



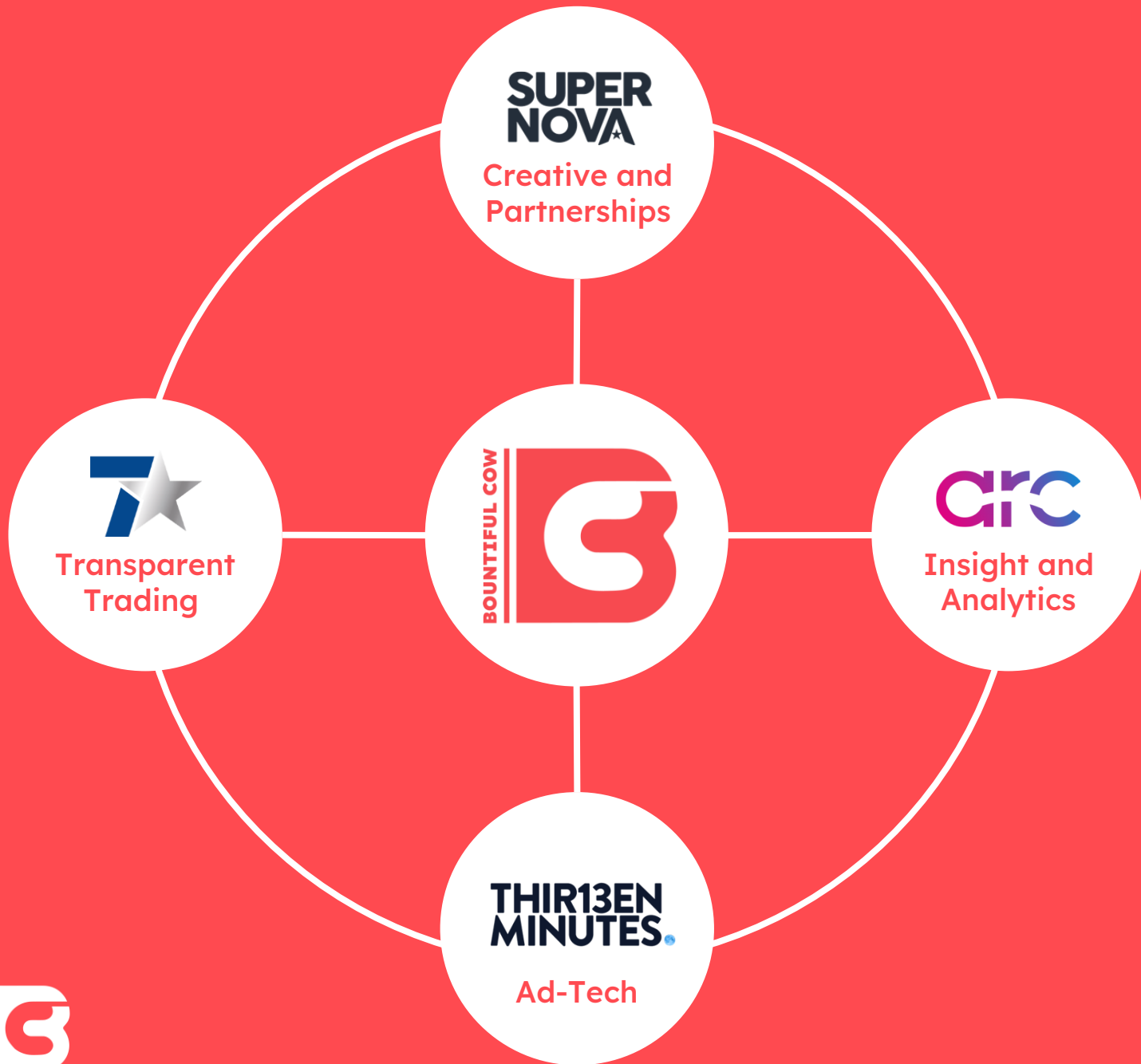


**Luke Boulton**

**Account Manager | Bountiful Cow**

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**WE ARE AN**  
**INDEPENDENT,**  
**INTERGRATED**  
**NETWORK OF**  
**SPECIALISTS FOR**  
**CHALLENGER**  
**BRANDS**

We grow challenger brands by finding the clear spaces in media, audiences, timing and culture that our competitors have missed...



