

Tuesday 12 March
@DMA_UK #dmaevents

/ Webinar: How to get your award-worthy mail campaigns recognised

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/ Welcome

Dave Robinson, Customer Strategy and Analytics Director, Virgin Red

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/ How to use JICMAIL data to win awards

Ian Gibbs, Director of Data Leadership and Learning, JICMAIL

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How to get your award worthy campaigns recognised

JICMAIL and the DMA

March 2024

The logo for JIC MAIL, featuring the letters 'JIC' stacked above 'MAIL' in a bold, white, sans-serif font. The background of the logo is a dark blue silhouette of a bowl containing various fruits like bananas and apples.

**JIC
MAIL**

Mail Media Metrics



JICMAIL: who we are

1.

Industry lead
mail
measurement



Mail Media Metrics

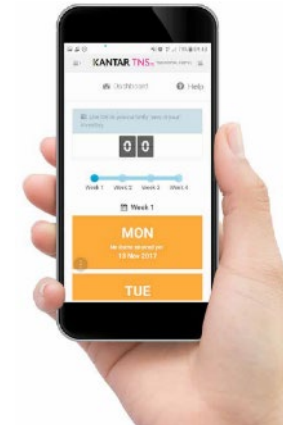
2.

Open access:
advertisers
and agencies
funded by the
JICMAIL Levy
(0.3% of
postage)



3.

Panel of
1,000
households
per month.
300,000+
mail items
measured



JICMAIL Subscribers



Full year 2023 in numbers



95%

of mail was engaged with
(up 1% y-on-y)



30%

of mail prompted a commercial action
(up 6% y-on-y)



5%

of mail prompted a purchase
(up 24% y-on-y)



5.2 million

seconds spent with mail across the entire JICMAIL panel



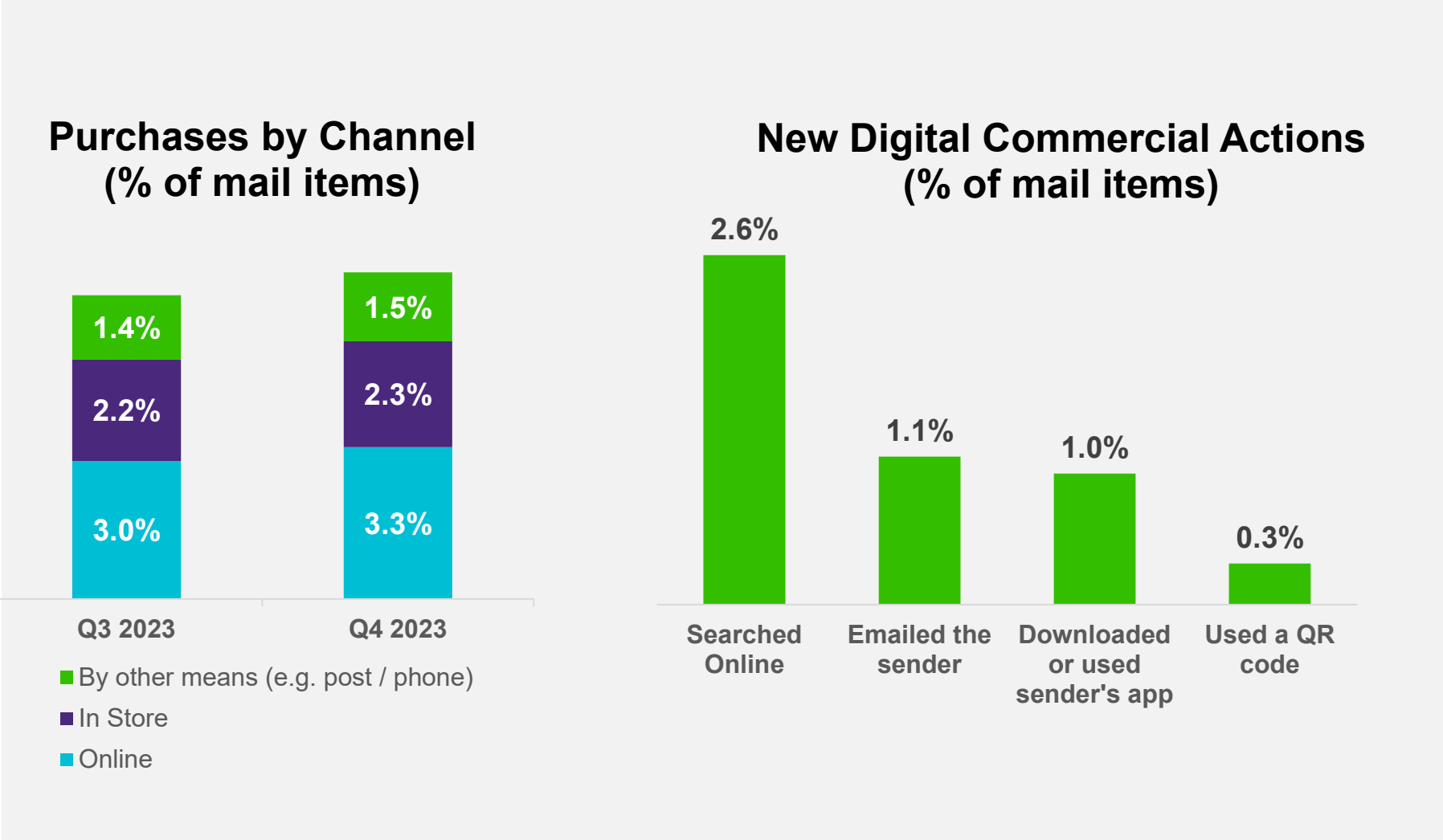
42,000

Mail items measured (304,000 running total)

Purchases across all channels have increased in Q4 2023

Online purchases grew by the greatest margin quarter-on-quarter: up from 3.0% of mail items to 3.3%.

