

JICMAIL Q1 2023

Key Results

May 2023

**JIC
MAIL**

Mail Media Metrics



1. Mail engagement and effectiveness is at its highest level in a year

95% of mail is engaged with and 30% drives commercial outcomes for advertisers

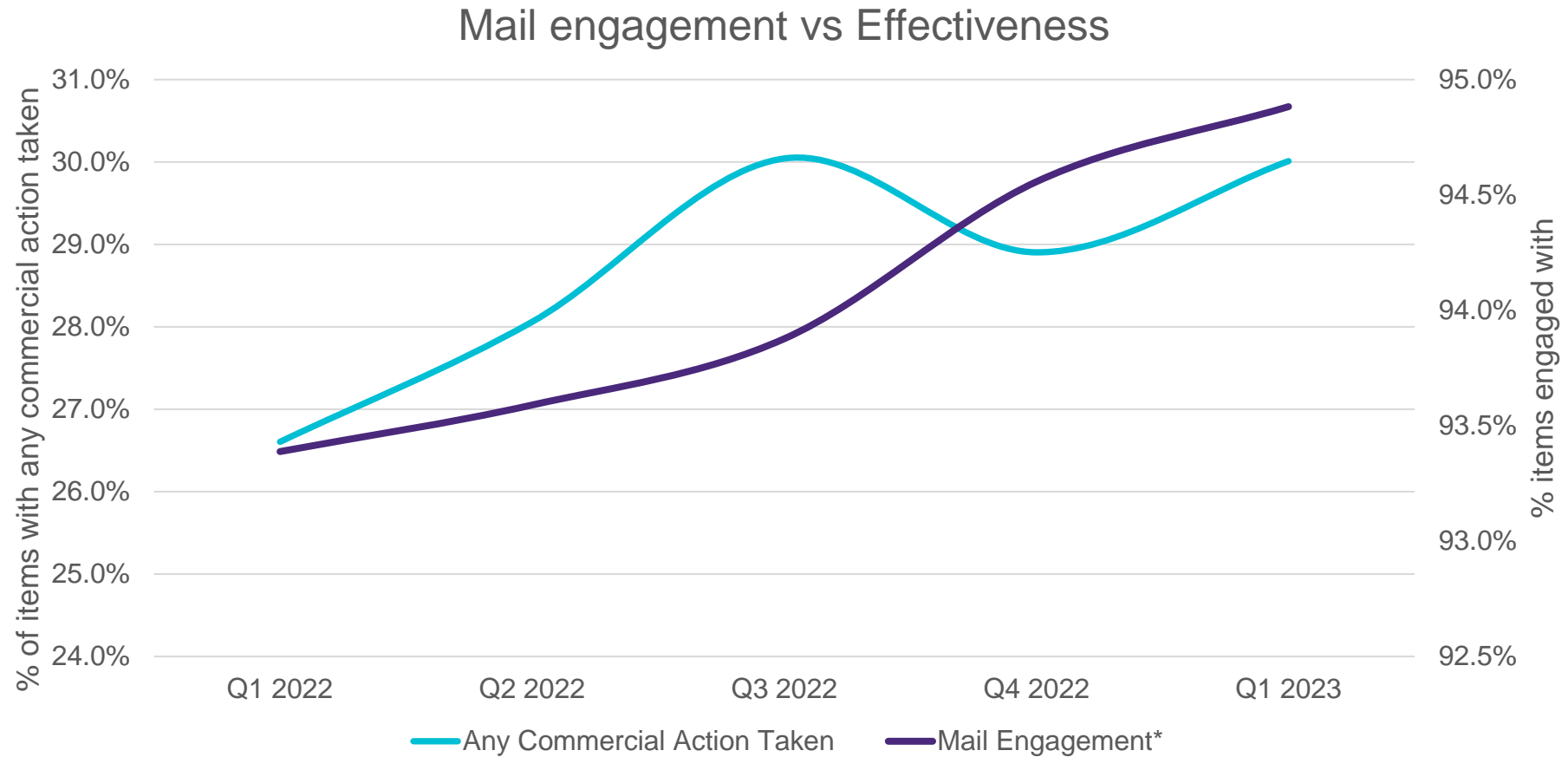
2. Open, read and retention rates grow for the third quarter running

Mail continues to assert its importance in delivering key consumer messages in difficult times with the top three physical interactions tracked all growing y-on-y

3. Door Drops display a strong Q1 performance

Along with improvements in frequency of interaction and item reach, Door Drop lifespan grew by over 10% to 5.7 days