RELATIVE  
ADVANTAGE



**How independent agencies find JICMail  
as the ideal tool upskill and enter the  
mail room and provide clients a more  
comprehensive strategy**



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**THE  
TRAINING  
PLATFORM**

THE TGI &  
JICMAIL  
FUSION

THE MAIL  
ITEM  
DATABASE

THE R+F  
CALCULATOR

THE ROI  
CALCULATOR

# At Bountiful Cow, we recognised the opportunity to learn and develop in a channel that clients were already exploring

JICMAIL Silver Certificate

100% COMPLETE

Introduction ✓

JICMAIL Methodology - Recap ✓

JICMAIL Methodology - Recap quiz ✓

JICMAIL Discovery - Login ✓

JICMAIL Discovery - Mail categories: Key measures quiz ✓

JICMAIL Discovery - Mail Categories: Actions quiz ✓

JICMAIL Discovery - Campaign Calculator quiz ✓

JICMAIL Discovery - Audience quiz ✓

JICMAIL Discovery - Content quiz ✓

JICMAIL Discovery - Actions quiz ✓

JICMAIL Mail Item Database ✓

## JICMAIL Methodology - Recap

Watch our Methodology video to see why JICMAIL data is gold standard, see how the data is collected and understand the key benefits of using JICMAIL data for multi-channel campaign planning.

JICMAIL Methodology  
JICMail

**JICMAIL**  
Mail Media Metrics

Gold Standard Media Measurement for Mail

stl ISBA DMC dma IPA Royal Mail

vimeo

- ✓ Learn a new channel to adopt into wider media considerations
- ✓ Embed the channel into your strategy and planning
- ✓ Upskill new starters from the get-go



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# By using JICMail in a way we were accustomed to, we were able to contextualise the use of the tools JICMail offered



51%  
FEMALE



25-34  
17% i104



35-44  
18% i104



45-54  
20% i115



55-64  
17% i115



65+  
28% i124

**A**

8% i121

**B**

21% i119

**C1**

25% i92

**C2**

18% i101

**DE**

27% i91



Source: Telmar - JICMail TGI Fusion / Audience: Homeowners aged 25+

# Delivering and understanding specialist and applied audience insights for mail in line with our process

## RETAIL DOOR DROPS:

- Avg. Frequency: **3.0**
- Likelihood to receive: **21% above average**
- **5<sup>th</sup> most likely** category of Door Drop to receive

## RETAIL DIRECT MAIL:

- Avg. Frequency: **4.0**
- Likelihood to receive: **16% above average**
- **8<sup>th</sup> most likely** category of Door Drops to receive

**8%**

more likely  
to be aged  
50+  
(Homeowners)

**56%**

of  
household  
admins  
aged 50+

**38%**

Household  
size of 2  
(25+ Homeowners)

**52%**

Household  
tenure of  
10+ years  
(25+ Homeowners)



