

JICMAIL Response Rate Tracker

2024 Update

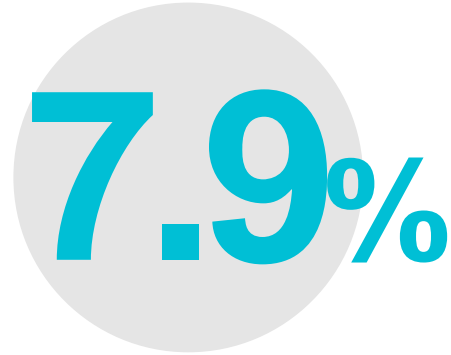
March 2024

**JIC
MAIL**

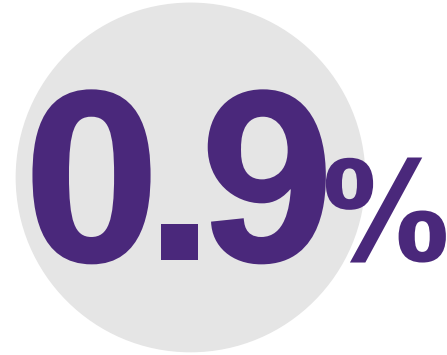
Mail Media Metrics



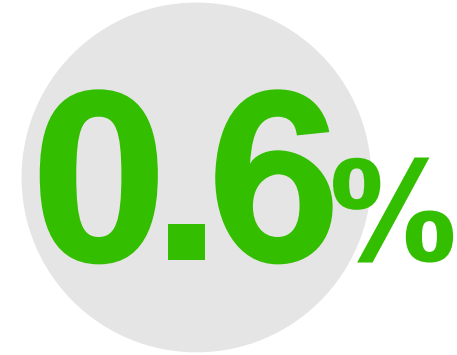
Response Rate Tracker headlines



**Warm Direct Mail
average response
rate**



**Cold Direct Mail
average response
rate**



**Door Drops average
response rate**

Why accurate response benchmarks are more important than ever

RESEARCHLIVE

NEWS 12 MAY 2023

MARKETING EFFECTIVENESS DROPS ALMOST TWO-THIRDS IN TWO YEARS

NEWS TRENDS UK

f t in e p s

UK – Short-term performance marketing effectiveness has fallen 62% over the past two years, according to the Data & Marketing Association (DMA).

The image is a screenshot of a news article from ResearchLive. At the top left is the 'RESEARCHLIVE' logo. To the right are search and menu icons. Below the logo is the text 'NEWS 12 MAY 2023'. The main headline is 'MARKETING EFFECTIVENESS DROPS ALMOST TWO-THIRDS IN TWO YEARS'. Underneath the headline are three category tags: 'NEWS', 'TRENDS', and 'UK'. A row of social media sharing icons follows: Facebook, Twitter, LinkedIn, Email, Print, and WhatsApp. Below the icons is a text snippet: 'UK – Short-term performance marketing effectiveness has fallen 62% over the past two years, according to the Data & Marketing Association (DMA)'. At the bottom of the article preview is a decorative image showing a person's hand holding a magnifying glass over a laptop screen with a mail icon.

What the Response Rate Tracker is used for



Benchmarking

Assess the performance of past campaigns against benchmarks from the same industry sector.