Mail engagement and effectiveness are at their highest levels in a year



Mail Engagement

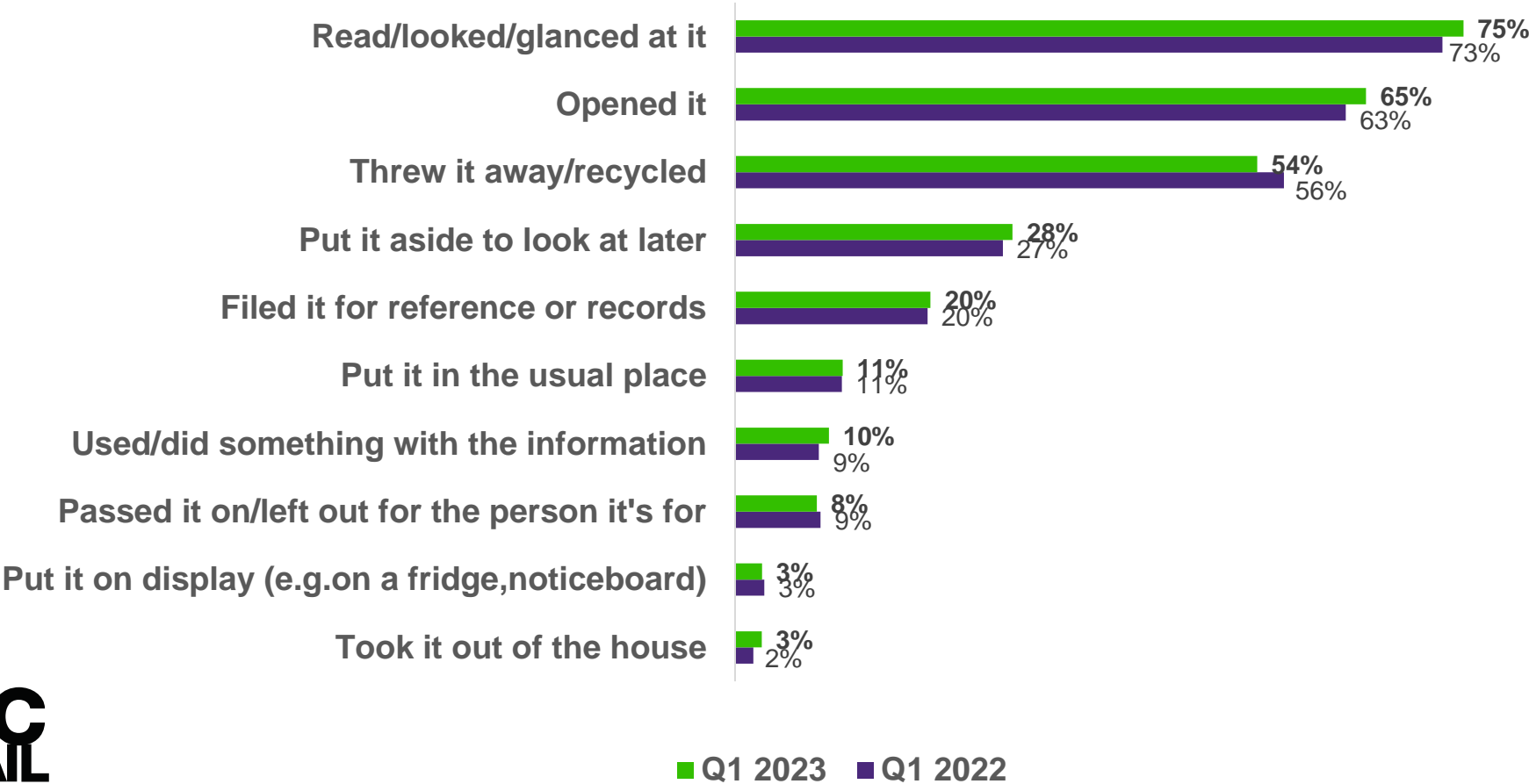
Reach, Frequency and Lifespan



Mail Media Metrics

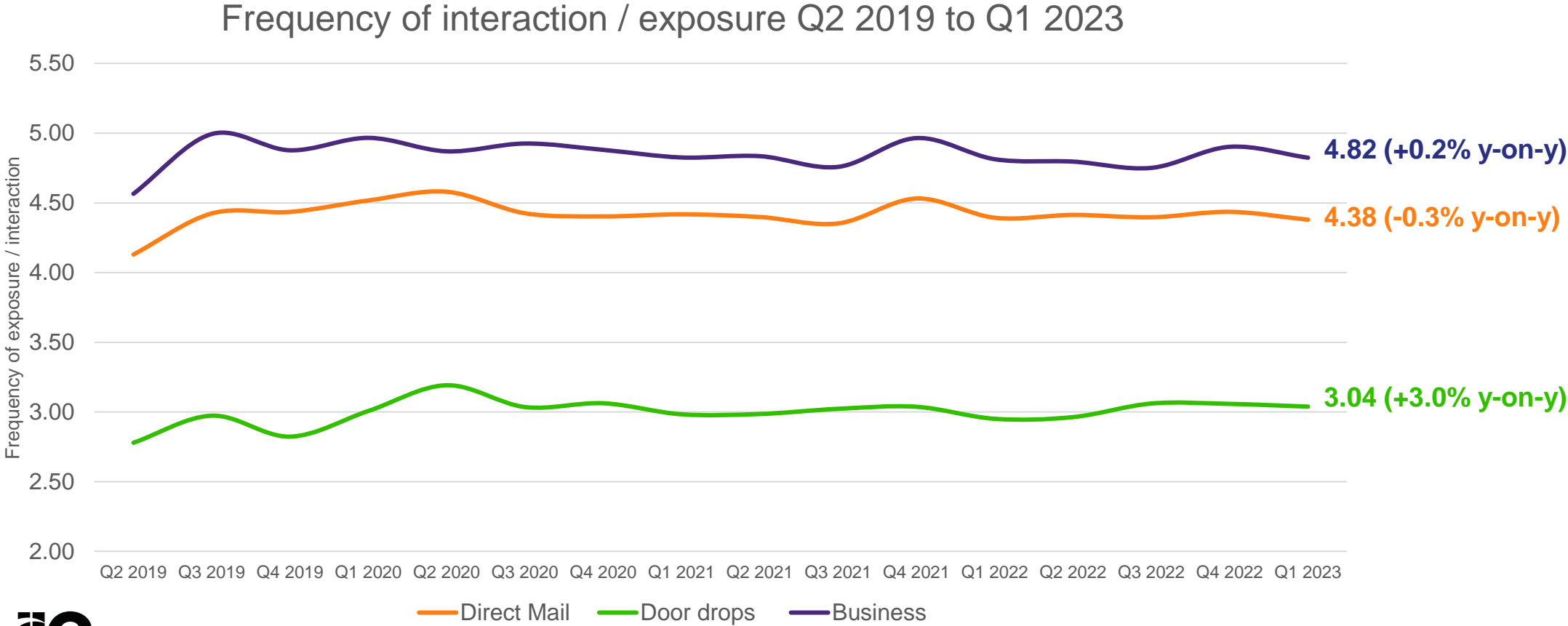
Mail open, read and retention rates continue to grow

