

Success Stories from JICMAIL Platinum Partners

Graham Thomas – Sales and Marketing Manager
Eight Days a Week Print Solutions

**JIC
MAIL**

Mail Media Metrics



01

Using JICMail to deliver improved client outcomes

Graham Thomas
Sales and Marketing Manager
Eight Days a Week Print Solutions

Who are we...

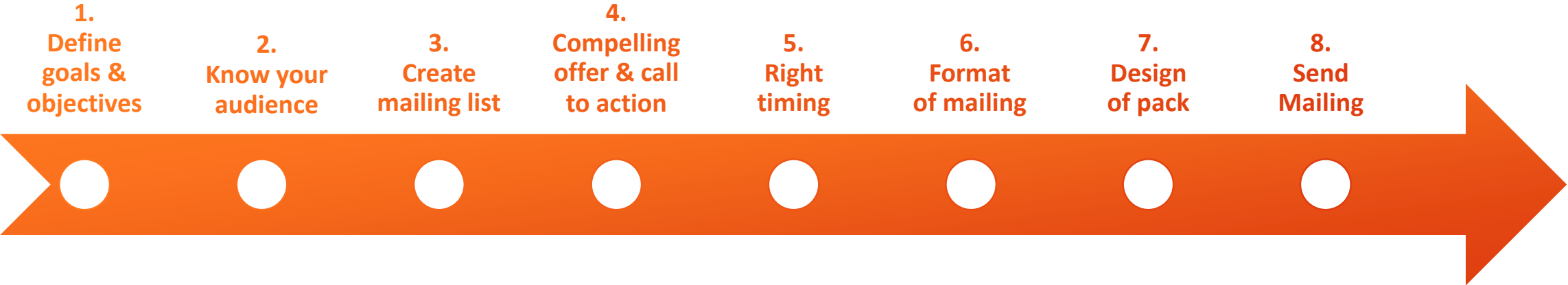


Eight Days a Week Print Solutions (EDWPS)

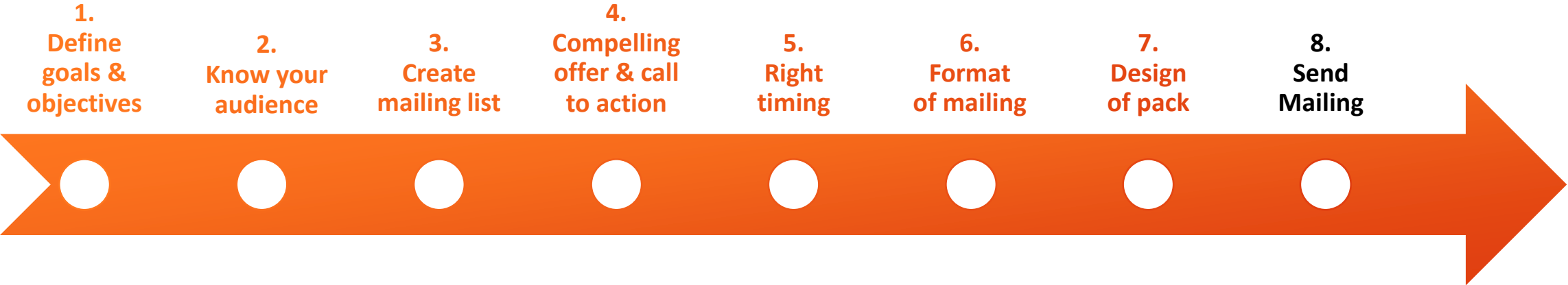
Nottingham based printer and mailing house