Mail continues to generate a range of digital engagement actions including searches, email sends, app and QR code usage.



Source: JICMAIL Item Data Q3 and Q4 2023 n=20,360

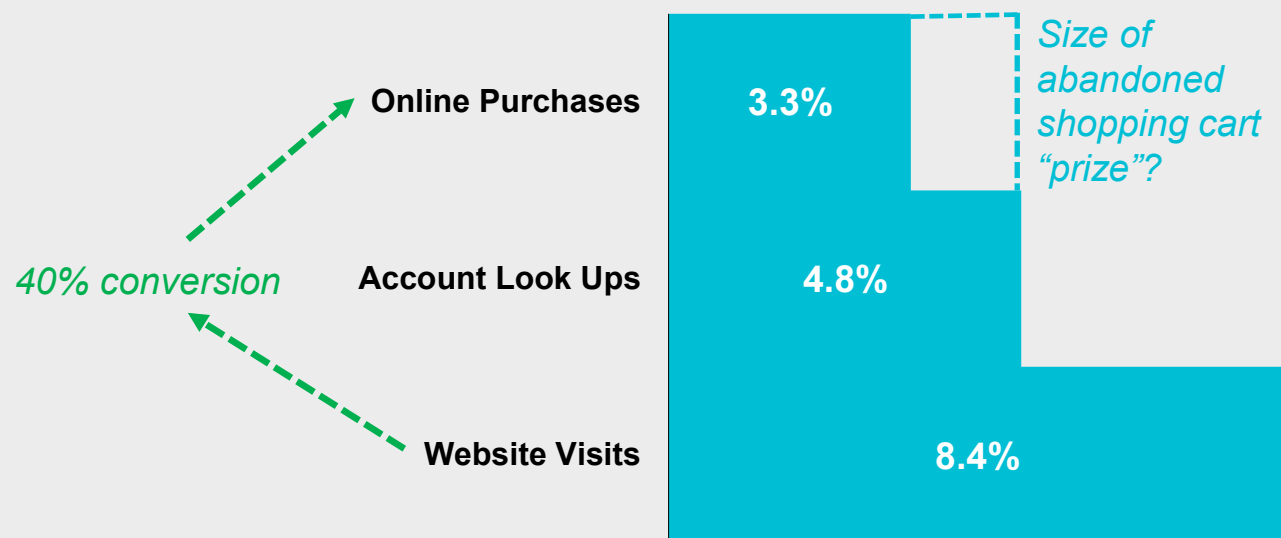
40% conversion rate from website visits

40% of website visits prompted by mail convert in to an online purchase.

However, there is a 1.5% gap between the proportion of mail prompting account look ups vs an online purchase.

This demonstrates the maximum potential of abandoned online shopping carts – a gap which solutions such as programmatic mail are adept at filling.

Digital path to purchase actions (% of mail items)