Target Setting

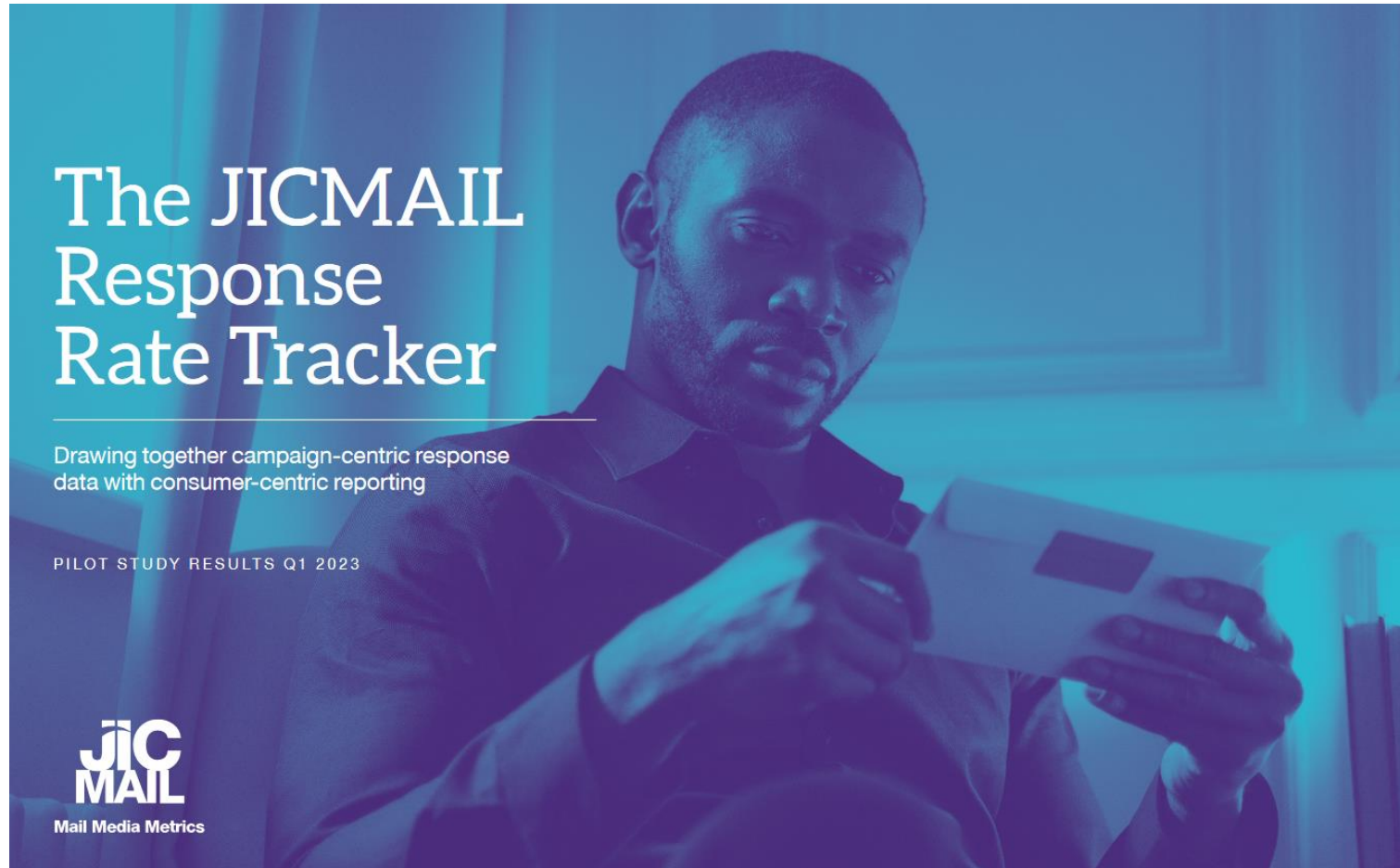
Set realistic performance targets for upcoming campaigns by introducing more accurate inputs into business forecasting models.



Validating

Compare self-reported JICMAIL panel data to campaign-level performance benchmarks.

Building upon the 2023 pilot study



Thirteen participating organisations



Anonymous campaign level data gathered by JICMAIL, including the following details...

1. ANONYMOUS ADVERTISER DETAILS

Industry Sector

Product Level

2. MAIL DETAILS

Mail Type

B2B or B2C

Cold or Warm

Brand or Response

3. CAMPAIGN DETAILS

Start and End Date

Volumes

Burst / Repeat?

