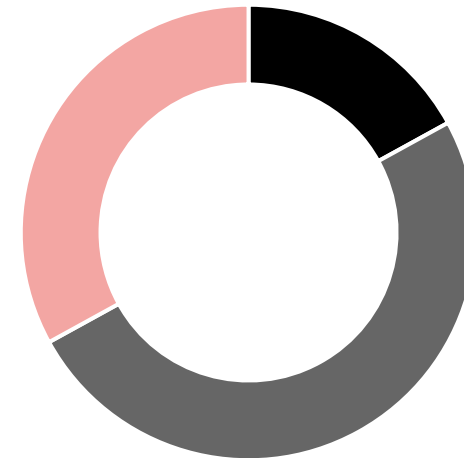
**6.5**  
Average  
played  
seconds

**In-feed mobile**



**19.3**  
Average  
played  
seconds

**Pre-roll mobile**



**30.0**  
Average  
played  
seconds

**TV (on TV)**



# MAIL IS THE MEDIUM AND THEREFORE COMMANDS SOLUS ATTENTION

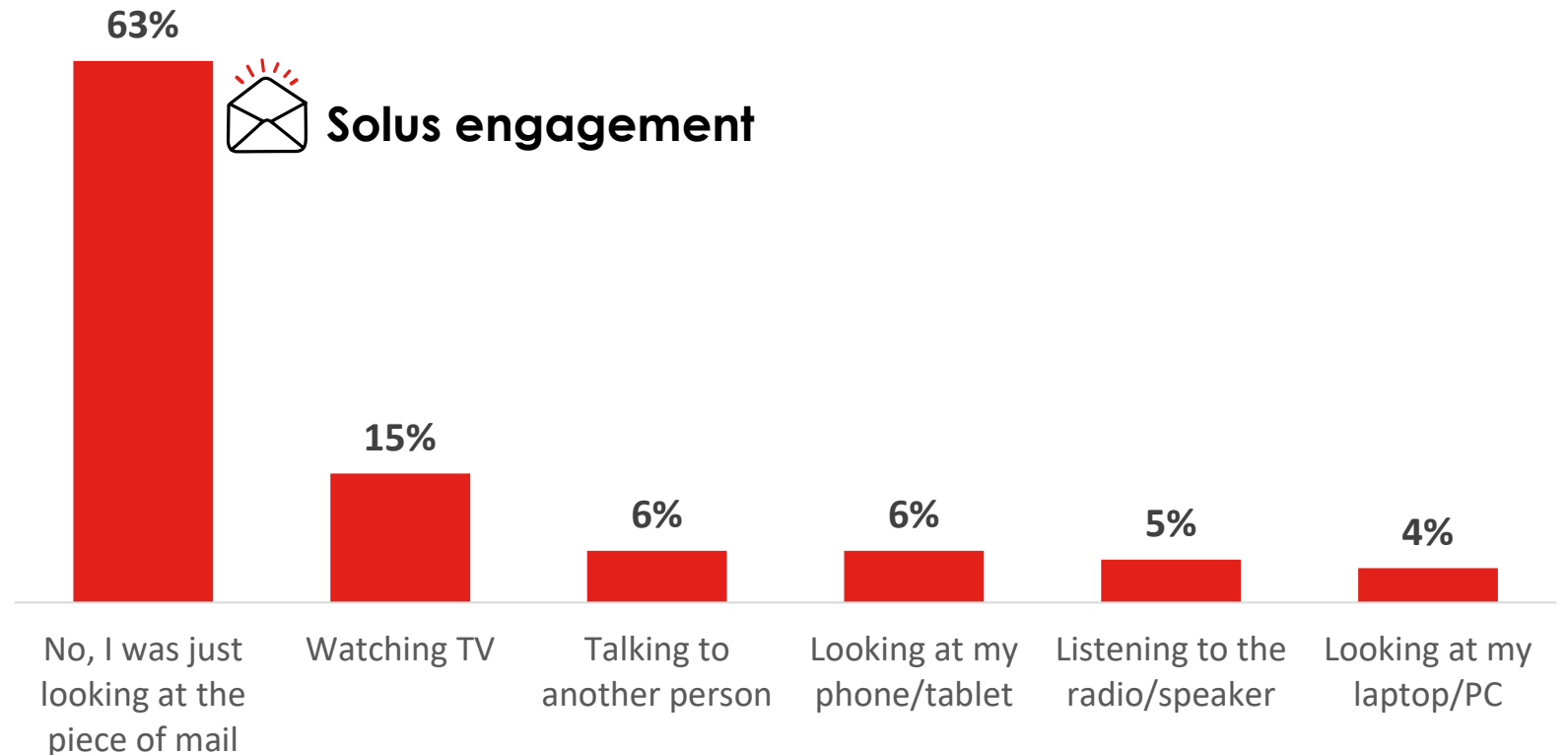


Average number of  
mail items received  
each week

3.5



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



# AND ACHIEVES AN ENVIABLE ATTENTION SPAN

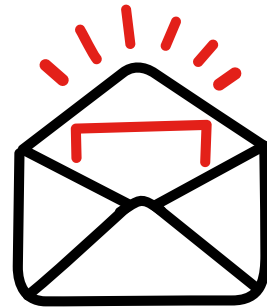


Minutes:  
seconds



Business mail

**02:30**



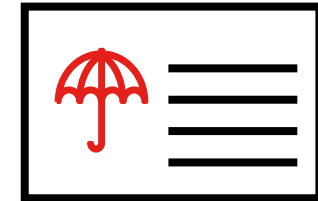
Advertising mail

**01:48**



Partially addressed

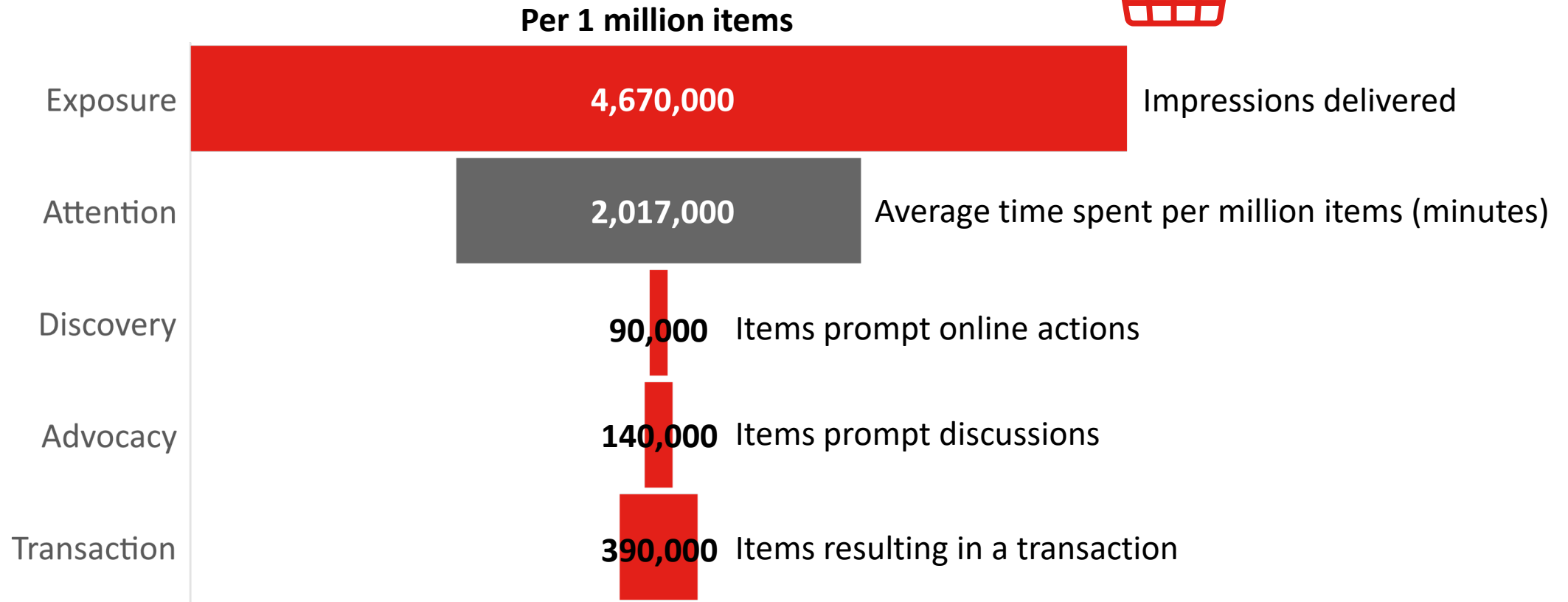
**01:04**



Door drop