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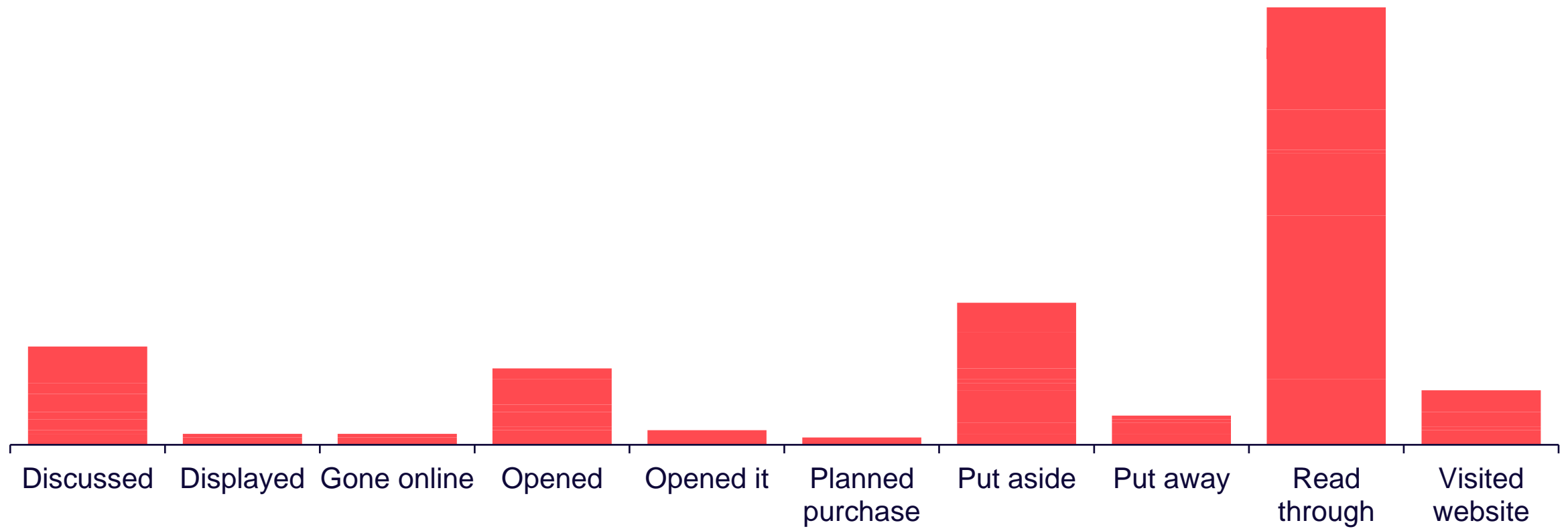
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# Relative Advantage is underpinned by quality and granular competitor insights

**50%** Read through the mail item

Men are almost **3x more likely** react with a commercial actions



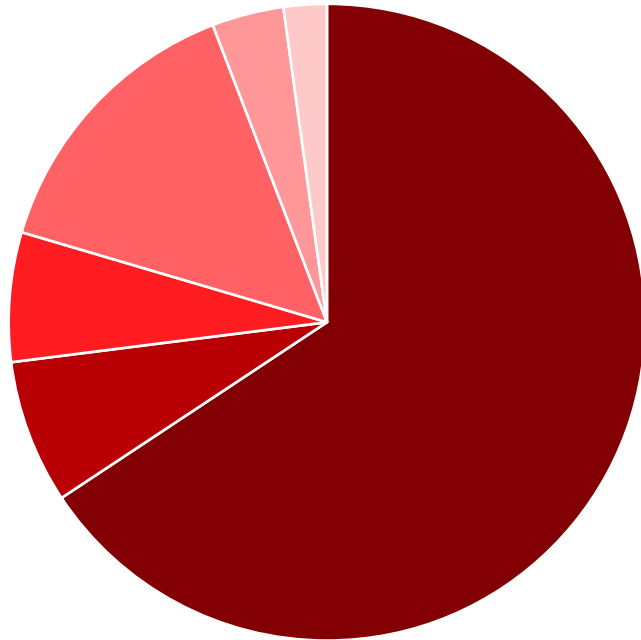
Action completed after receiving a mail item



Source: JICMail Discovery

# We use these competitor insights to identify where the clear space is and where the market is neglecting

**67%** of the category only include information about the product/service



- Information about products/services
- Information about products/services with contact details
- Information about products/service with special offers or discounts
- Information about products/services with special offers or discounts and sender's contact details
- Sender's contact details
- Vouchers/coupons



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# R+F Calculations Addressed Mail

## TIER 1 - £17,500 - ADDRESSED MAIL

**1.14**

Item  
Reach

**3.8**

Avg.  
Freq.

**7.72**

Lifespan

**405,240**

Campaign  
Reach

**1.54M**

Campaign  
Impacts

**117,150**

Item Driving  
Commercial Actions

**735,690**

Commercial Item  
Impacts

**48%**

Commercial  
Item Imp Rate

## TIER 2 - £35,000 - ADDRESSED MAIL

**1.14**

Item  
Reach

**3.8**

Avg.  
Freq.