Budget

4. RESPONSE DATA

Response Metric Measured

Response Rate

CPA and AOV*

ROI*



Mail Media Metrics

* not reported for all campaigns

Campaign data vs JICMAIL panel data

2,341
campaigns measured

CAMPAIGN CENTRIC

CONSUMER CENTRIC

JICMAIL
Response Rate
Tracker

JICMAIL
Panel
Data

Direct advertiser
measured response
rates

Self-reported
consumer response
rates

Measured through
matchback, unique
tracking code and test
and control techniques

Measured through
panellist completion of
diary based app over 28
days

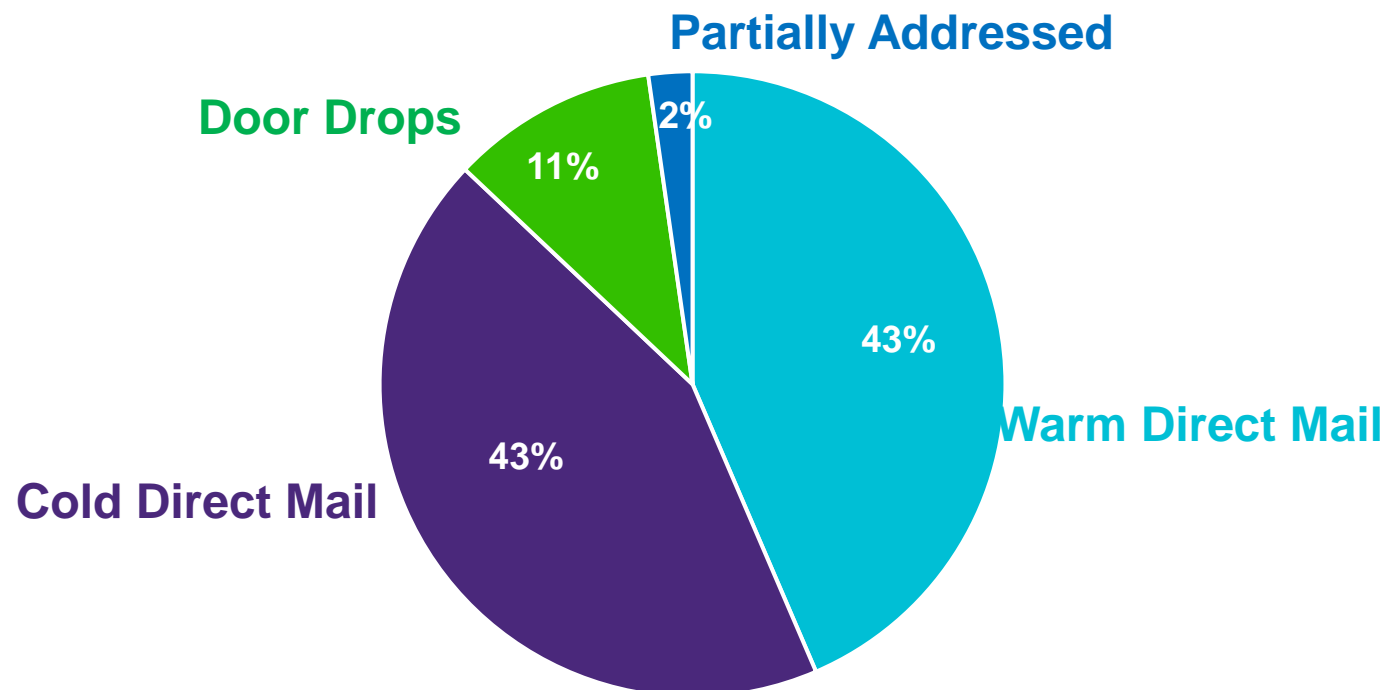
Used for benchmarking
campaign performance
and predicting campaign
outcomes

Used for pitching,
planning and campaign
measurement, along with
competitor analysis