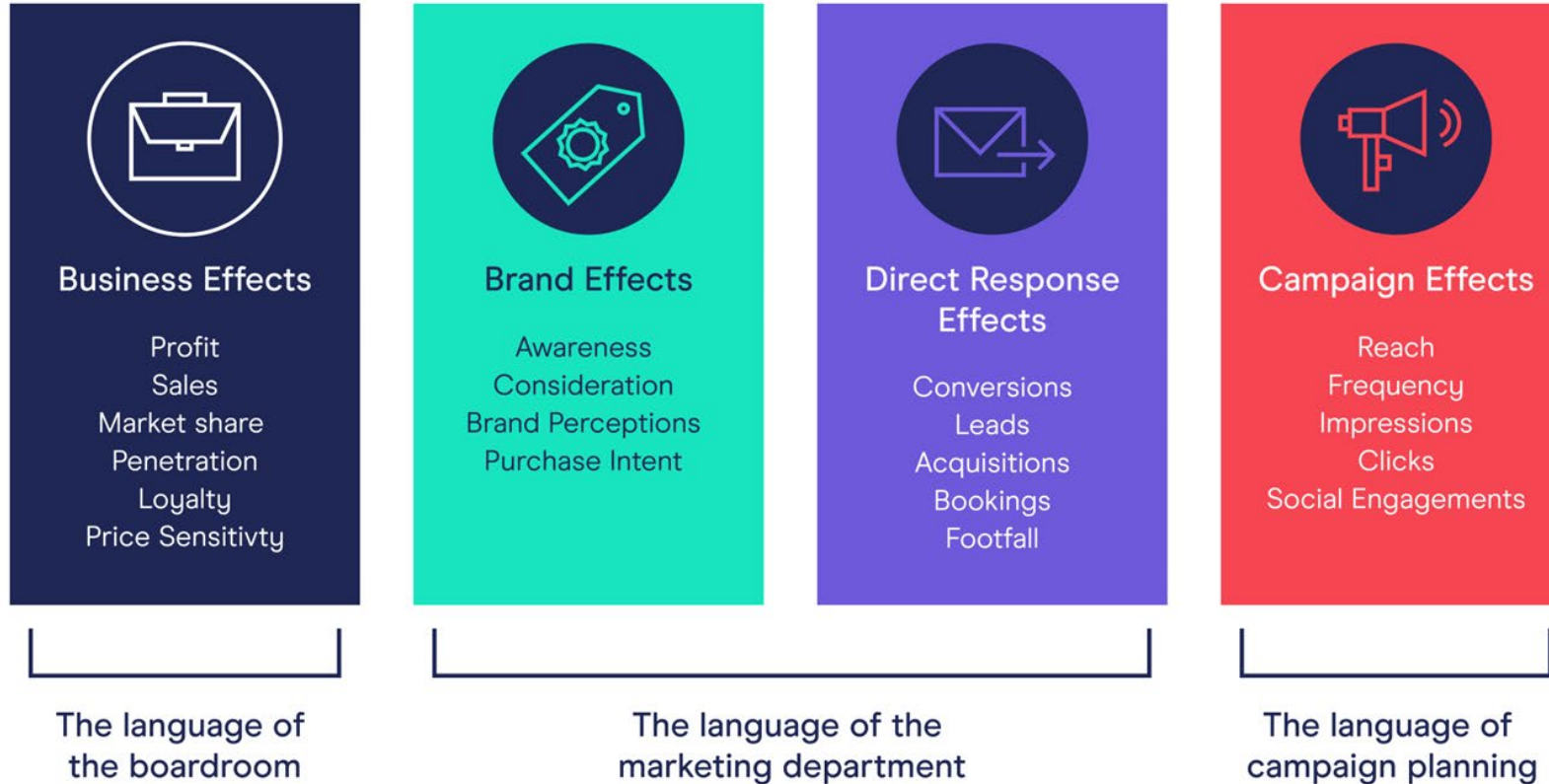
Mail Media Metrics

How the DMA Awards are judged

Strategy Creativity Results

DM
Data &
Marketing
Association **A Awards**

Results – The language of effectiveness



Strategy

The Mail Campaign Calculator

Capture the full picture
of campaign delivery



Mail Media Metrics

Calculating campaign impressions

Menu **Campaign Calculator**

Sector or Content
BY SECTOR

Mail Type
 Addressed Mail Door Drop Business Mail Partially Addressed

Category
Retailer (In-store or online)

Select Commercial Objective
Any Purchase Related Action

Select Demographic
Adults 17+ + 3 selected

Quarter
Q3 2022 + 5 selected

Please note: minimum sample size of 30+ displayed. Filter new Q3 2023 variables on Q3 2023 date filter onwards.

What is the **predicted reach** of your mail campaign?

Addressed Mail in Retailer (In-store or online):

1.13 Item Reach	4.3 Frequency	8.99 days Lifespan
Input number of addressed Mail items 1000000	1,133,505 Campaign Reach	4,889,275 Campaign Impacts

Commercial actions:

152,481 Items Driving Commercial Actions	861,838 Commercial Item Impacts	18% Commercial Item Impact Rate
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“Our campaign was planned to deliver 4.8 million ad impressions through the mail channel. 18% of these impressions were predicted to be delivered by items which generated a purchase related action among women aged 25 to 34.”