Physical Actions (All Mail Types) % of mail items



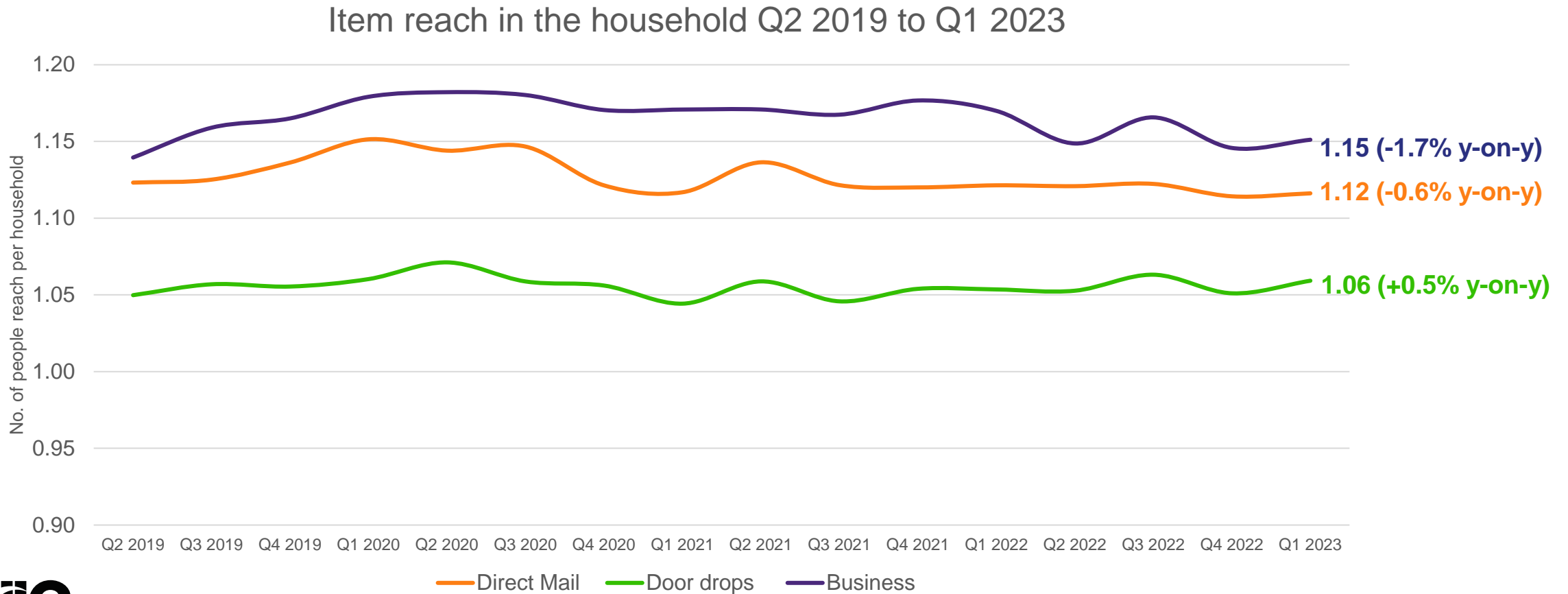
Third quarter in a row in which mail read, open and retention rates have grown year-on-year