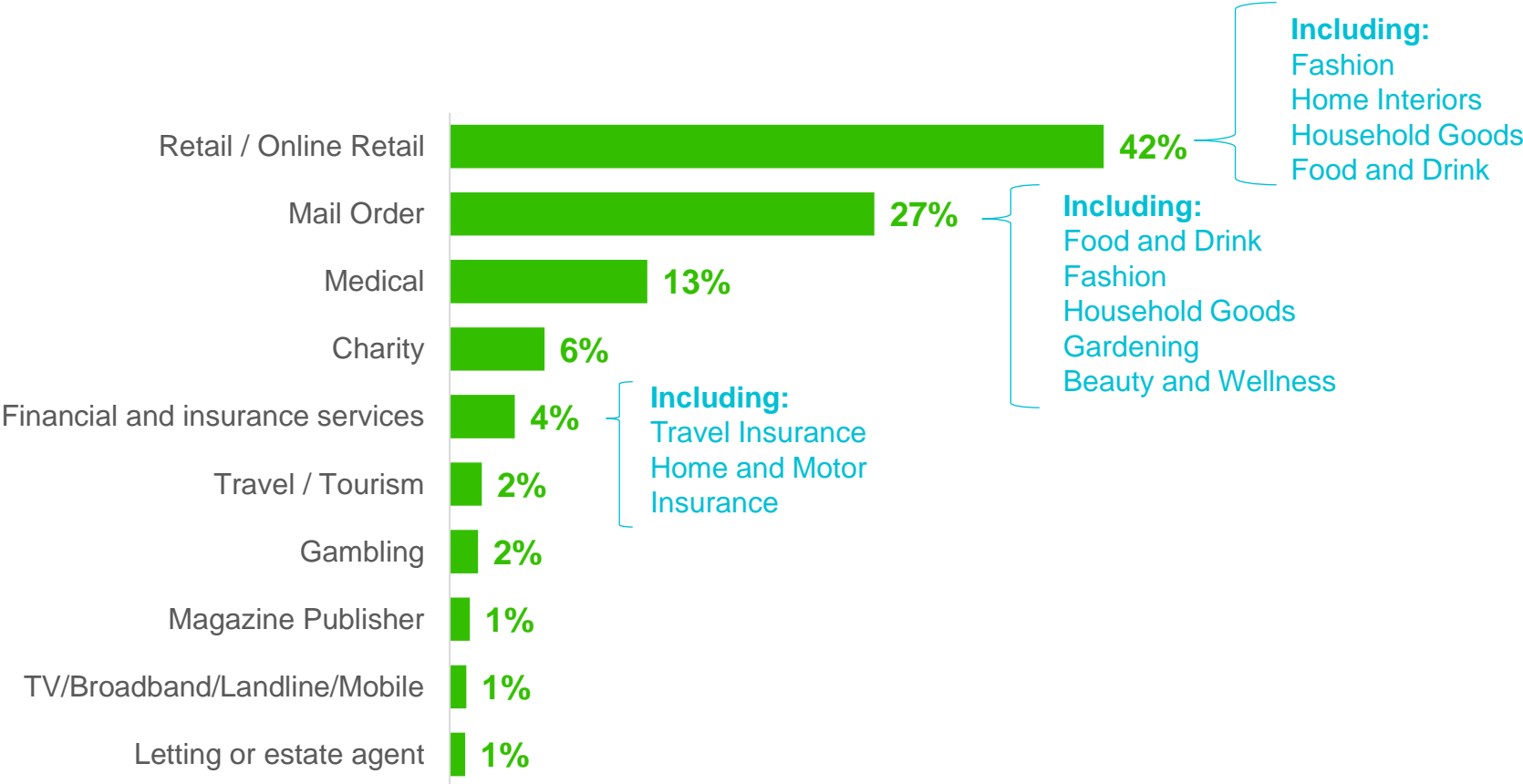
Even split between warm and cold DM. Door Drop data now available

Mail Type Profile
(% of campaigns)