Print, direct mail, postage and leaflet distribution

Basic Direct Marketing Campaign Process

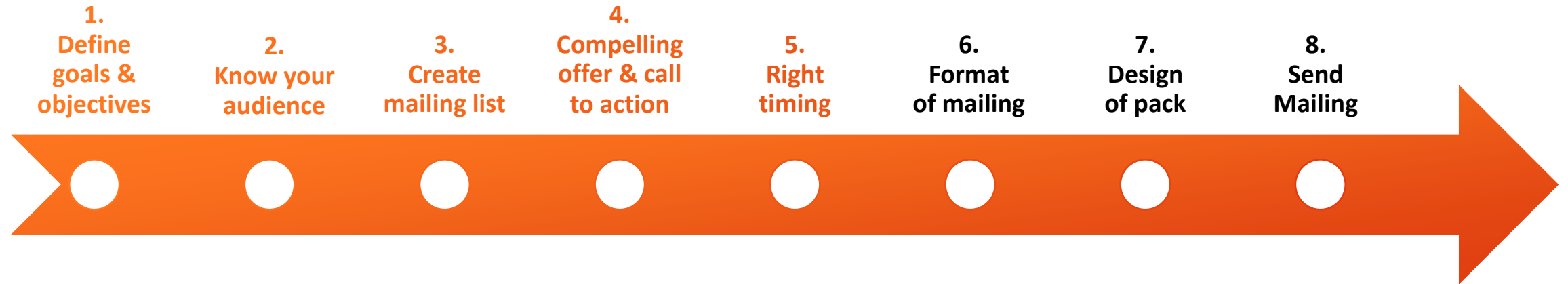


Basic Direct Marketing Campaign Process



- Normally a mailing house may be engaged at step 8

Basic Direct Marketing Campaign Process



- Possibly a printer may have influence as high as step 6

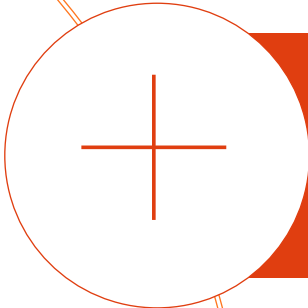
Value add Solutions

Over the last few years we have made a conscious effort as a business to provide a number of “value add” solutions to ensure we are engaged at levels 5 - 8 as a minimum.

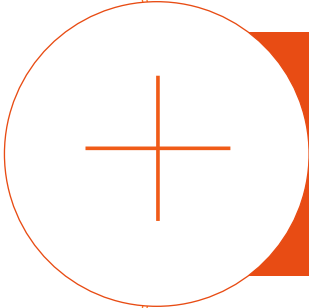
JICMail is one of these solutions ...



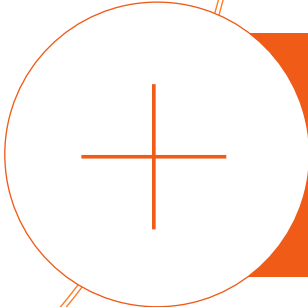
New Business



Women's online fashion brand






Re-engage lapsed customers - Valentine's Day



Used JICMAIL in the DM v Email decision

New Business

Audience Comparison Tool








ACT is designed to help users understand the cost efficiency with which mail delivers advertising impacts (or impressions) to key target audiences vs other media channels. JICMAIL data has been included within this tool to provide insight into the wider effects of using mail in comparison to other media channels. Any costs used with the tool are the responsibility of the user and not JICMAIL.

Input Budget £

Select Demographic

Compare to



	CPT £	Purchased Impacts	Delivered Impacts	Audience Impacts CPT	Difference vs Buy
Mail 	Door Drop	Inf	Inf	£0	Inf %
	Partially Addressed	Inf	Inf	£0	Inf %
	Cold Acquisition (DM) 402	9,950	36,119	£110.74	-86 %
Online 	Digital Display	Inf	Inf	£0	Inf %
	Social	Inf	Inf	£0	Inf %
	PPC	Inf	Inf	£0	Inf %
	Email 30	133,333	28,000	£142.86	376 %