Frequency of interaction / exposure up 3% for Door Drops year on year

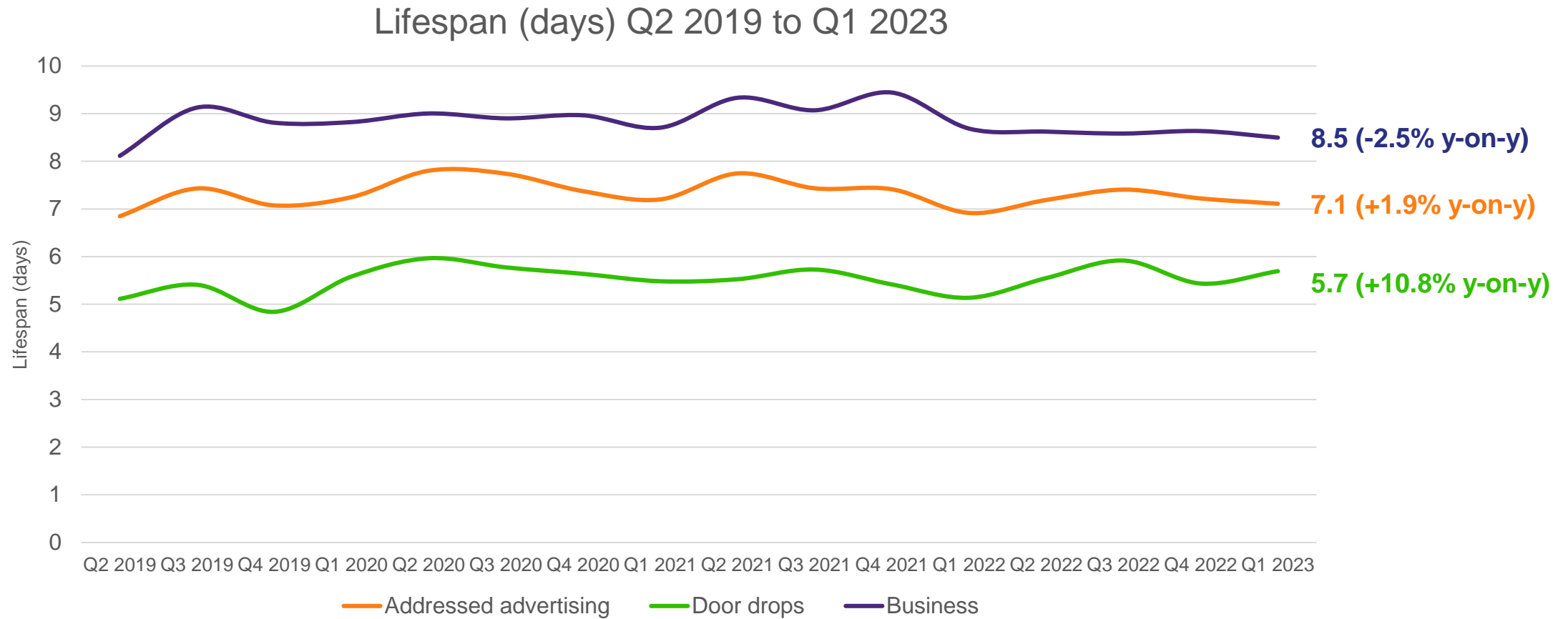


Source: JICMAIL Item Data Q2 2017 to Q1 2023 n=272,938 mail items

Mail item reach within the household fairly stable year on year

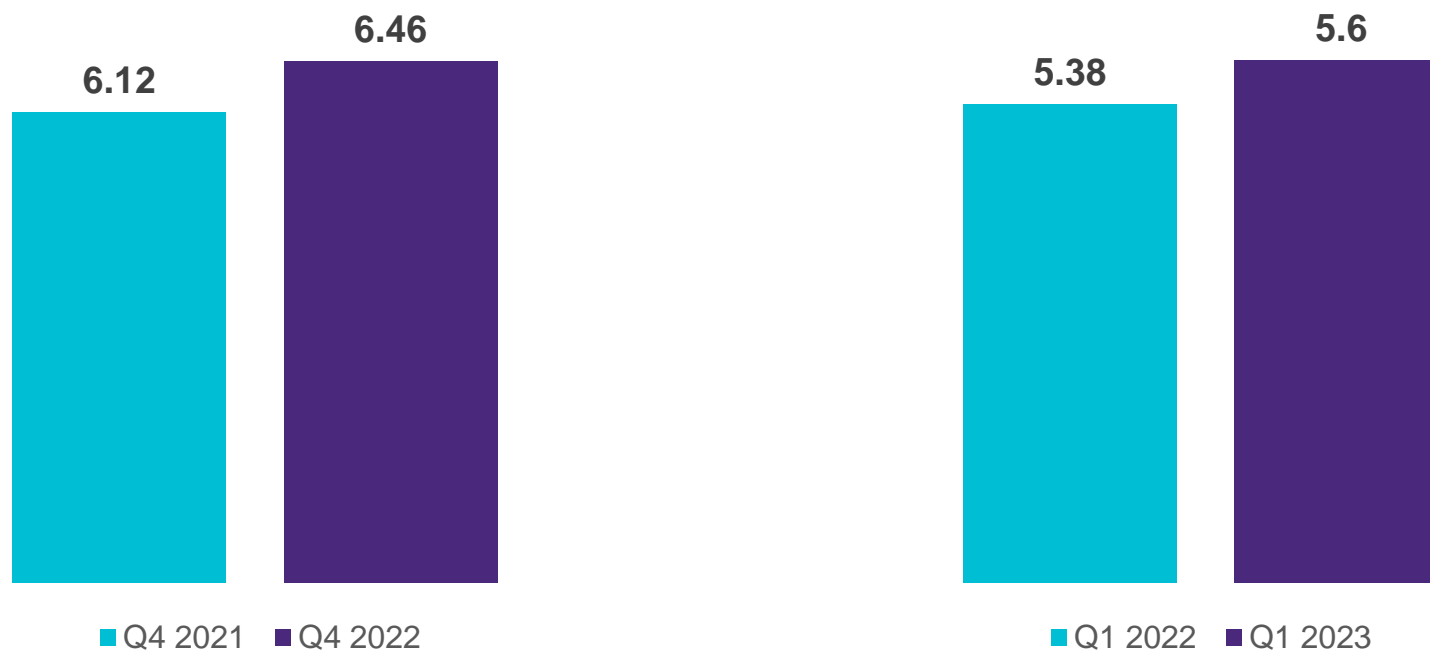


Door Drop lifespan up 11% year on year to 5.7 days

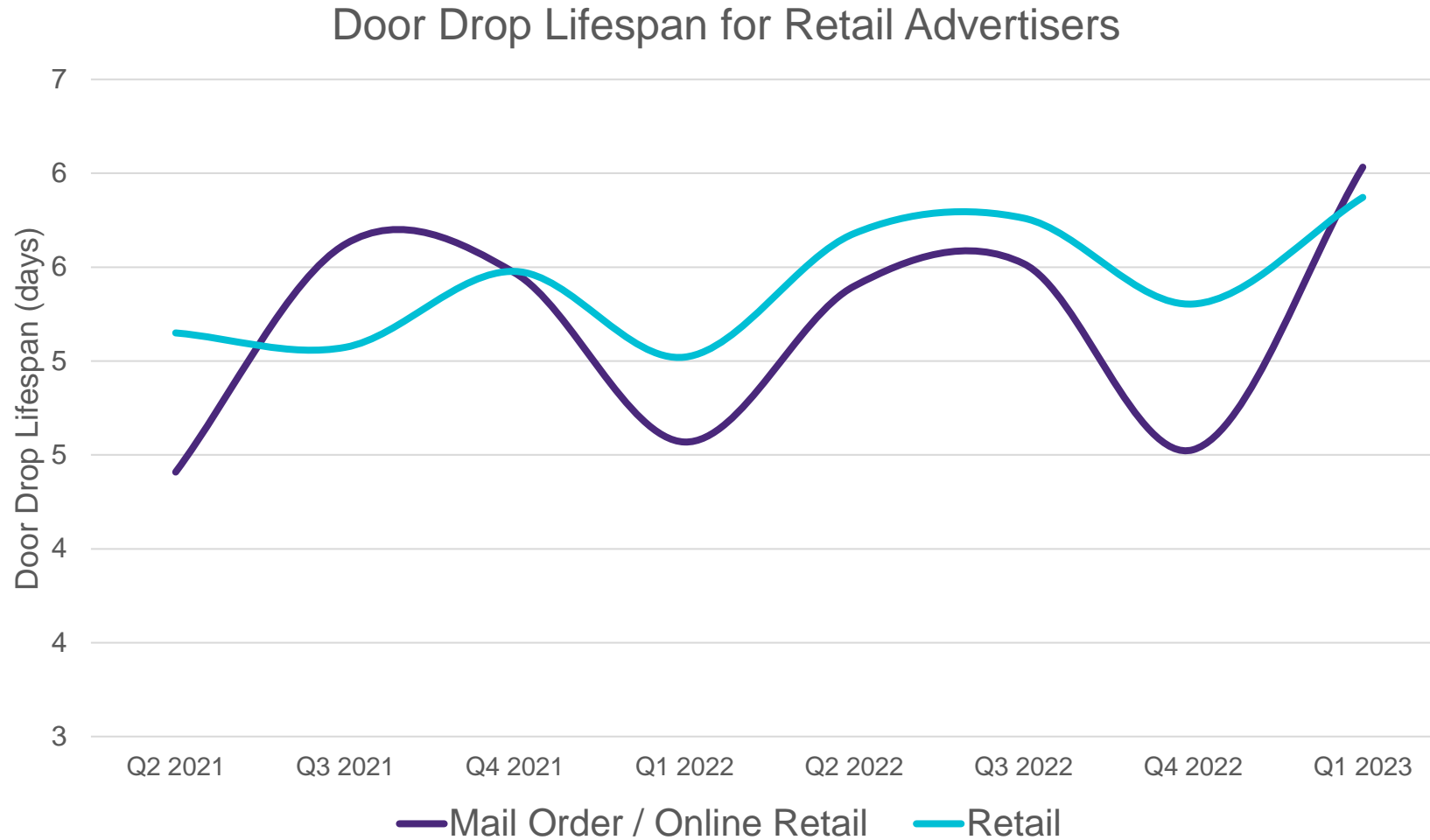