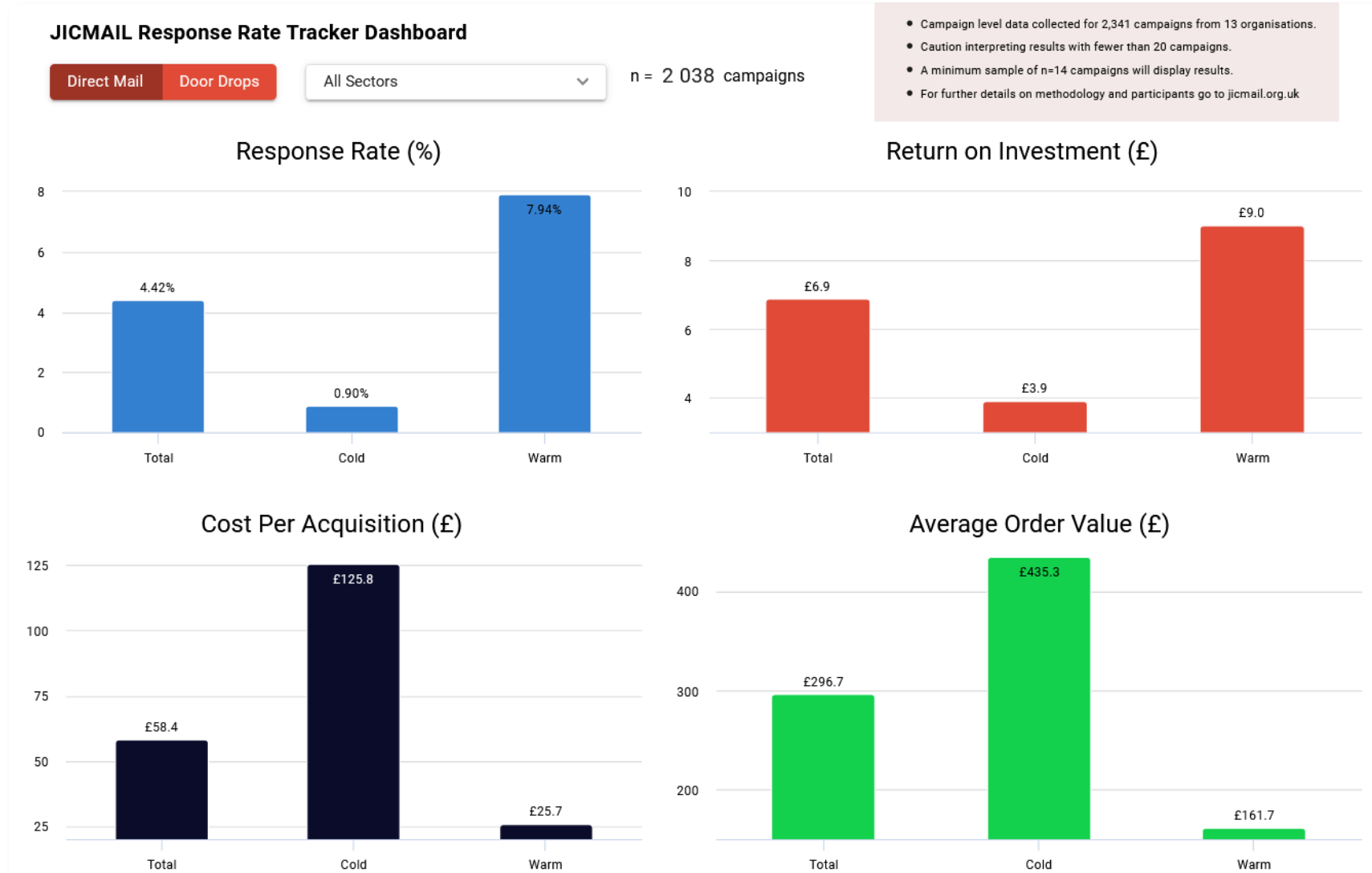


Two thirds are retail / mail order campaigns