**7.72**

Lifespan

**776,235**

Campaign  
Reach

**2.95M**

Campaign  
Impacts

**224,400**

Item Driving  
Commercial Actions

**1,409,210**

Commercial Item  
Impacts

**48%**

Commercial  
Item Imp Rate

# R+F Calculations Door Drops



# R+F Calculations Addressed Mail



# R+F Calculations Door Drops

## TIER 1 - £17,500 - DOOR DROPS

**1.06**  
Item  
Reach

**3.2**  
Avg.  
Freq.

**4.97**  
Lifespan

**301,816**  
Campaign  
Reach

**954K**  
Campaign  
Impacts

**25,659**  
Item Driving  
Commercial Actions

**130,076**  
Commercial Item  
Impacts

**14%**  
Commercial  
Item Imp Rate

## TIER 2 - £35,000 - DOOR DROPS

**1.06**  
Item  
Reach

**3.2**  
Avg.  
Freq.

**4.97**  
Lifespan

**620,717**  
Campaign  
Reach

**1.96M**  
Campaign  
Impacts

**52,770**  
Item Driving  
Commercial Actions

**267,514**  
Commercial Item  
Impacts

**14%**  
Commercial  
Item Imp Rate





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# Provide clients higher-level business insights with flexibility and tailored specificity

	Direct Mail	Door Drops
TIER 1	16.49 ROI	1.66 ROI
TIER 2	17.47 ROI	1.7 ROI

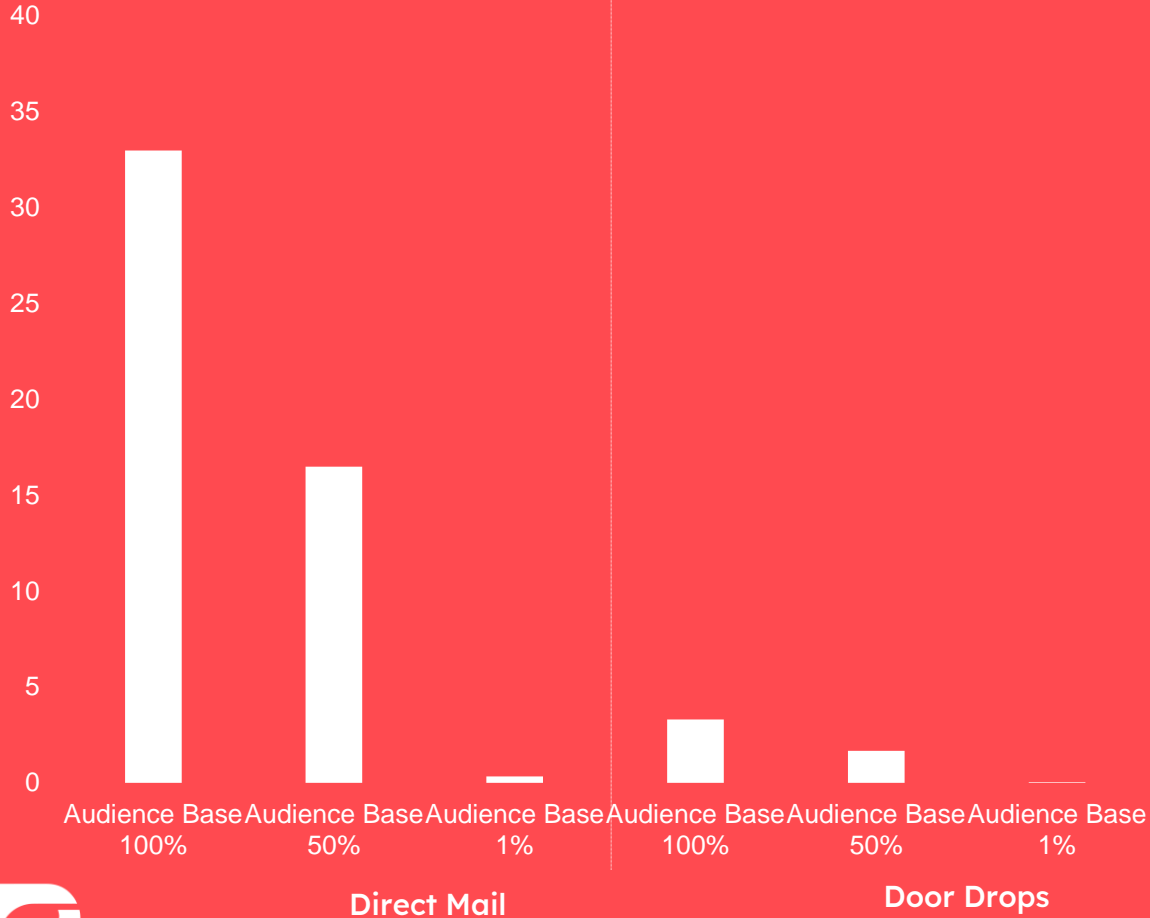
All calculated with an assumed audience awareness base of 50%