Compare

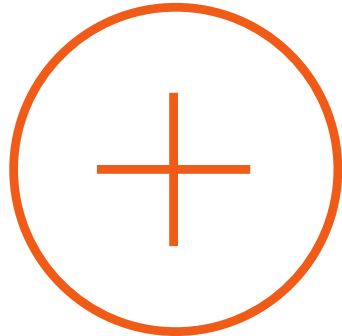
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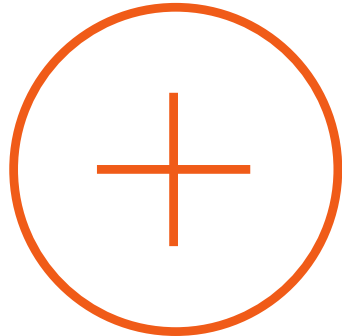
Analysis

- 9,950 Cold Acquisition (DM) will be delivered for a budget of £ 4,000 , for a cost of £ 402 per thousand items delivered.
- 36,119 advertising impacts will be generated for a cost of £ 111 per thousand impacts.
- £ 111 vs £ 402 represents a + -86 % cost efficiency.
- This compares favourably to Email , which will generate a 376 % difference between Audience Impacts and Media CPTs for the same budget.



New Business

- + Women's online fashion brand
- + Re-engage lapsed customers - Valentine's Day
- + Used JICMAIL in the DM v Email decision
- + QR Code
- + Test mailing 10,000 undertaken
- + Successful - looking at 100,000 roll out



Re-engagement

- + East Midlands Coach Holiday company
- + Previous client - New Marketing Manager
- + Another change in Marketing Manager
- + Used JICMail to demonstrate "value add", competitor activity and target audience use of DM
- + Were able to assist them at steps 2 and 3 working with our data partner
- + Started quoting again for client and presented to wider marketing team

Re-engagement

Download PowerPoint

Report Type

- Share of Door Mat
- Frequency Comparison
- Item Reach Comparison
- Lifespan Comparison
- Audience Profile
- Performance by Audience
- Items by Actions
- Key Actions

