

How Lettershop used JICMAIL to drive innovation in Mail for a leading UK Supermarket

Client: Leading Supermarket

Agencies: Lettershop

The
Lettershop
Group

The Challenge

In an intensely competitive environment, supermarkets are always looking to refine and improve the effectiveness of their spend in winning customer loyalty and staying ahead of their competition.

As part of their ongoing marketing evaluation, a leading Supermarket who already use mail in their campaigns, approached their mail provider, Lettershop, with a set of questions to challenge them on the value of the mail channel. They were looking for innovative ideas that would help them win against their competitors, improve their performance from mail and ultimately contribute to better overall campaign ROI.

Lettershop recognised the imperative to present their client with a full, up-to-date, authoritative and data-rich picture of the consumer relationship with opportunities across the mail channel.



The Approach

Lettershop are a regular user of JICMAIL data in sales presentations and for supporting their recommendations, they instinctively turned to JICMAIL to provide the quality and rigour of insight required. For each of the questions posed, Lettershop were confident JICMAIL would act as a 'killer' reference source and with support from the JICMAIL team, worked through the specific points finding a matching insight across the spectrum of consumer behaviour with mail, the same for the client's own mailings, their competitors' mail and the sector as a whole.

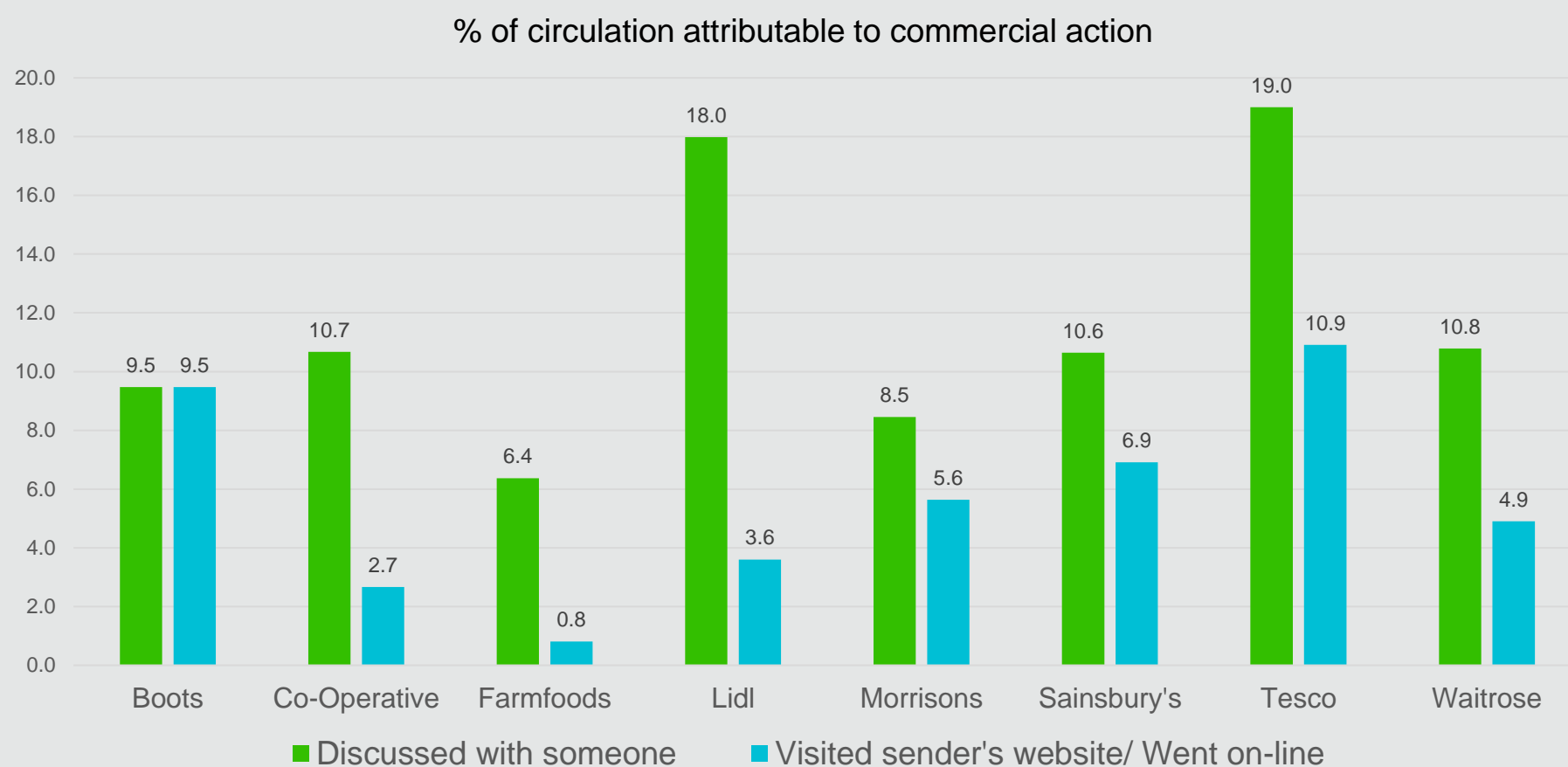
The extensive analysis detailed the relevant JICMAIL insight and was turned into an engaging client presentation deck that not only provided new information for the client but stimulated a fresh discussion about how mail might be used and became a trigger to for new ideas and innovation. Some of the fundamental highlights presented showed:

- 25% more people in the household see the Supermarket's mail than assumed. They had a reach of 1.25 against an average for supermarkets at 1.13 – More audience reach
- Mail items are interacted with or re-visited on average 6.25 times, nearly double the industry average – More audience interaction
- The Supermarket's mail items also stayed in the home 12.5 days as opposed to 10.24 days for supermarket direct mail – More time spent with the client's mailing.

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Mail Media Metrics

Commercial actions taken with Direct Mail across a number of supermarket brands



Source: JICMAIL BRAND DATABASE: Total Sample = 56346 mail items, 7554 in the period 01/11/2018 – 05/01/2019 of which 552 are supermarket mail. 308 Waitrose ITEMS of which 43 occur in the Xmas 2018 period, 193 Tesco, 63 Farmfoods, 55 Sainsbury's, 48 Iceland, 40 ASDA, 20 Morrisons, 17 Co-op

The data also revealed that the inclusion of local information improved engagement and identified new audience opportunities, such as, that younger audiences opened, kept and used mail countering the myth that the channel was not valued by them.

To show how each mail channel worked across the options in the market, the examples also provided comparisons of performance across Direct Mail, Partially Addressed Mail and Door Drops and showed how each was used by consumers.

The Outcome

The Supermarket client team was impressed with the depth of knowledge shared and particularly interested to see the way its own mail was opened, kept and read and the comparison against its competitors and the market as a whole. This provided new knowledge and understanding around audience engagement with mail and helped build client confidence in new possibilities, opening-up new avenues for testing and innovation.

As a result, Lettershop were able to work with the client to increase the number of times they used mail campaigns and validated the inclusion of local store personalisation, a key agency recommendation, which was giving the client's mail a longer lifetime in the home and greater frequency than the competition.

New approaches were developed including the testing a new channel to market, Partially Addressed Mail, as a way to reach new customers based on geodemographics.

JICMAIL supported Lettershop in delivering trusted advice in response to the questions based on gold standard research, providing an accepted means to validate their recommendations on format, frequency and content. Lettershop continue to have a strong relationship with the client providing multiple successful campaigns on an ongoing basis.