Strategy

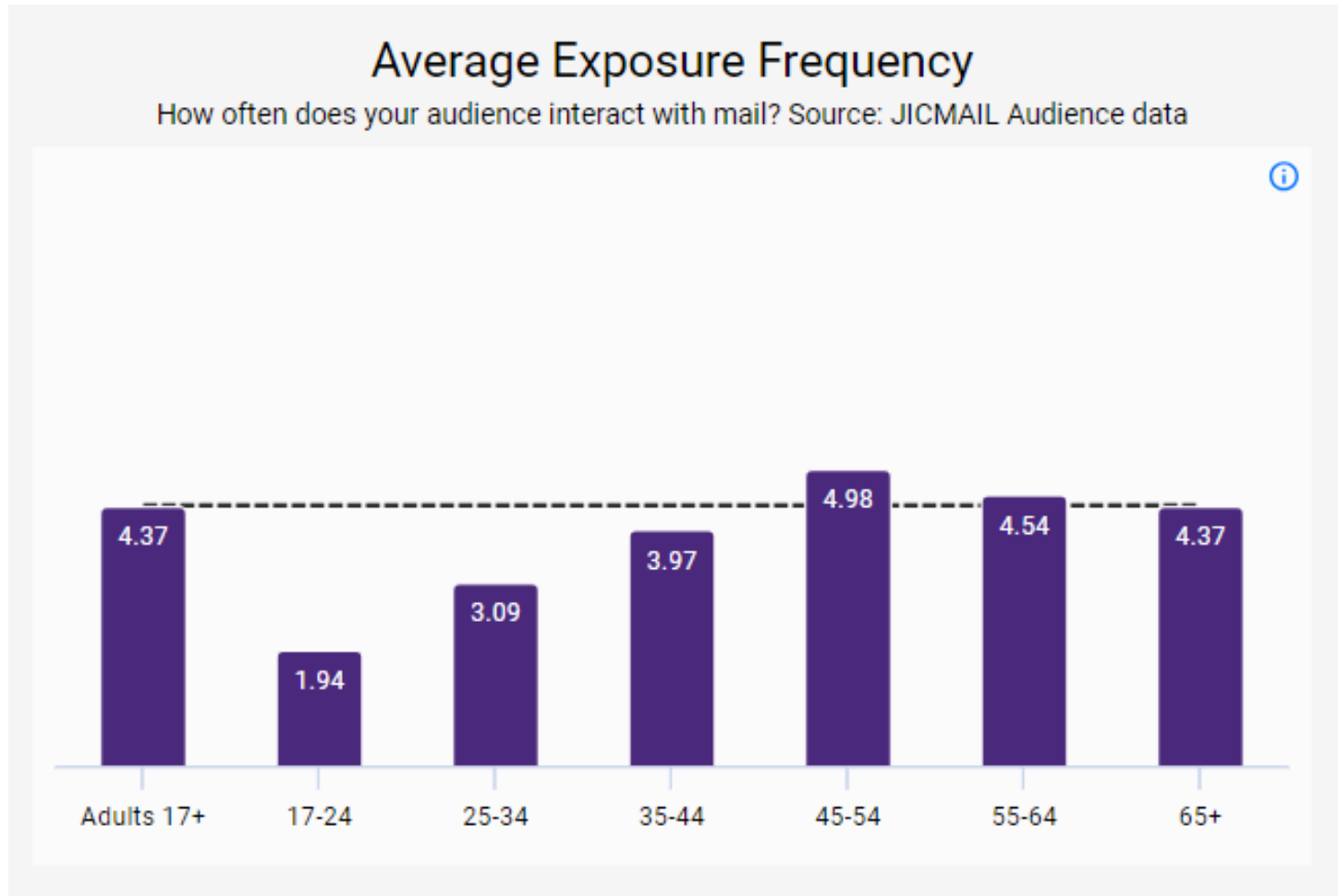
The Mail Categories and Audiences Tools

**Provide evidence why
the mail channel is
suitable for your
audience**



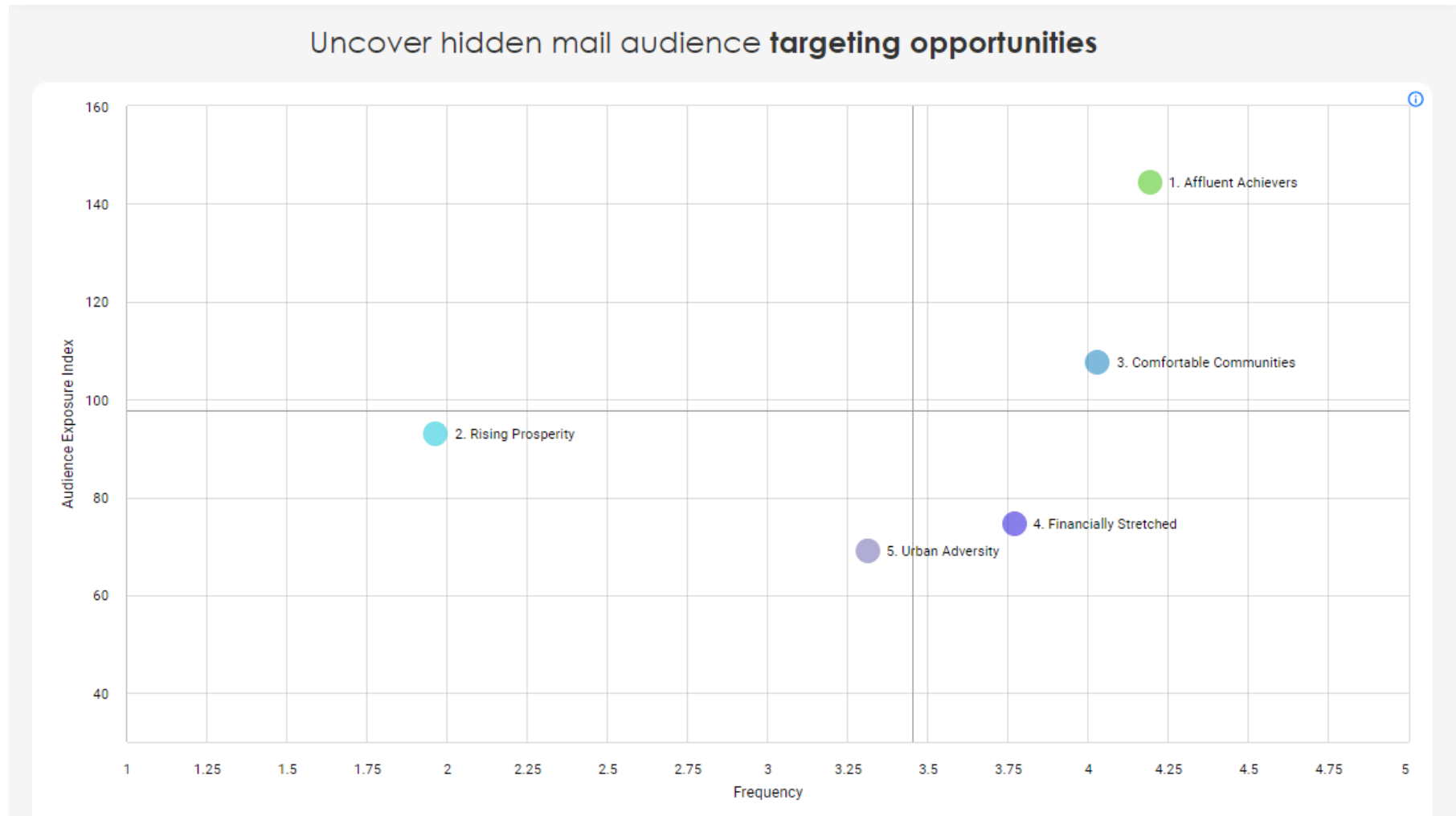
Mail Media Metrics

Measuring audience interaction with mail



“Our core target of 45-54 year olds were found to interact with government mail at a higher frequency than any other age group.”

Uncovering hidden target audiences



“The Financially Stretched Acorn group were found to show high levels of interaction with travel door drops, but are not targeted as much as other groups, indicating a good share of door mat opportunity.”