Select Advertiser Brands or choose an advertiser sector

Clear All

Advertiser Brand

Shearings Daish's Holidays Leger Holidays Newmarket Holidays

Advertiser Sector

Travel/tourism/attractions

Select Time Frame

Single Year

Select Period

2019

Select Mail Type

All

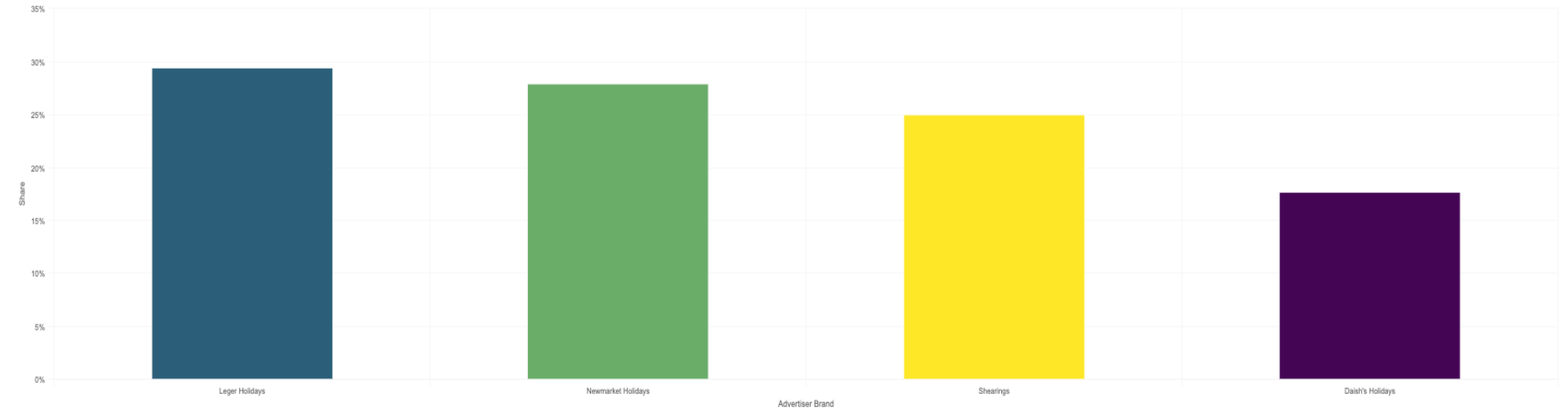
Select Mail Content

All

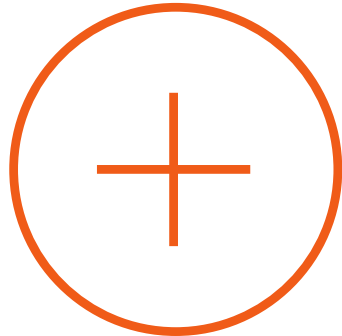
Share of Door Mat - 2019

Mail Type: All - Mail Content: All - Sector: Travel/tourism/attractions

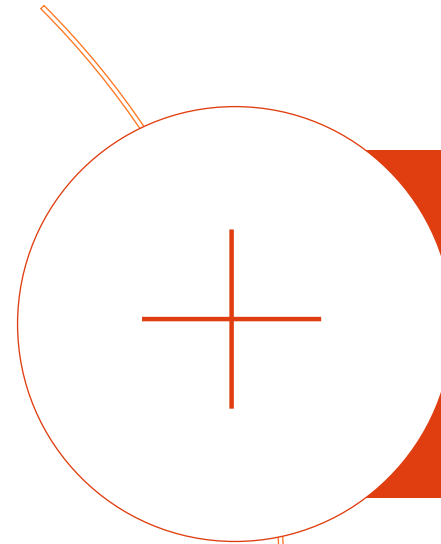
Download



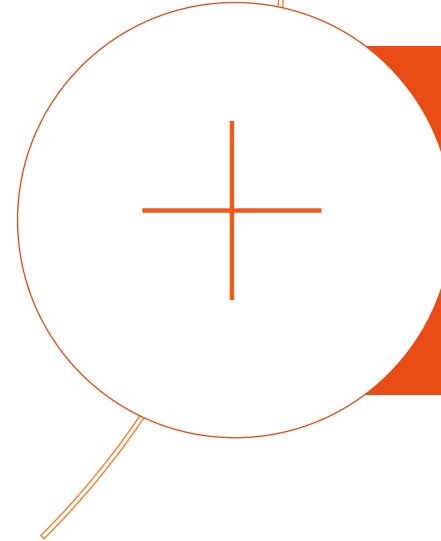
Total Sample Size:



Joint Working



Undertook a mailing for a third party for an automotive group

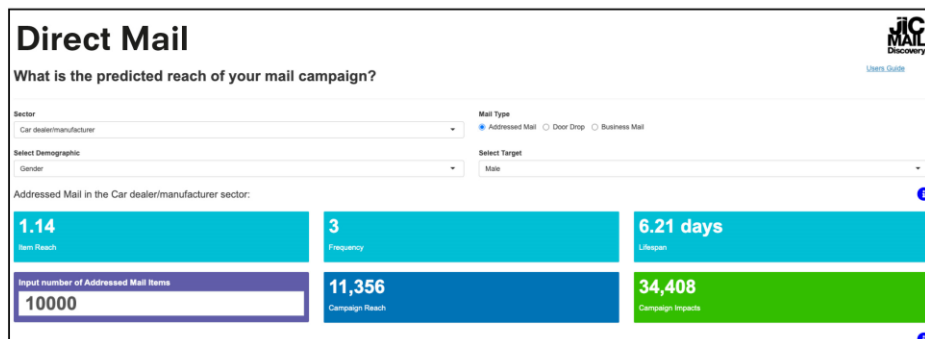


Approached the third party with a 2 page JICMail summary of the automotive industry