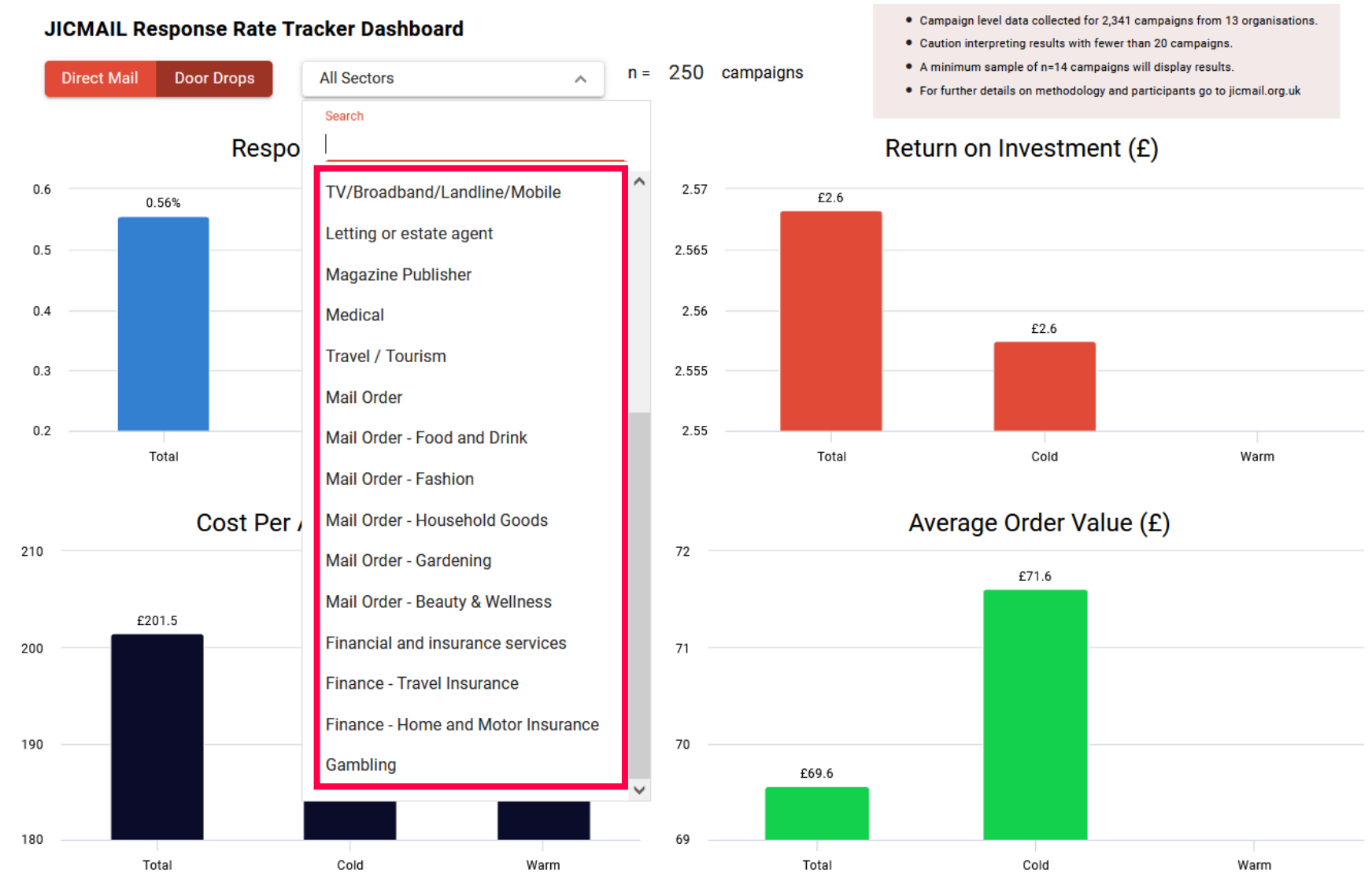
Campaigns by Sector (% of campaigns)