Creativity

The Action Drivers Tool

**Justify your mail
content decisions**



Mail Media Metrics

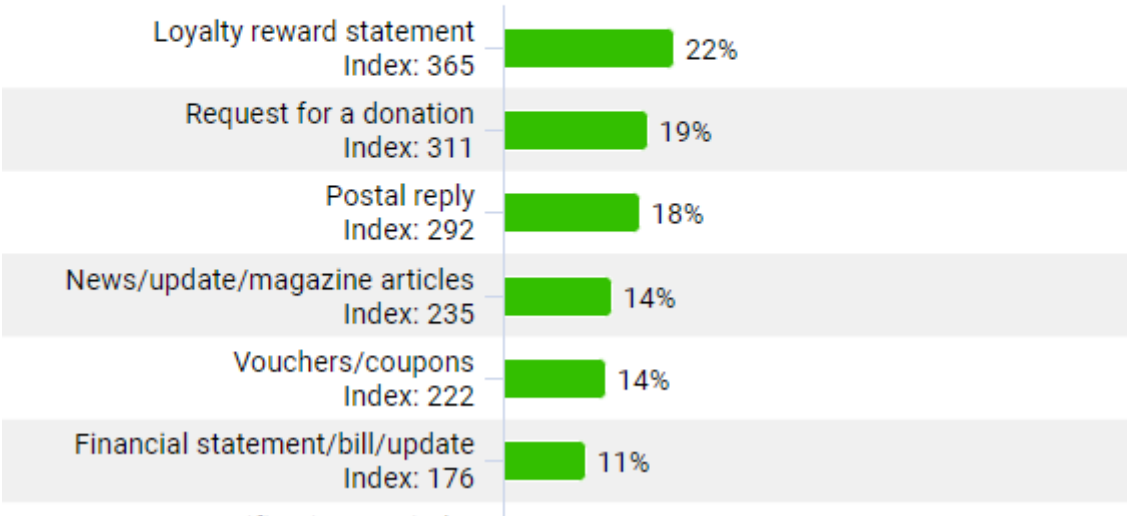
Measure content receptivity by audience

55+ Year Olds

Source: JICMAIL Audience data Q1 2023 to Q4 2023

N of items = 62,175

● Bought something/made a payment or donation (NET)

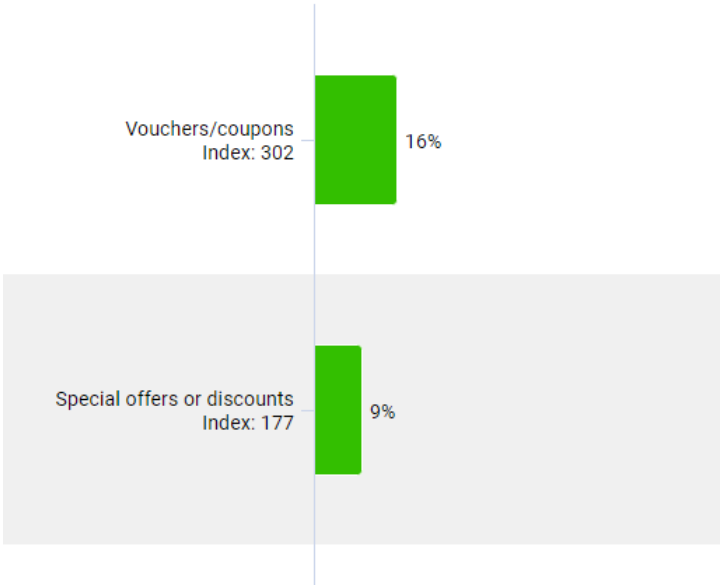


17-34 Year Olds

Source: JICMAIL Audience data Q1 2023 to Q4 2023

N of items = 2,871

● Bought something/made a payment or donation (NET)



“We chose to include a voucher, as younger audiences were more likely to be driven to purchase by an offer, as opposed to older audiences who were more likely to be prompted to purchase by loyalty reward statements”

Results

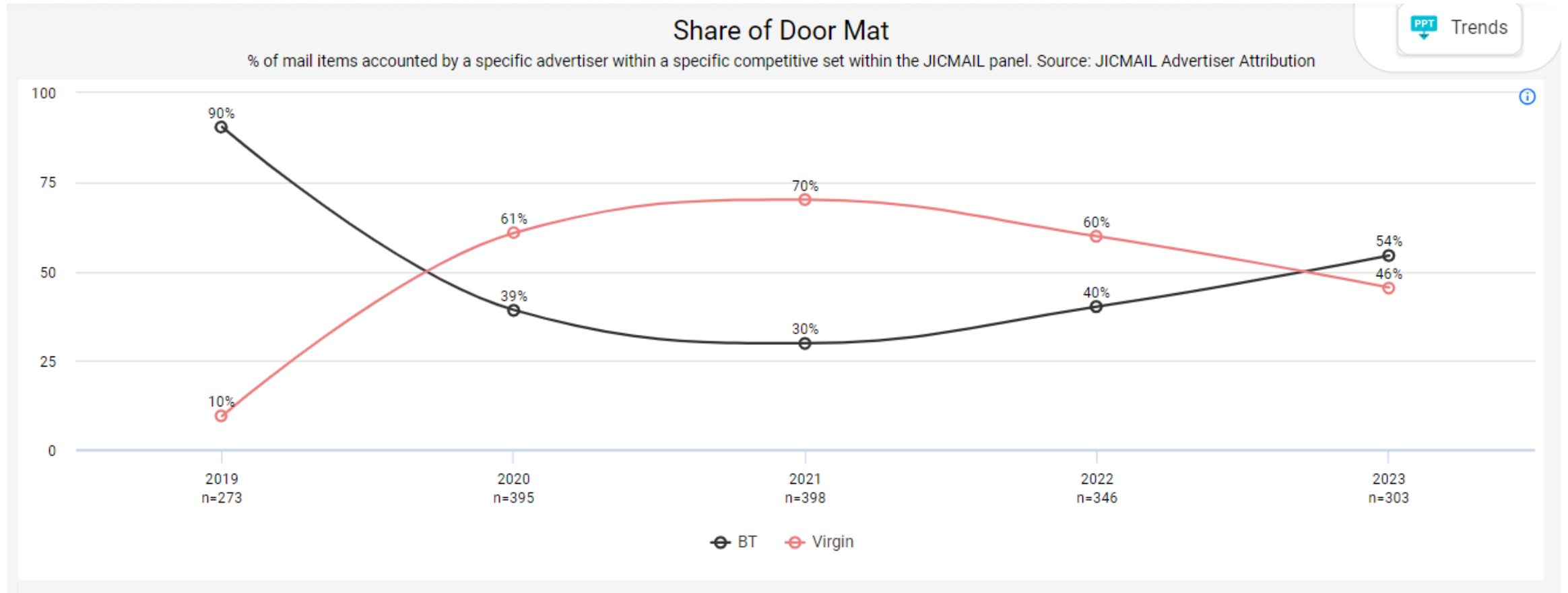
The Competitor Insight Tool

What share of doormat opportunities did you take advantage of?