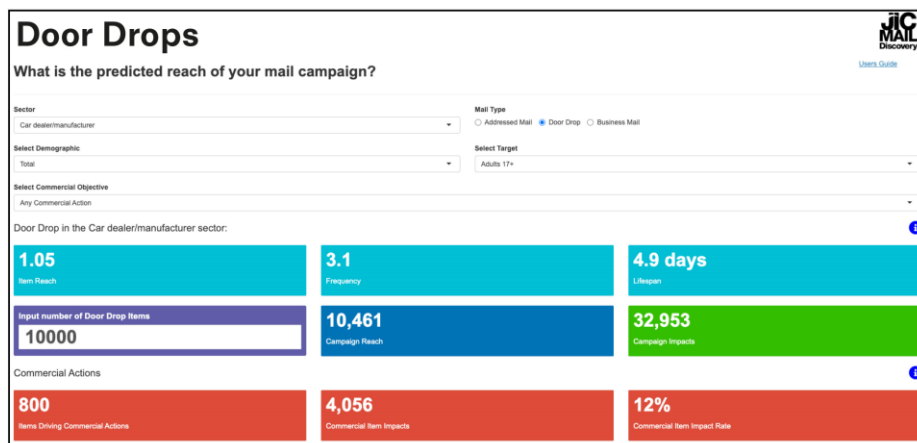
Working with a local partner we are able to offer you access to an enviable library of research and insight into the effectiveness of direct mail and door drops within the automotive industry.

Below are some examples of the automotive sector research available which details:

THE IMPACT OF CAMPAIGNS

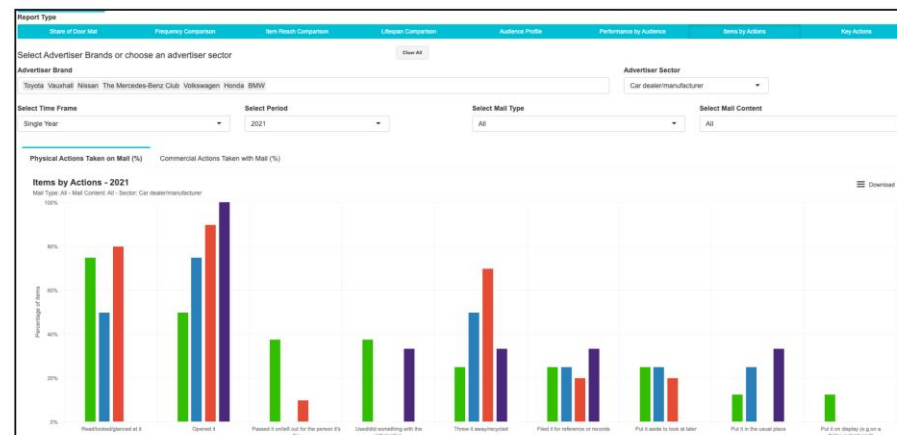


Addressed mail in the automotive sector stays in the house on average 6.21 days, it is handled 3 times and it is shared 1.14 times.
The brand is interacted with 34,000 times from a 10,000 mailing.



Door drops in the automotive sector stays in the house on average 4.9 days, it is handled 3 times and it is shared 1.05 times.
The brand is interacted with 33,000 times from a 10,000 mailing.

THE ACTIONS CONSUMERS UNDERTAKE UPON RECEIPT



We can provide insight into the physical actions customers/prospects undertake when they receive mailings.