Business mail interaction rates for vouchers and coupons has increased year-on-year for the second quarter in a row

Business Mail: frequency of interaction with vouchers and coupons



The lifespan of retail and online retail Door Drops is at its highest level for two years



Mail Effectiveness

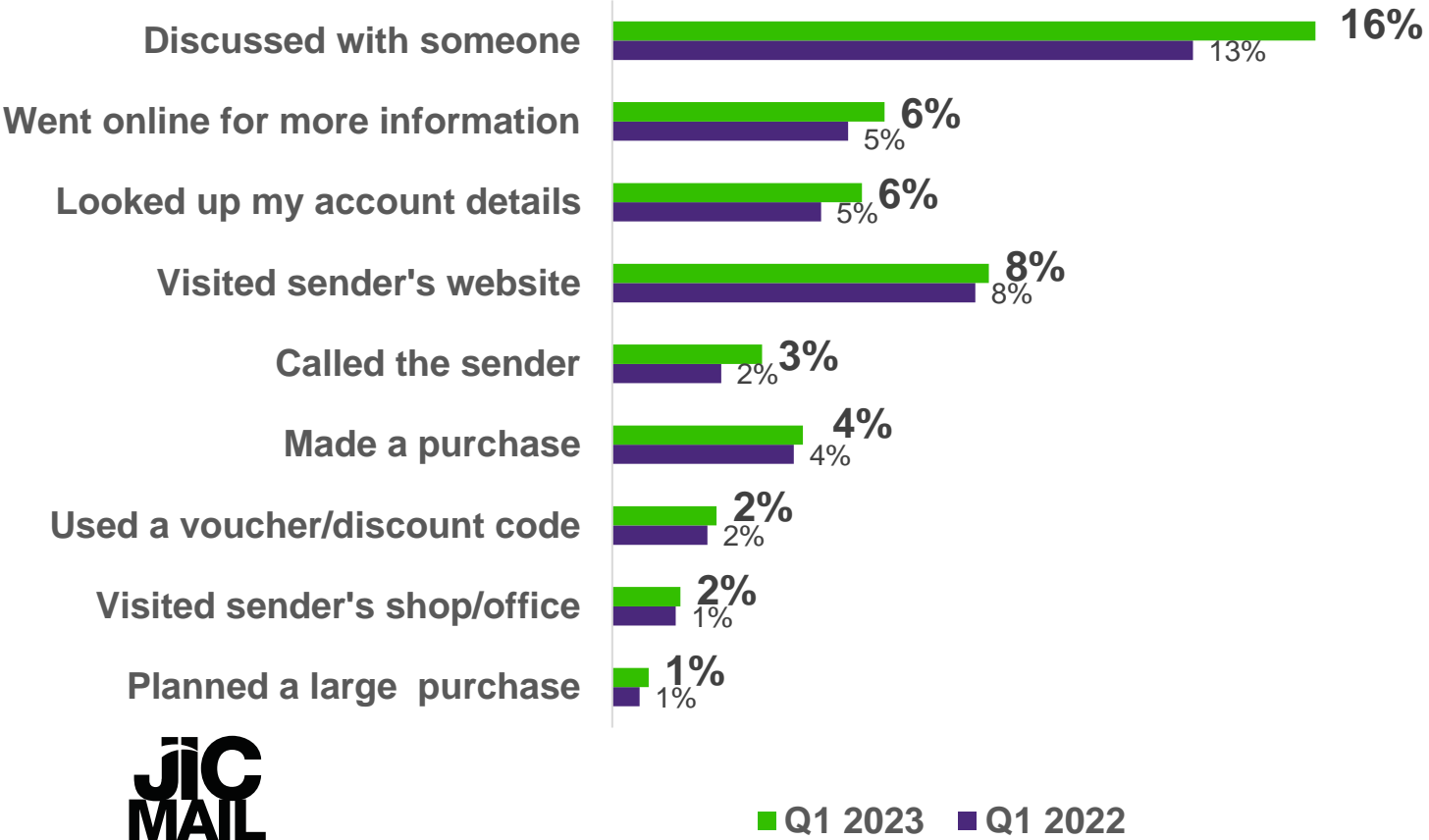
Commercial Actions



Mail Media Metrics

From conversations to conversions, there has been an increase in the full-funnel effectiveness of mail in Q1 2023