Mail Media Metrics

Share of Door Mat = Share of Voice in the mail channel



“In 2023 BT had an ambition to be more visible in households than Virgin. Share of voice increased to 54% vs Virgins 46%.”

Results

The Top Creative Tool and The Mail Item Database

**Provide household
level evidence of how
your campaign worked**



Mail Media Metrics

Search for your campaign



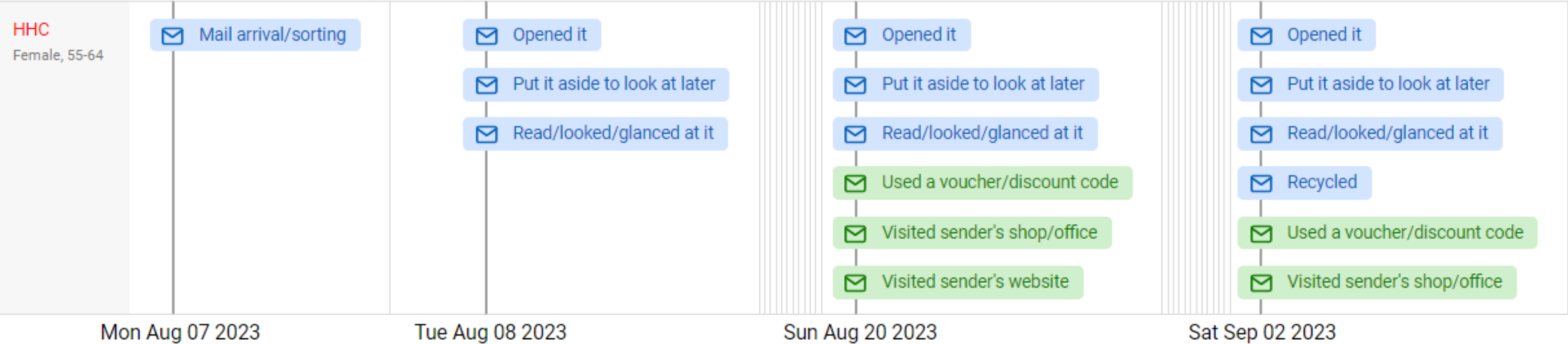
Mail details

Advertiser brand	Pets at home
Sender	Retailer (In-store or online)
Format	Addressed advertising
Reach	1
Frequency	11

HH details

Region	South East
Social grade	B
Household Size	Live with others (HH size = 2+)
People in Household	Household with children
Tenure length	Over 10 years
Tenure Type	Owned/mortgaged
Mosaic Group	E: Senior Security
Acorn Group	C. Mature Money

Physical and commercial actions measured within the household



“Individual household case studies demonstrated how exposure to the campaign built across the month, with repeat store visits taking place once the recipient had had a chance to digest the mail content .”

