A/B Testing Scenarios for Mail
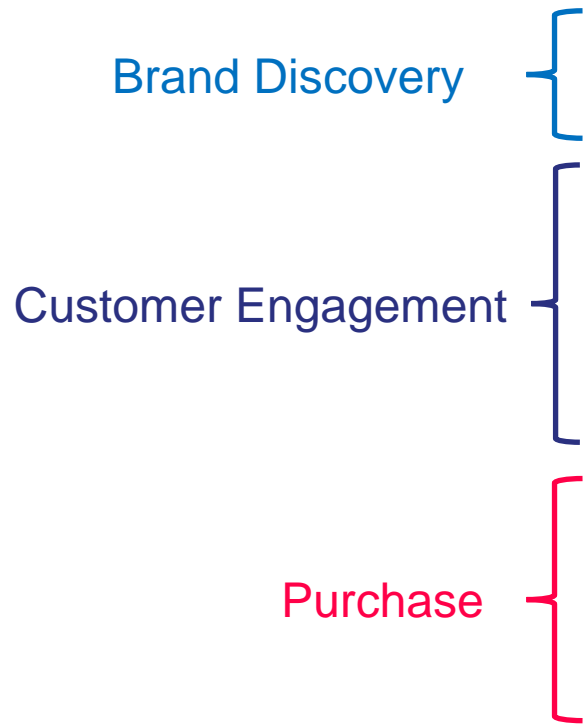
Test and Learn
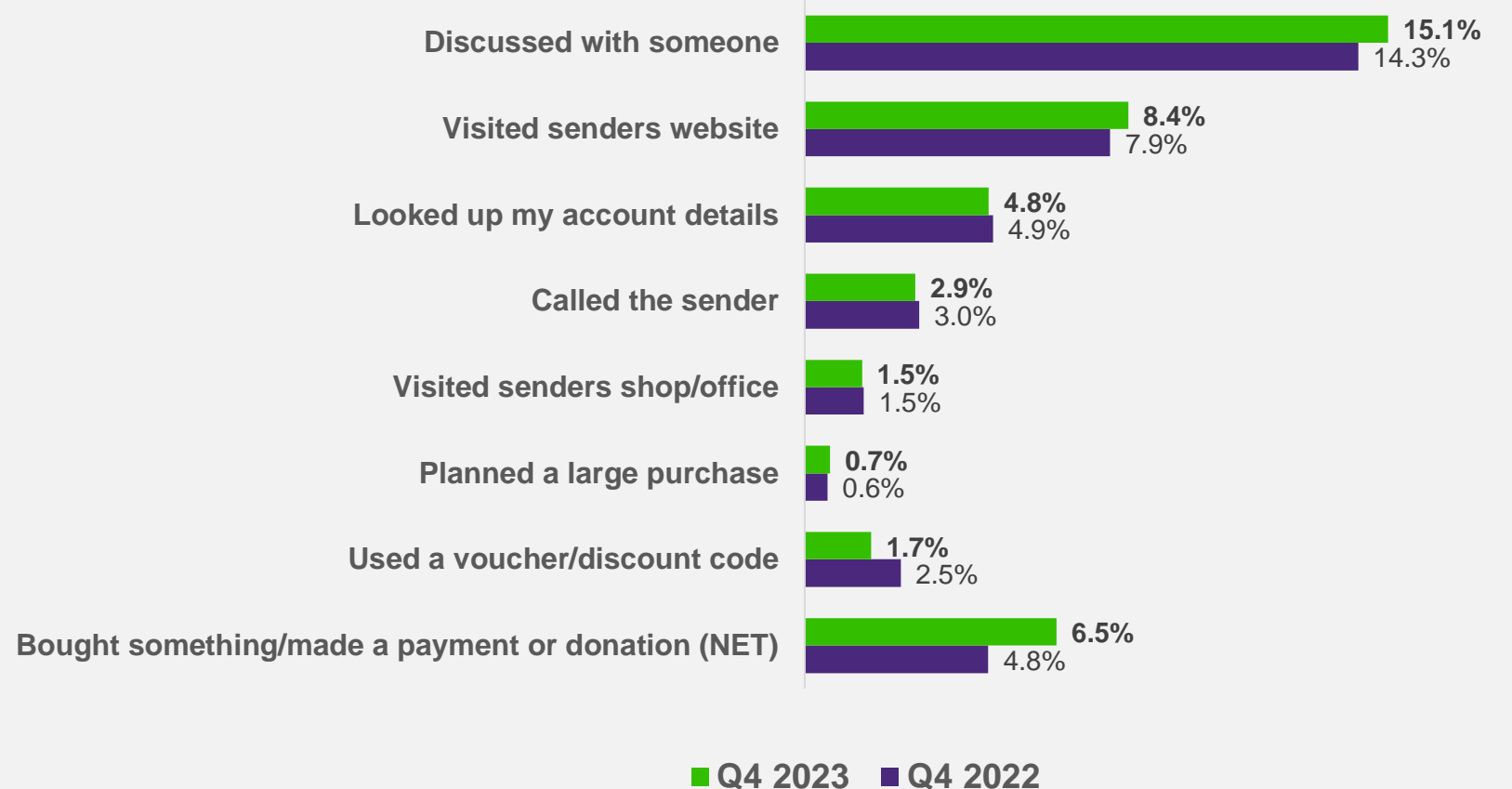
JIC MAIL