Commercial Actions (All Mail Types) % of mail items

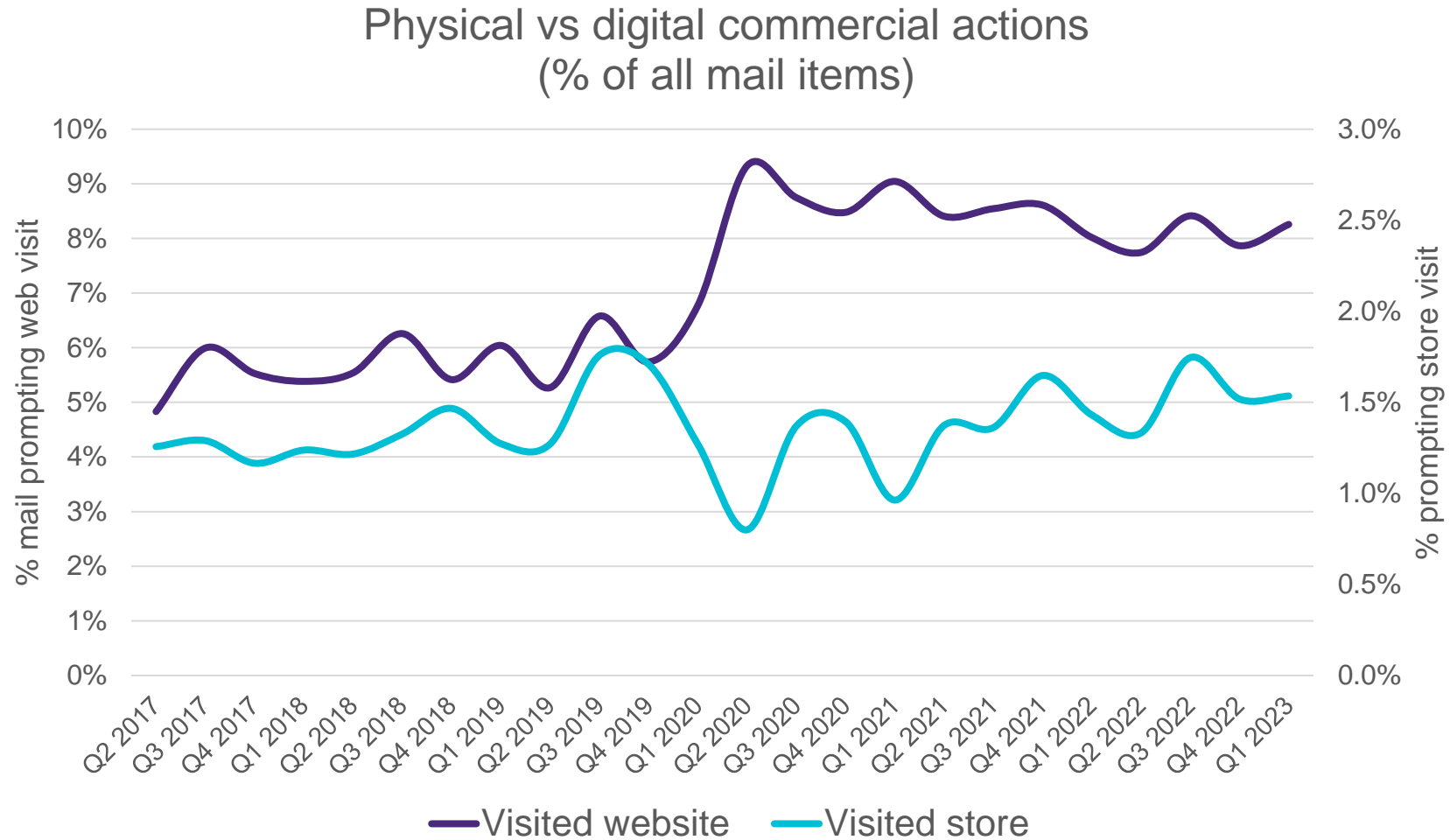


- 1. Mail prompts brand discovery through discussions and online searches.
- 2. Mail triggers customer interaction online and via telephone.
- 3. Consumer self-reported purchase rates closely align with campaign level data.