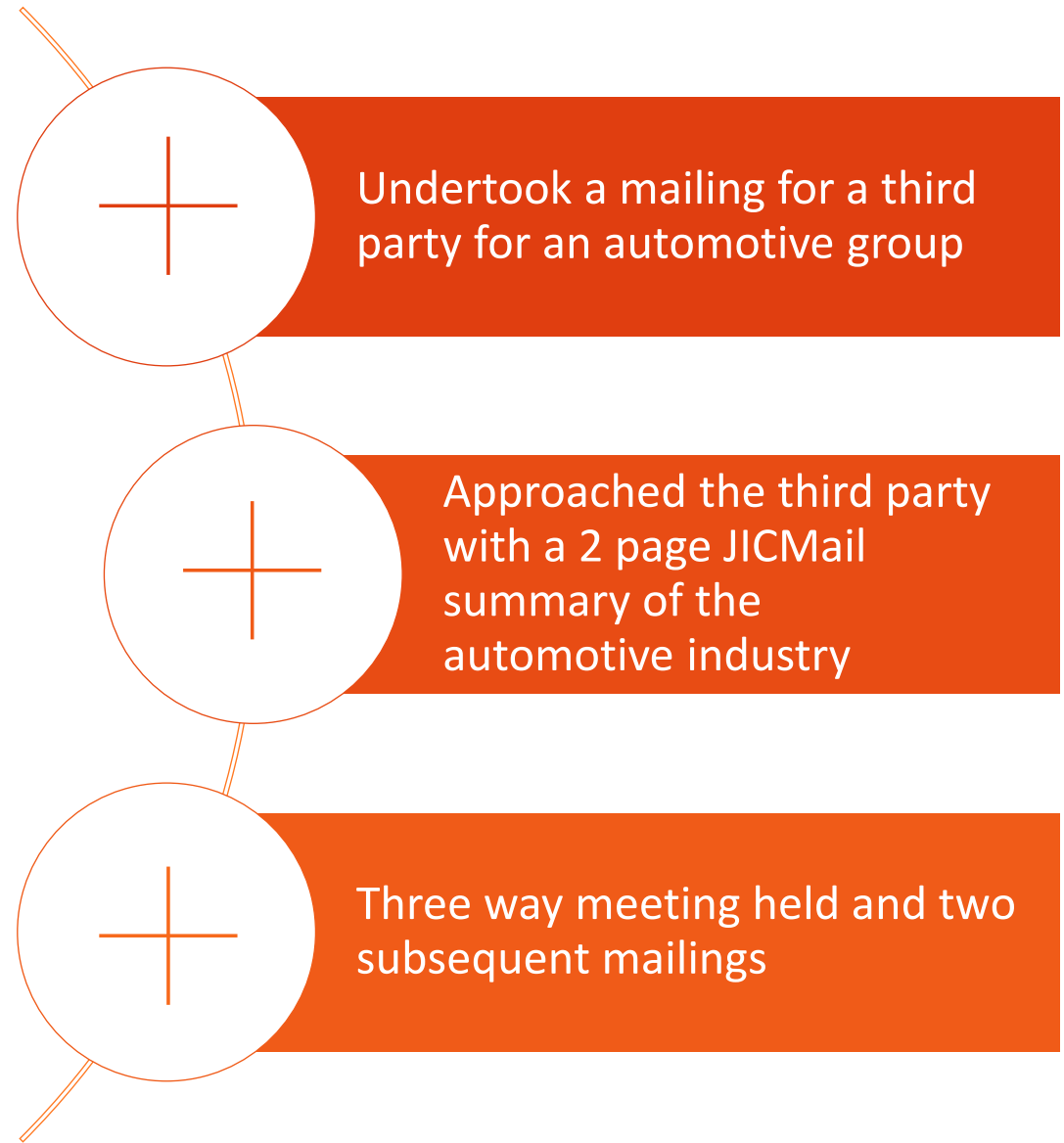
Competitor Activity

Item ID	Mail Type	Advertiser Brand	Arrival Date	Lifespan	Month Arrived	ITV Region	Acorn Group	Type of Mail
364659	Door drop	BMW	11/29/2021	2	11/01/2021	London	G. Successful Suburbs	Leaflet/flyer or other mail without an address
364135	Addressed Mail	BMW	11/23/2021	14	11/01/2021	East Of England	C. Mature Money	Letter addressed to someone else in the household
361564	Business	BMW	11/16/2021	1	11/01/2021	East Of England	Unassigned	Letter addressed to someone else in the household
359677	Addressed Mail	BMW	11/05/2021	22	11/01/2021	Midlands	F. Countryside Communities	Letter addressed to me
358091	Addressed Mail	Arnold Clark	10/26/2021	11	10/01/2021	Central Scotland	H. Steady Neighbourhoods	Leaflet/flyer with an address
348614	Addressed Mail	Volvo Cars	09/14/2021	2	09/01/2021	HTV West	E. Career Climbers	Leaflet/flyer with an address
336080	Addressed Mail; Business	BMW	07/13/2021	1	07/01/2021	Central Scotland	B. Executive Wealth	Letter addressed to me
333274	Business	BMW	06/29/2021	24	06/01/2021	London	Q. Difficult Circumstances	Letter addressed to me
332731	Addressed Mail	Arnold Clark	06/23/2021	10	06/01/2021	Central Scotland	Unassigned	Letter addressed to me