Mail Media Metrics

JICMAIL measures the commercial impact of mail throughout the customer journey

Brand Discovery

Customer Engagement

Purchase

Commercial Actions (All Mail Types) % of mail items

Action	Q4 2023	Q4 2022
Discussed with someone	**15.1%**	14.3%
Visited senders website	**8.4%**	7.9%
Looked up my account details	**4.8%**	4.9%
Called the sender	**2.9%**	3.0%
Visited senders shop/office	**1.5%**	1.5%
Planned a large purchase	**0.7%**	0.6%
Used a voucher/discount code	**1.7%**	2.5%
Bought something/made a payment or donation (NET)	**6.5%**	4.8%

■ **Q4 2023** ■ **Q4 2022**

Source: JICMAIL Item Data Q4 2022 n=10,395 mail items; Q4 2023 n=10,083

Testing different mail content and audience targeting scenarios will enable commercial impact to be optimised

A/B Testing Checklist

100,000 mail items

A:75% [No Vouchers] **CONTROL**

B: 25% [Vouchers] **CHALLENGER**
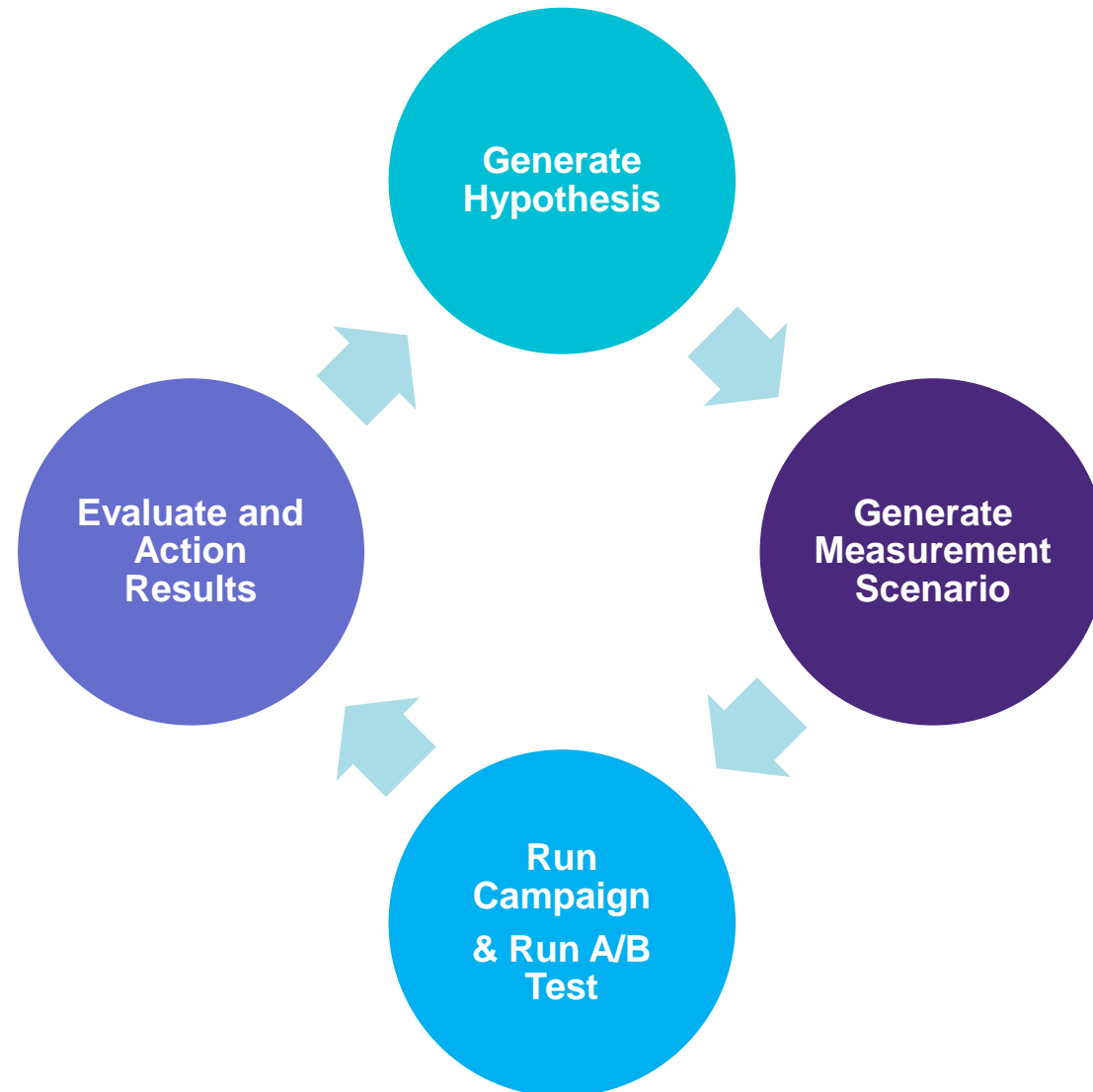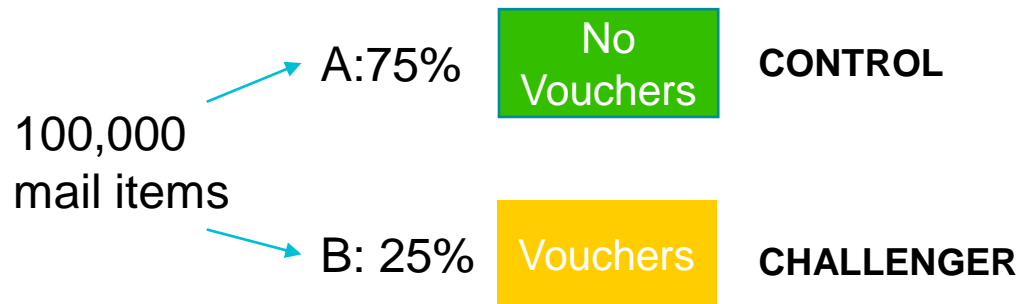
✓ Minimise noise from other channels