**00:46**

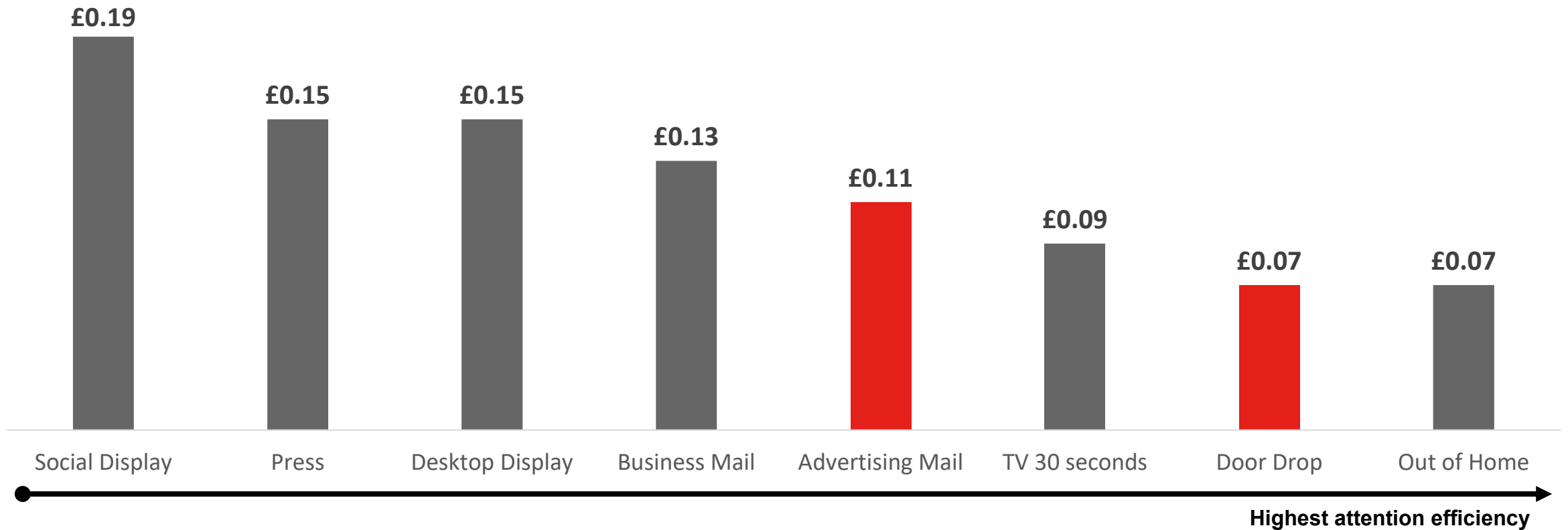
# WHICH IS A POWERFUL MULTIPLIER THROUGH THE PURCHASE FUNNEL



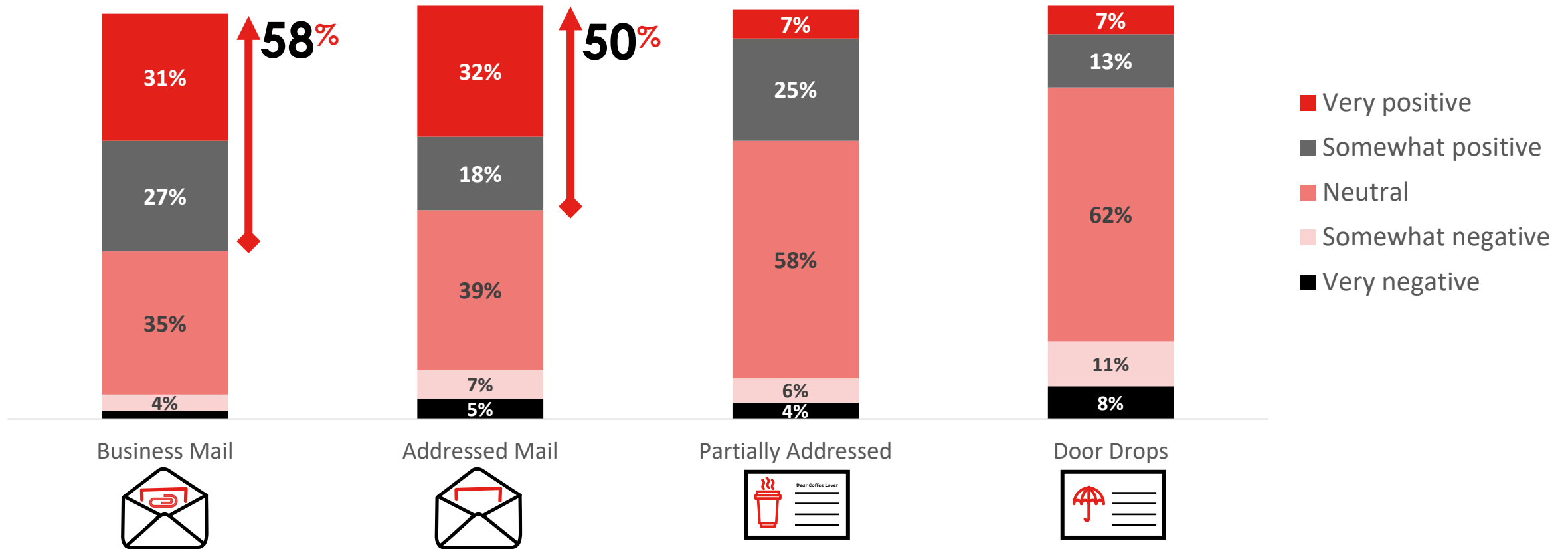
# WHICH COMPLETELY REFRAMES THE COST OF MAIL AND THE ATTENTION IT BUYS



Cost per minute ABC1 adults



# ANOTHER SUPERPOWER - MAIL BUILDS POSITIVE BRAND PERCEPTIONS

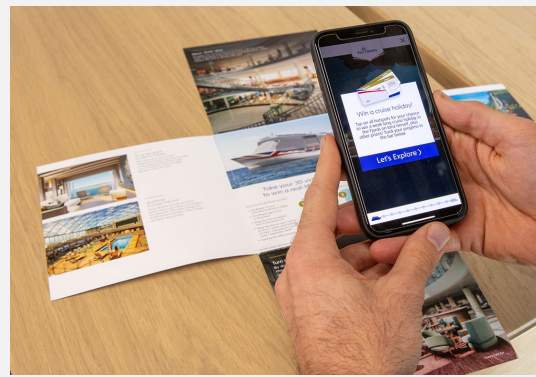


Source: Royal Mail Marketreach, Blue Yonder, Attention Research, Q. Having received this mail item, how do you feel about the company that sent it?

# A CREATIVE CANVAS WITH UNIQUE PHYGITAL POSSIBILITIES



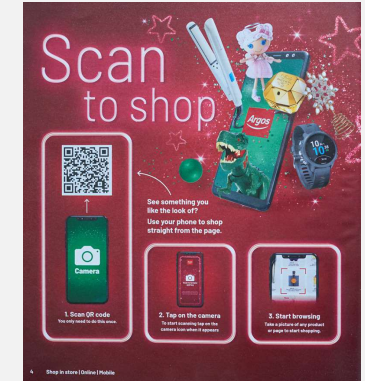
QR codes sent to Toolstation users let them put their favourite department permanently on their tool box or van dashboard