Source: JICMAIL Item Data Q1 2022 n=12,482 mail items; Q1 2023 n=11,439

Mail continues to drive both physical and digital shopper experiences



Advertiser Activity

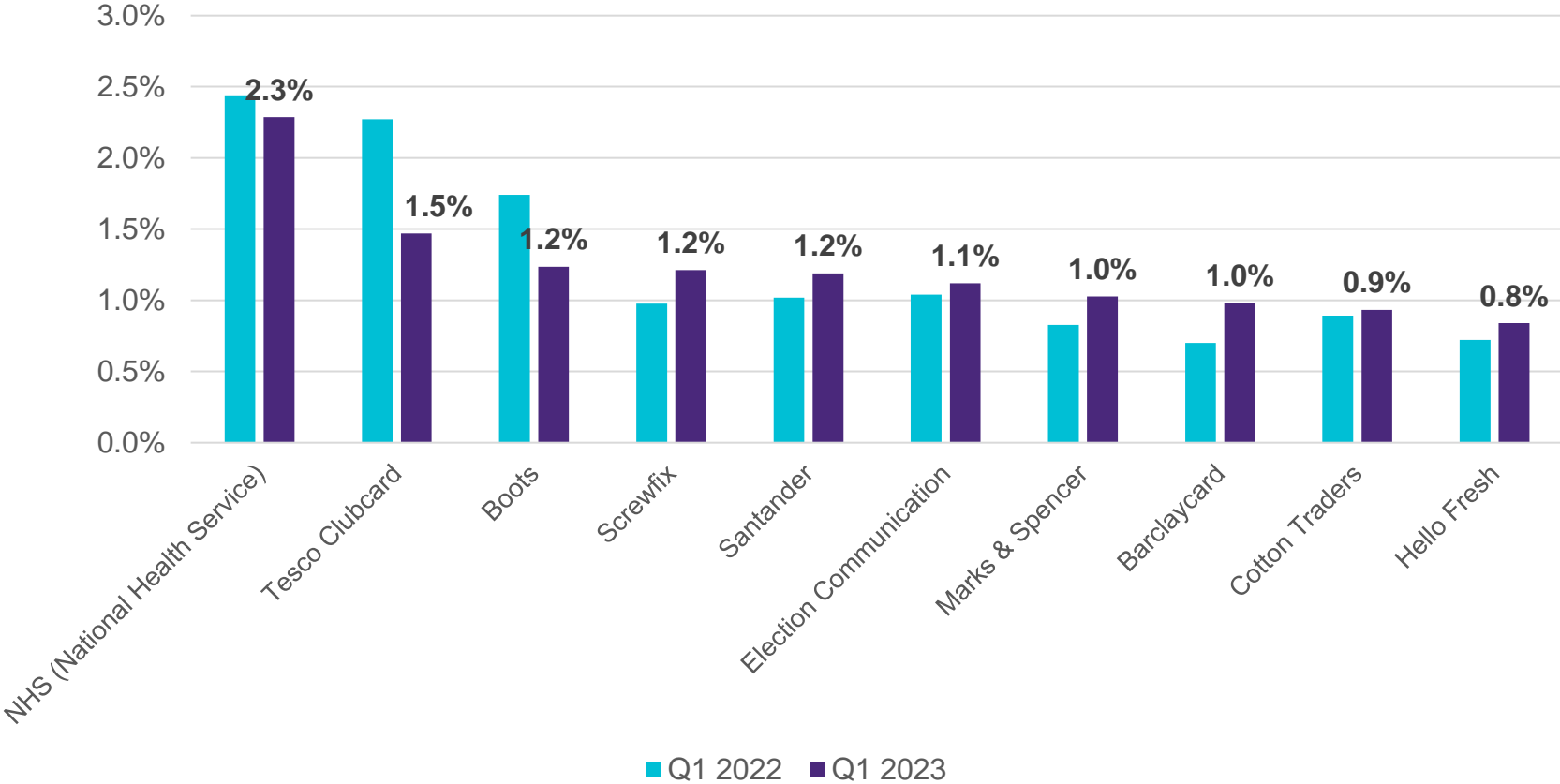
Share of Doormat



Mail Media Metrics

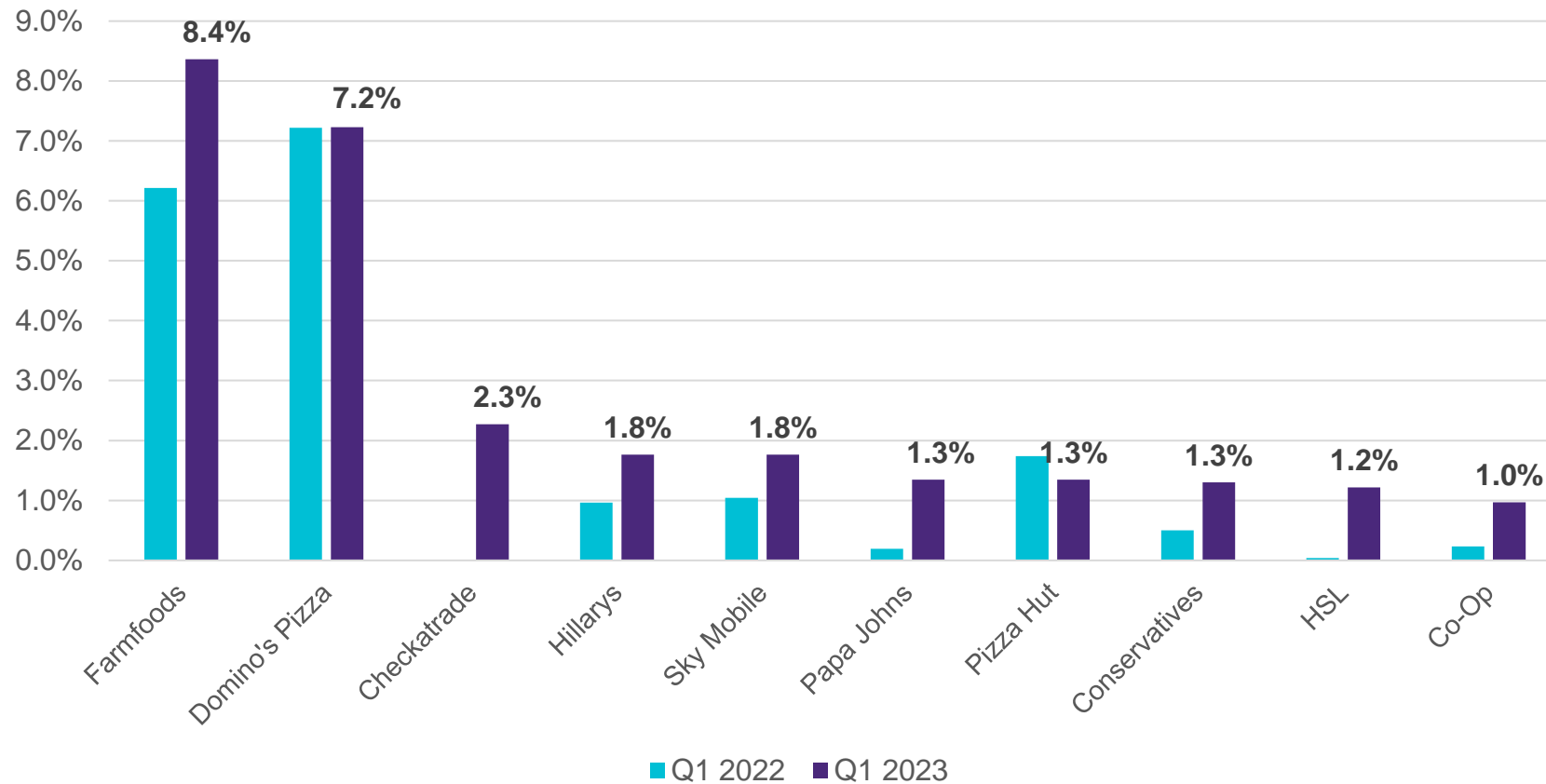
Top three Direct Mail advertisers lose share to the remainder of the top ten in Q1. Screwfix and Barclaycard make the biggest share gains

