

JICMAIL shows audience reach for new value driven grocery service

Client: Large Grocer

Media: MarketReach



The Challenge

The UK supermarket industry is a notoriously competitive one, with each bricks-and-mortar retail sale hotly contested by the largest players in the market. As a consequence, many retailers use loyalty schemes to acquire and retain customers. One such UK grocer embarked on a large-scale above-the-line campaign to support the launch of a new customer engagement service. The service rewards additional purchases with lower prices – a ‘win win’ for both the retailer and the consumer.

For the service to be viable, the supermarket needed to recruit a critical mass of customers. Whilst direct mail was part of the client’s existing media mix, for this campaign there was a concern that the channel had insufficient reach of audiences, which would limit its ability to deliver the target return on investment. It looked as though direct mail would miss out this time around.

However, before making the final decision, the client was open to considering the case for mail based on the latest evidence available. MarketReach responded to the challenge and turned to the gold standard planning metrics from JICMAIL to help re-present the case for mail for this flagship campaign.



The Approach

The MarketReach team created a full case for mail using latest intelligence and analysis but were keen to fully leverage the latest JICMAIL bespoke analysis which they were confident would offer some key fresh insights for the retailer. The resulting JICMAIL insight was presented at a senior level CRM team workshop to demonstrate the additional impact of mail.

Key Supermarket Direct Mail Metrics

ITEM REACH
People per household



FREQUENCY OF EXPOSURE
Number of Interactions



LIFESPAN
Number of days in the home



Source JICMAIL 2019

The analysis included sector and brand specific supermarket data from JICMAIL which went a long way to busting some of the myths around mail performance. In particular:

- **Extended Reach:** the average supermarket direct mail pieces reaches 1.13 people per household, so 13% more people than actually targeted
- **Frequency of Exposure:** the average frequency of exposure, or number of interactions per direct mail piece, is 4.55.
- **Generating Ad Impressions:** Combining these figures means that direct mail generates over five times as many ad impressions vs items delivered: each one generating an invaluable opportunity to place the supermarket proposition in front of consumers.
- **Lifespan:** This picture is further amplified when you consider that the average supermarket direct mail piece stays in the home for 10.24 days on average – getting attention, building brand awareness, encouraging advocacy and driving customers online.

In addition, the JICMAIL analysis provided a bespoke view on the grocer's own historical exposure rates compared to their competition which demonstrated that consumers are typically more engaged with their direct mail than they are with that of their nearest competitors.

The Outcome

The senior marketing contact present asked that the content be shared across their wider marketing teams including the Head of Media. The subsequent internal client discussions resulted in the inclusion of mail into the campaign mix having demonstrated that the mail reach was greater than first considered, as well as delivering the benefits of multiple exposure over the campaign period. The gold standard item and audience data from JICMAIL was essential to providing new knowledge on how mail interacts with its audiences and improving client confidence that the return on investment targets were possible after all.

Concerns over mails' reach from a major advertiser had been alleviated by turning to JICMAIL data, demonstrating its key role in providing objective, transparent and industry trusted metrics for mail at a time when budgets are under more scrutiny than ever.