

# Using JICMAIL to keep Door Drops in a leading utility supplier's customer acquisition plans

**Client:** Integrated Agency / UK Utility company

**Media Owner:** MarketReach



## The Challenge

Customer acquisition for utility companies is a significant challenge given an increasingly competitive market and an energy switching environment in which customers need significant encouragement to change supplier despite the price incentives offered.

In the process of resetting their customer acquisition strategy with their Integrated Agency, a major UK Utility company was considering removing Door Drops from their upcoming campaign despite having regularly used the channel previously. In reviewing recent campaigns, the results from digital marketing seemed to outperform the limited performance data available for door drops, whose impact and cost effectiveness was brought into question. It looked as though door drops were set to slip from the schedule.

The acquisition agency was concerned that the full effects of Door Drops were not being captured in the review process and wanted to build a fuller, more accurate, picture of effectiveness for the client. They approached MarketReach for help.



## The Approach

Using JICMAIL planning data, the MarketReach team set about developing a more informed business case that would address the client concerns.

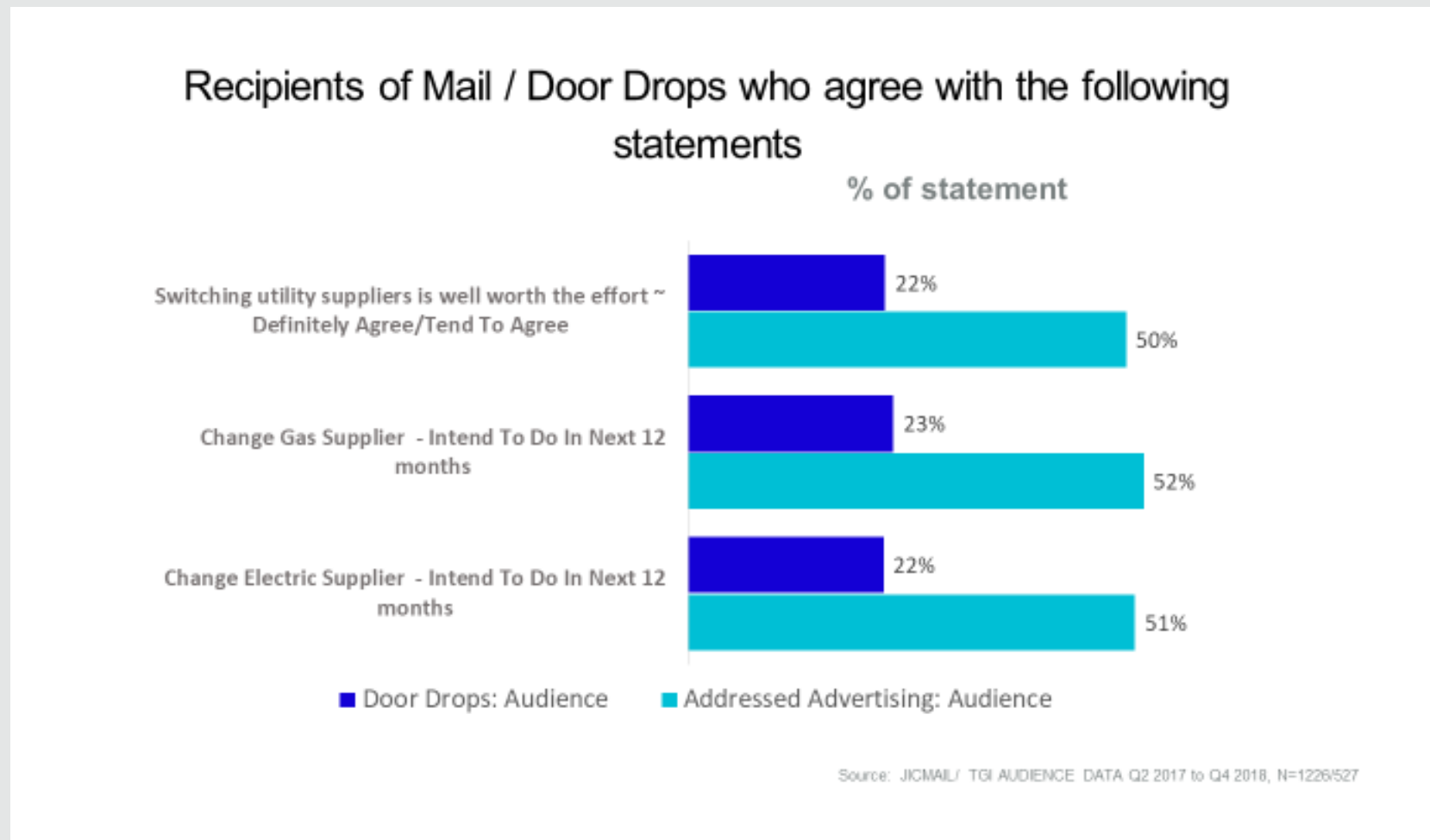
Looking at the JICMAIL mail item database, the team analysed previous Door Drops sent by the Utility company. The data showed high levels of retention in the home could be attributed to the client's previous campaigns. On average they were kept for 3.3 days, and achieved high interaction with household members, typically 2.3 times across the month following delivery.

JICMAIL showed that at a sector level, 71% of Utility Door Drops are engaged with and 60% are read/looked at, demonstrating very high levels of Door Drops readership and exposure to the client proposition by the target audience.

A key insight from JICMAIL was that Door Drops drive commercial actions as well as exposure.

For example, 6% of Door Drops to all sectors are discussed with someone, which in this case meant they were likely to drive switching conversations in the home. As well as these highly valuable conversations, 2% result in a direct purchase and 2% drive customers to the company's website. This proves that Door Drops were having highly valuable journey effects that were not being captured or recognised in the campaign review.

The attitudes and high propensity to switching by mail audiences was also revealed by accessing the TGI Fusion with JICMAIL – where JICMAIL data has been combined with TGI planning survey data – it showed that 22% of door drop audiences thought switching utility supplier was worth the effort and 23% would change gas supplier. This was a key audience insight that showed high consideration of switching by audiences reached with Door Drops.



JICMAIL is also used to inform content planning decisions, adding further fuel to the fresh business case for Door Drops. For example, 2% of Door Drops that contain a voucher or contain special offers drive website visits which was a key journey KPI for the client, showing how physical Door Drops act as a trigger to online outcomes even when not captured within client's own attribution models.

## The Outcome

Both the agency and the Utility client recognised the helpful insight and fresh evidence base provided by MarketReach using JICMAIL data and were happy to re-consider the campaign mix.

The JICMAIL data was accepted as being industry gold standard and objective, demonstrating several benefits not previously recognised:

- Adding audience metrics to show how Door Drops are read, passed on and often kept for future reference (until a contract is due for renewal)
- Reaching audiences with a high propensity to switch with a channel that will drive switching conversations in the home
- Providing new context around how physical mail drives both direct response AND strong triggers for online journeys
- Informing content strategy so audiences were armed with a compelling incentive to easily complete a switch on-line which was likely to be a key positive factor in improving overall campaign conversion rates

The client decided to use Door Drops once again in their multi-channel Customer Acquisition strategy and are using the JICMAIL insights around commercial actions and lifespan in the home as the basis for a series of specific campaign tests.

Additionally, this business case has had positive wider effects opening-up a new consideration of mail for other opportunities across the client's marketing plans.