✓ Pick one variable to test

✓ Keep all other variables the same

✓ Identify a goal

✓ Pick a control scenario and pick a challenger scenario

✓ Assign distribution between control and challenger

✓ Determine sample sizes

✓ Decide how significant results need to be

✓ Only run one test at a time on the same campaign

✓ Test both variations simultaneously

✓ Decide on implications of results

✓ Take action based on results

JIC MAIL
Mail Media Metrics

A/B Testing

Content Testing Scenarios

JIC MAIL

Mail Media Metrics

Objective: Brand Discovery

Scenario A Content

Scenario B Content

% action rate

% action rate

Product / Service Info	**16%**

Product / Service Info	**29%**

+

Specific Event Info

Relate messaging to seasonal events
Relate to topical events
Invite to specific brand events

+81%
Performance uplift

JIC MAIL
Mail Media Metrics

Brand Discovery = visit brand website or have a conversation about brand
Action Rate = % of mail items driving any of these actions

Scenario A Content

Scenario B Content

% action rate

% action rate

Product / Service Info

5%

Product / Service Info

29%

x6

Performance uplift

+

Notification / Reminder

Service needs renewing
Special offer needs taking up
Reminder to get ready for seasonal event (e.g. holiday)

JIC MAIL
Mail Media Metrics

Customer Engagement = look up account details, go in store or call advertiser
Action Rate = % of mail items driving any of these actions

Scenario A Content

Scenario B Content

% action rate

% action rate

Product / Service Info	**3%**

QR Code	**6%**

Link to app download
Link to offers on brand website
Link to contact details

100%
Performance uplift

JIC MAIL
Mail Media Metrics

Digital Engagement = download or use app, email sender, look up account details
Action Rate = % of mail items driving any of these actions

Objective: Conversion

Scenario A Content

Scenario B Content

% action rate

% action rate

Product / Service Info	**4%**

Product / Service Info	**10%**

+

Vouchers

Vouchers to target acquisitions
Vouchers to retain existing customers
Vouchers to encourage a high Average Order Value

x2.5
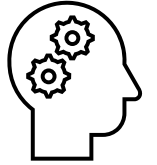**Performance uplift**

Conversion = purchase online or in store
Action Rate = % of mail items driving any of these actions

A/B Testing

Audience Testing Scenarios

JiC MAIL

Mail Media Metrics

Objective: Brand Discovery

Scenario A Target

Scenario B Target

% action rate

% action rate

65+ Year Olds	**16%**

25 to 64 Year Olds	**22%**

+37%
Performance uplift

Younger audiences engage with mail
Mail can fulfil broad and narrow targeting

Brand Discovery = visit brand website or have a conversation about brand
Action Rate = % of mail items driving any of these actions

Objective: Customer Engagement

Scenario A Target

Scenario B Target

% action rate

% action rate

Existing Customers	**13%**

Existing Customers	**15%**

+

Social Grade A

A more up-market segment of existing customers

+15%
Performance uplift

JiC MAIL
Mail Media Metrics

Customer Engagement = look up account details, go in store or call advertiser
Action Rate = % of mail items driving any of these actions

Objective: Digital Engagement

Scenario A Target

Scenario B Target

% action rate

% action rate

| Comfortable Communities ACORN group | **5%** | | Financially Stretched ACORN group | **7%** | **+40%** |

+40%
Performance uplift

Encouraging engagement from vulnerable audiences

Digital Engagement = download or use app, email sender, look up account details
Action Rate = % of mail items driving any of these actions

Objective: Conversion

Scenario A Target

Scenario B Target

% action rate

% action rate

City Prosperity
MOSAIC group

3%

Family Basics
MOSAIC group

5%

Widen the net beyond high net worth targets

+67%
Performance uplift

Conversion = purchase online or in store
Action Rate = % of mail items driving any of these actions