327588	Business	Audi	05/29/2021	19	05/01/2021	Meridian South	Unassigned	Letter addressed to someone else in the household
325437	Business	Audi	05/17/2021	22	05/01/2021	London	B. Executive Wealth	Leaflet/flyer with an address
321441	Business	Jaguar Cars	04/28/2021	26	04/01/2021	Meridian West	E. Career Climbers	Letter addressed to someone else in the household
306398	Addressed Mail; Business	Mercedes-Benz	02/19/2021	2	02/01/2021	London	M. Striving Families	Letter addressed to someone else in the household
305868	Business	BMW	02/18/2021	24	02/01/2021	East Of England	C. Mature Money	Letter addressed to someone else in the household
304012	Door drop	BMW	02/09/2021	27	02/01/2021	London	B. Executive Wealth	Leaflet/flyer or other mail without an address
297397	Door drop	Motorpoint	01/06/2021	2	01/01/2021	North East	M. Striving Families	Leaflet/flyer or other mail without an address

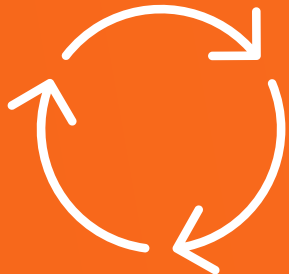
PDF samples of competitor activity are available, along with physical and commercial actions that the recipient undertook.



Joint Working

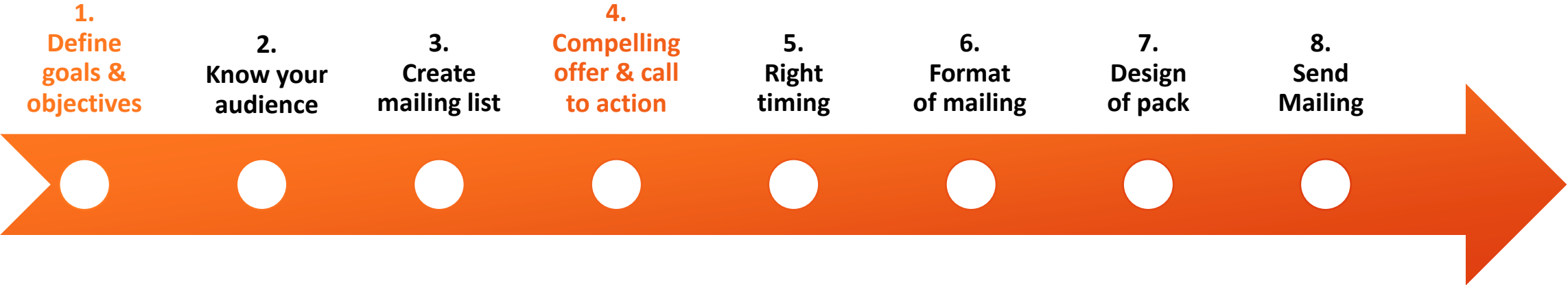


Conclusion



- JICMail data can open doors
- Can deliver new revenue
- In conjunction with other solutions can increase your influence

Basic Direct Marketing Campaign Process



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