# Looking with as much level as detail as we need for the varying scenarios

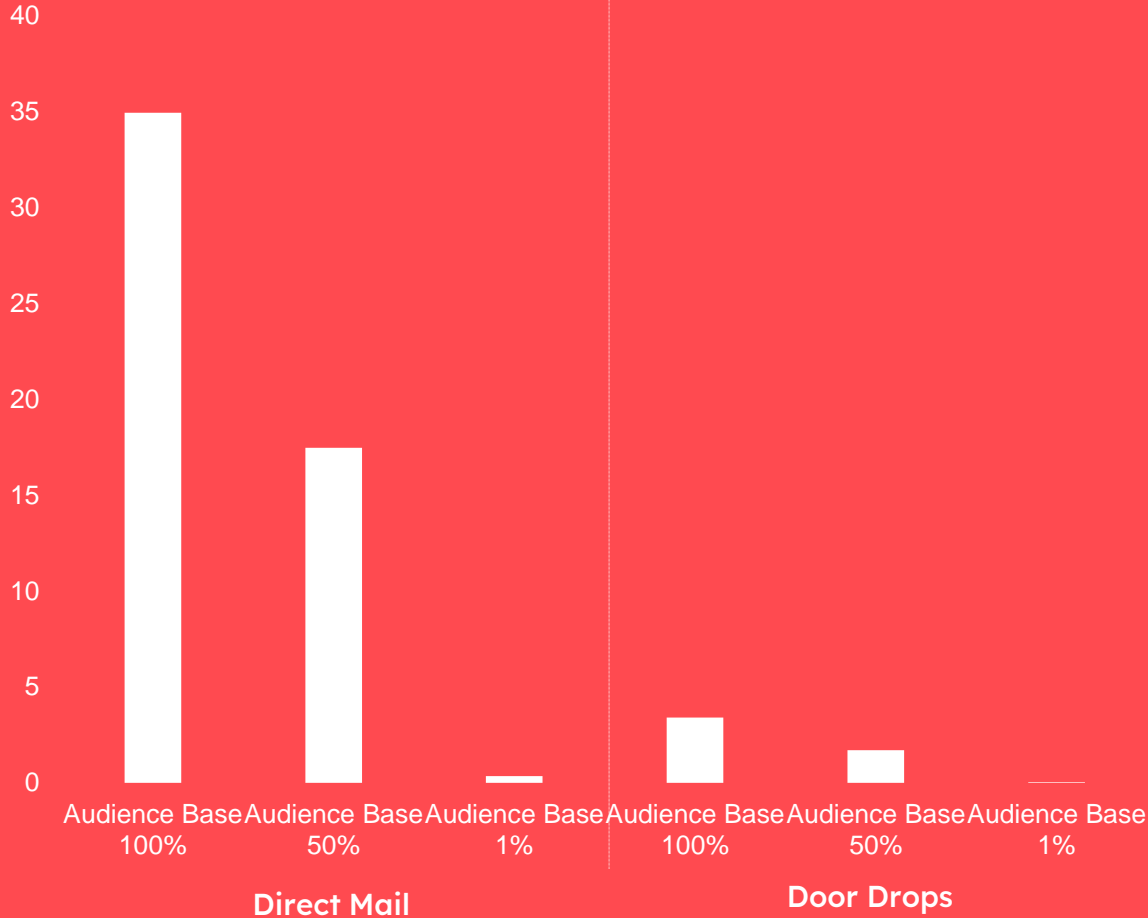
Tier 1 - £17,500

■ ROI-A



Tier 2 - £35,000

■ ROI-A



Source: JICMail ROI Calculator (Sept 2023) – Awareness levels 100% / 50% / 1%

- ✓ Having more fruitful, better conversations
- ✓ Confidence in the subject matter
- ✓ Providing clients comprehensive media strategies
- ✓ Combatting the siloing of any media channels
- ✓ Avoiding the potential for media bias
- ✓ Upskilling to eventually activate frequent mail campaigns





**THANK YOU**

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