Results

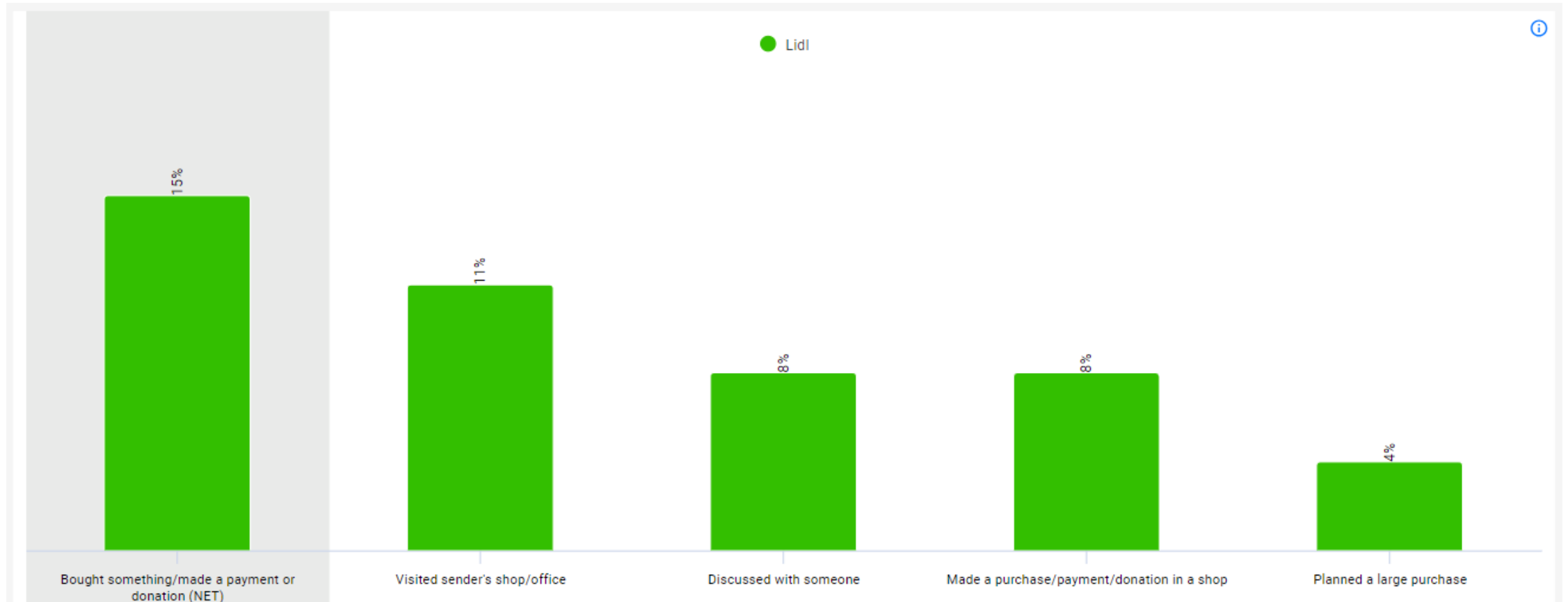
The Competitor Insight Tool

Communicate the full
range of campaign
effects



Mail Media Metrics

Measure commercial actions in the campaign time period



“In the quarter in which the campaign ran, Lidl’s mail not only drove purchases and footfall, but 8% also prompted a brand conversation, proving effectiveness at the upper and lower end of the purchase funnel.”

Results

The ROI Tool

**Calculate your total
return on investment**



Mail Media Metrics

Calculate a total campaign ROI

		MAIL ROI Calculator	
Test Volume	<input type="text" value="53000"/>	<input type="text" value="53,000"/>	← Input campaign text volume
Actual Reach	<input type="text" value="53,000"/>	<input type="text" value="59,854"/>	→ Volume x Reach
Response rate %	<input type="text" value="1.5"/>	<input type="text" value="2%"/>	← Response
Number of Responders	<input type="text" value="795"/>	<input type="text" value="1,195"/>	
Average Order Value £	<input type="text" value="100"/>	<input type="text" value="£100"/>	← Insert your average order value
Total Exp. Order Value £	<input type="text" value="£79,500"/>	<input type="text" value="£119,500"/>	
Cost Per Pack £	<input type="text" value="0.25"/>	<input type="text" value="£0.25"/>	← Insert your cost per pack
Total Cost £	<input type="text" value="£13,250"/>	<input type="text" value="£13,250"/>	
Profit/Loss £	<input type="text" value="£66,250"/>	<input type="text" value="£106,250"/>	
ROI-V £	<input type="text" value="£6"/>		← ROI based on mail volumes
ROI-A £		<input type="text" value="£9.02"/>	← ROI based on audience reach

“By taking in to account purchases that might have been missed through standard measurement methods, we predict a full campaign ROI of £9”

/ Top Tips

1. Use JICMAIL data to justify your campaign strategy – the audience targeted and the content used
2. Focus on brand, response and business effects when talking about results
3. Align results with campaign objectives.
4. Less is more. One powerful business KPI reached, is better than ten campaign effects.
5. Get trained up on how to use JICMAIL today!

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/ Sky Winback DM King's Coronation

Georgia Brown, Lead Designer, Sky Creative

Victoria Winstanley, Senior Producer, Sky Creative

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Sky Creative
JICMAIL / DMA Webinar

Barbie
sky store PREMIERE

Disruptive DMs

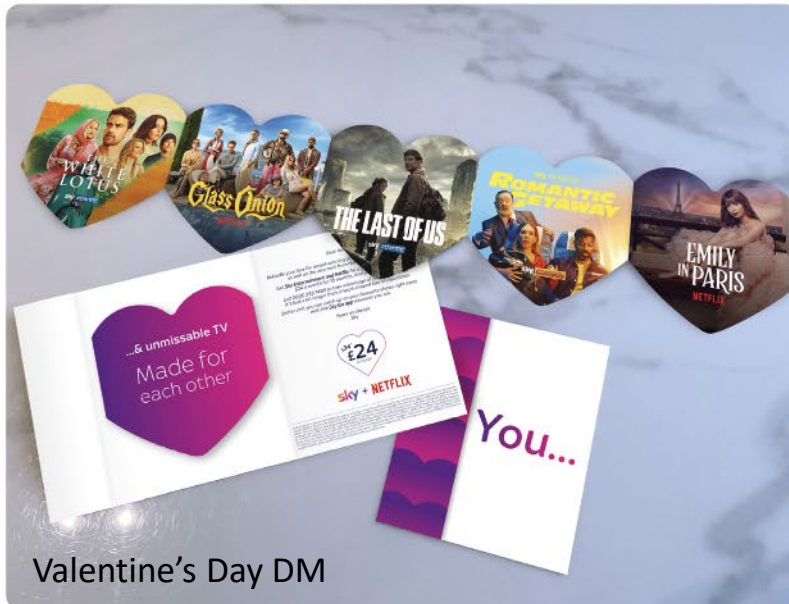
28 idea decks submitted



Formula 1 DM



Wordsearch DM



Valentine's Day DM



Sky Stream DM

Missed Parcel



sky
Sorry, we've been unable to deliver you unmissable Sky shows

Reason for missed delivery:
 You've cancelled your Sky subscription

- You've missed:
- An exclusive comeback offer for missed issues
 - Shows only available to Sky Atlantic
 - Over 50 Catch Up TV shows
 - First show Butler and wester with Voice Control on Sky Q
 - Watch on the move with Sky Go

To collect:
 Call 0333 759 4759 to get your unmissable offer.

Embossed royal crest



Printed postage stamp



Bespoke gold envelope

Creative:
King's Coronation Invitation
Single minded & timely, landed a week before

Personalised customer name



In honour of the King's Coronation

<Name>

*is cordially invited to attend a celebration
of glorious entertainment.*

Venue

1 Sample House, Sample Street,
Sample Town

On this historic occasion, a majestic discount will be
endowed, and one shall be welcomed graciously back into
the immersive Kingdom of Sky Signature and Netflix,
for a mere **£XX a month** for 18 months. Sink into the
sublime comfort of your cushioned throne and feast on
the latest shows fit for royalty.

