

How EDIT used JICMAIL to demonstrate the value of Partially Addressed Mail

Client: Golden Charter
Agencies: Edit | Kin + Carta



The Challenge

Golden Charter is a funeral planning provider owned by independent funeral directors. The company was founded in 1990 with the objective of safeguarding the future of local, often family-run businesses. Golden Charter currently work with almost 3,000 independent funeral directors across the UK.

The funeral sector has been experiencing tough market conditions. In 2018-19 the market for new pre-paid funeral plans (as measured by the Funeral Planning Authority (FPA)) shrank by 15% in the twelve months to December 2018; the first reduction since 2006. Causes included the uncertainty about Brexit impacting on commitments to discretionary expenditure and some of the market being taken by the 'over 50's' insurance market.

Additionally, there was continued media scrutiny and regulatory investigation of both the pre-paid funeral plan market and the provision of funerals at the time of need.

Speed to market was an important factor and challenges that we faced included a small test budget and a complex operating model to communicate and navigate.

Golden Charter are a unique brand in comparison to their competitors in the market: the quality of their proposition is much higher as they offer both premium services and basic funeral plan options, their relationships with independent local funeral directors enables them to offer a more personal service. It was key to highlight their USP's in the mailing as this is what would make them stand out amongst the noise of other brands.

In this difficult context, our brief was to explore other media channels separate from their Business as Usual (BAU) channels which were underperforming and to achieve a positive ROI and acceptable Cost per Lead (CPL) as a result.



The Approach

Direct mail (DM) had worked well for Golden Charter when previously tested, but it was not part of their core media mix. We thought it would be a good channel to revisit but due to GDPR restrictions we knew there would be limitations for cold mailing and thought it could be an area we would struggle to get their compliance team on board with. Our aim was to find an alternative channel which would produce a similar response rate and CPL as DM but without use of personal data and this is what led us to recommend Partially Addressed Mail (PAM).

JICMAIL data shows that 55+ year olds interact with (or are exposed to) the average piece of Partially Addressed Mail 4.24 times a month on average – a number only slightly lower than their Direct Mail frequency of interaction rate of 4.35.



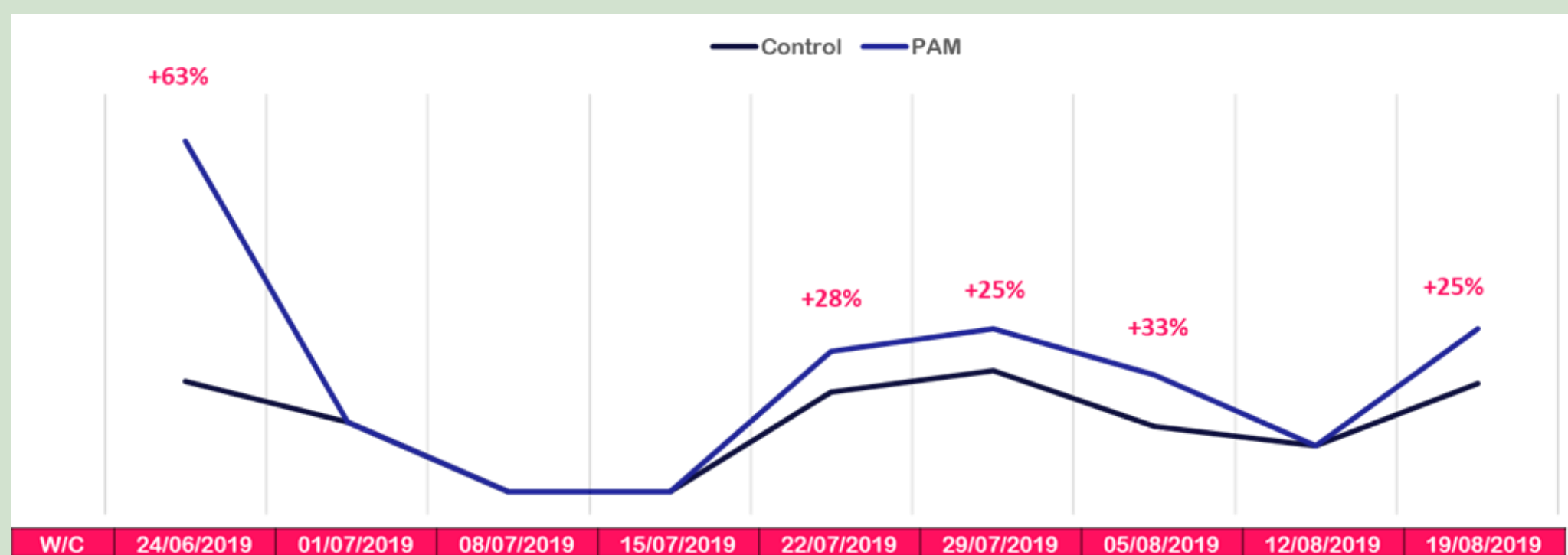
Furthermore, 8% of PAM items interacted with by this age group prompt people to visit the brand's website (vs a DM average of 5%), and 5% prompt some other form of product information gathering (through footfall, calls to the advertiser or online searches generally) vs 6% for DM. Clearly as a platform for achieving cut through to this vital audience, PAM punches above its weight.

Edit was one of the earliest agencies to understand the benefits of using PAM and the greater targeting opportunities it offers clients. We therefore recommended Golden Charter testing PAM using their customer data (at postcode level) to build a model incorporating both the 'topping up' and 'look-a-like' targeting strategies. We selected data from Decile 1 of the model to mail, extracted the addresses from the Postcode Address File (PAF) and completed a suppression against their existing base to ensure no wastage on existing customers.

The Outcome

We wanted to showcase to Golden Charter the impact PAM can have on other media channels. We therefore compared their pre-mail data to their post-mail data to demonstrate the uplift this had on BAU, as shown in the chart below:

Control Cell v Partially Addressed Mail comparison on BAU



The control shows the natural enquiries expected to be received from other media channels in the areas targeted and comprised inserts, TV, referral and PPC. The PAM is the post-mailing uplift we saw across these channels that were likely to have been impacted by the mailing.

The results were impressive – driving both response and media performance. The PAM campaign delivered a 51% uplift in baseline response (vs. control) on other media channels and a 403% uplift in response.

JICMAIL data captures the halo effects of PAM driving further online and offline commercial actions supporting this impressive baseline shift. JICMAIL also allows us to quantify what impact the campaign has had on broader above-the-line campaign planning KPIs. With an average frequency of interaction per item. of 4.24, then 85,000 PAM items will have generated 360,400 ad impressions.

This is over 360,000 opportunities to place the Golden Charter brand in front of consumers and generate both these high response rates and very healthy brand halo effects of Golden Charter's activity

All of this on a total budget of just £31,000.

It also delivered an impressive 32% reduction on the forecast CPL.

We also looked at a breakdown of performance by region looking at CPL indexes e.g. South West performed best with the lowest CPL and therefore has the highest index against the average.

When examining performance by area, we were able to identify new geographic areas that had previously underperformed meaning there was wider scope to target more areas through this channel.

In the context of a tough market, we were able to drive an impressive improvement in both response and media performance for Golden Charter and demonstrate the value of PAM to their media plans.