Share of Door Mat (% of DM items)
Q1 2022 vs Q1 2023



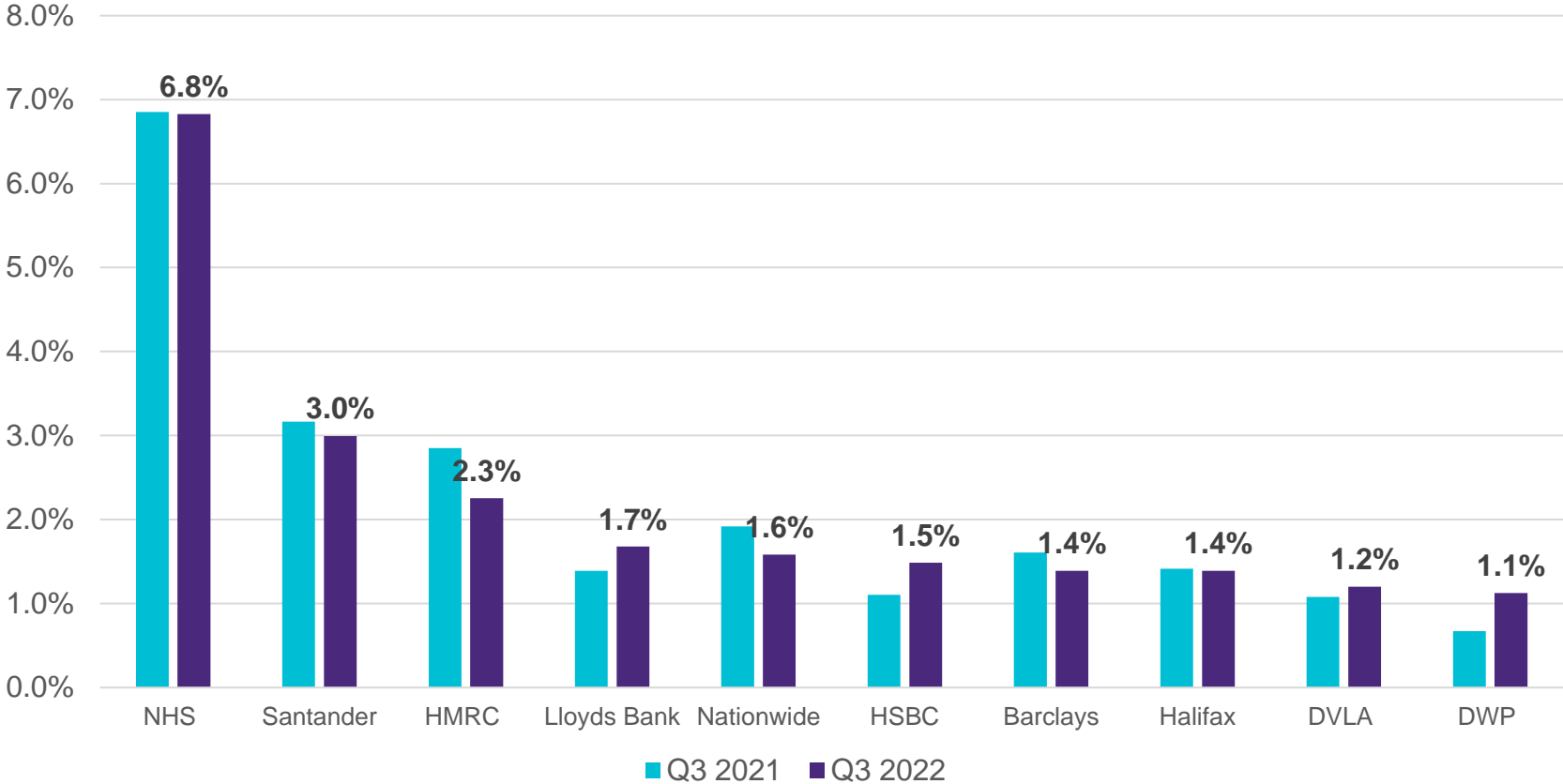
Big share gains in Door Drops for Farmfoods in Q1 along with the return of Checkatrade

Share of Door Mat (% of Door Drop items)
Q1 2022 vs Q1 2023



Business Mail share of voice tends to be much more stable year on year 17

Share of Door Mat (% of Business Mail items)
Q1 2023 vs Q1 2022



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Thanks

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 [linkedin.com/company/jicmail](https://www.linkedin.com/company/jicmail)

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