Your RSVP is requested by telephone on **08xxx xxxxxx**
at your earliest convenience.

Dynamic
customer →
address

Dress code

Anything from casual couch wear or loose lounge attire
to velvet robe finery. You may dress as you please.

Order of events

An endless procession of the biggest and best Sky TV
A banquet of Sky Originals and Exclusives
A celebration of the most affordable way to get
Sky TV and Netflix together

<CONTRACT_LENGTH>-month minimum term. Prices may change during this period. Subject to status. Offers shown available to customers who left Sky TV within the last 18 months and cannot be taken in conjunction with any other offer. Offer only available on <BXS_TYPE>. Conditional on you having a working Sky mini dish (and Sky box and viewing card for Sky+), or charges may apply. New <CONTRACT_LENGTH>-month minimum term for Sky Signature. Standard price applies after <CONTRACT_LENGTH> months: Sky Signature - £30 per month (pm). Selection of shows/series available & varies each month. Requires compatible Sky box connected to broadband (min. recommended speed: SD - 3 Mbps; HD - 8Mbps; UHD - 25Mbps. Offer ends <CAMPAIGN_END>. Sky General: Non-standard set-up may cost extra. Weekend service visits £15 extra. Connect to TV using HDMI cable. You own the Sky dish. Prices may vary if you live in a flat. You must get any consents required (e.g. landlords). UK, Channel Islands and Isle of Man residential customers only. These offers aren't available with any other offers. Calls to Sky Contact Centres are free for Sky Talk customers. If you're not with Sky Talk, calls to 03 numbers cost the same as calls to 01 or 02 numbers. Correct at XX XXXX 2022. Images, channels and content for illustration purposes only and may be subject to change.



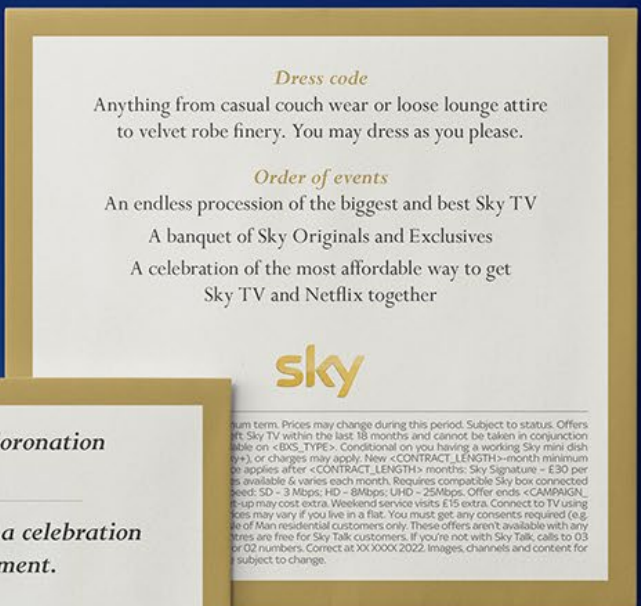
Bespoke logo



Return address
Sky UK
Unit 5
Wanlip Road Industrial Estate
Syston
Leicester
LE7 1PD



Mr Alan Sample
1 Sample House
Sample Street
Sample Town
Sampleshire
AB1 1AB



Dress code

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Sample Town

On this historic occasion, a majestic discount will be endowed, and one shall be welcomed graciously back into the immersive Kingdom of Sky Signature and Netflix, for a mere £XX a month for 18 months. Sink into the sublime comfort of your cushioned throne and feast on the latest shows fit for royalty.

Your RSVP is requested by telephone on 08xxx xxxxxx at your earliest convenience.

Minimum term. Prices may change during this period. Subject to status. Offers for Sky TV within the last 18 months and cannot be taken in conjunction with any other offers. Conditional on you having a working Sky mini dish (not included) or charges may apply. New <CONTRACT_LENGTH>-month minimum term applies after <CONTRACT_LENGTH> months. Sky Signature - £30 per month available & varies each month. Requires compatible Sky box connected to broadband. SD - 3 Mbps, HD - 8Mbps, UHD - 25Mbps. Offer ends <CAMPAIGN_END_DATE>. Set-up may cost extra. Weekend service visits £15 extra. Connect to TV using Sky remote. Prices may vary if you live in a flat. You must get any consents required (e.g. for use of Man residential customers only. These offers aren't available with any other offers. Free for Sky Talk customers. If you're not with Sky Talk, calls to 03 or 02 numbers. Connect at XX.XXXX.2022. Images, channels and content for this offer subject to change.

Results:
Performed 105% better than our standard DM
And 7% over target

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/ Homemovers make a fresh start

Charlotte Lovell, Growth Marketing Manager, HelloFresh

Danny Crowe, Client Strategy Consultant, PSE – Offline Marketing

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/ Q&A

Jess Barham, Senior Marketing Manager, Abel & Cole

Charlotte Lovell, Growth Marketing Manager, HelloFresh

Danny Crowe, Client Strategy Consultant, PSE – Offline Marketing

Georgia Brown, Lead Designer, Sky Creative

Victoria Winstanley, Senior Producer, Sky Creative

Susie Idle, Business Development Director, Whistl

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/ Closing Comments

Dave Robinson, Customer Strategy and Analytics Director, Virgin Red

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/ Get essential marketing skills taught by top-tier practitioners

Upskill your team at one of our **Digital Marketing Strategy** or **Data and Analytics for Marketers** Skills Bootcamps.

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- A range of subject matter expert guest speakers including guidance on regulation.
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Less than 250 employees? **SAVE 90%** of the course cost as it's funded by the government. Over 250? Save 70%.



/ Feedback Link