P&O Cruises introduced their new ship, the Iona, with a virtual journey of the vessel using augmented reality



Jaguar Land Rover sent a luxurious mail pack with a button which is a replica of the stop/start button in the actual car. Using WND Network and Sigfox technology by pressing the button you are booked to a test drive of the car



Argos made their Christmas catalogue entirely shoppable. The consumer could hover their smartphone over any product and be taken straight to the check out page



A photograph of three women in a doorway with stained glass windows. One woman is hugging another, and a third woman stands behind them. The scene is dimly lit, with light coming from the doorway. On the left side of the image, there are four thick, wavy red lines. In the bottom left corner, there is a logo consisting of three red wavy lines above a white lowercase letter 'm'.

# ONE FINAL MAIL SUPERPOWER TO END WITH...

# SUSTAINABILITY FILM

<https://www.marketreach.co.uk/mail-sustainability>

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# / Panel Discussion

Ian Gibbs, Director of Data Leadership and Learning, JICMAIL @JICMAILUK

Sophie Grender, Director of New Business, Marketreach @MarketreachUK

Daniel Dunn, CEO, Paperplanes UK

Laura McLachlan, Director of Marketing and Fundraising, Worldwide Cancer Research  
*@WorldwideCancer*

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# / Closing Comments

Caroline Parkes, Chief Strategy Officer, RAPP

@RAPP

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