Interactive results dashboard now available to JICMAIL Discovery users



Twenty-two sectors / product levels available



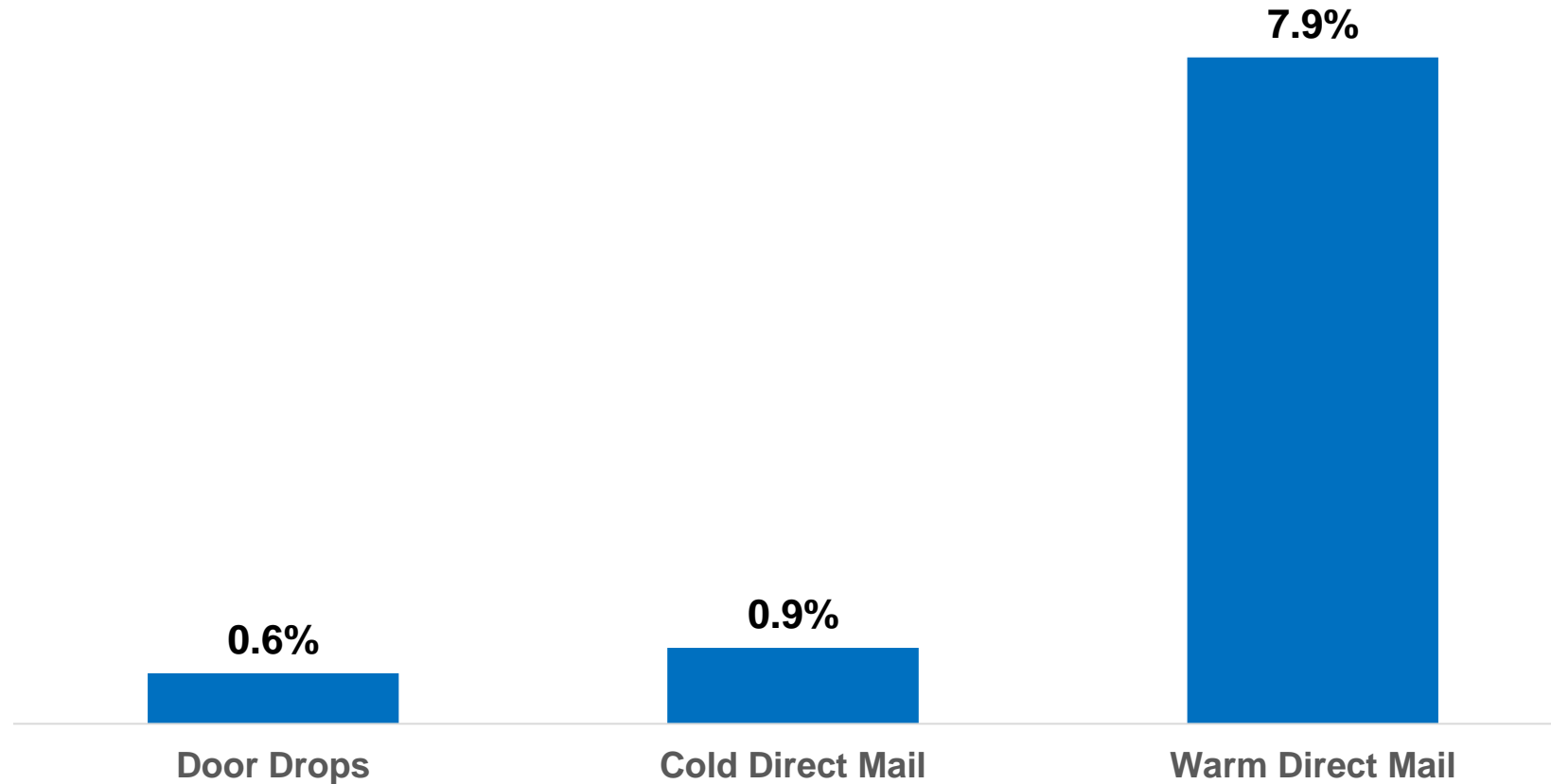
Response Rate benchmarks



Mail Media Metrics

Response Rates for Warm & Cold DM and Door Drops

Response Rate by Mail Type (% of campaigns)



Benchmarks available across 10+ industry sectors

	Cold DM	Warm DM	Door Drops
TV/Broadband/Landline/Mobile	-	-	0.22%
Retail / Online Retail	1.04%	3.52%	2.98%
Mail Order	1.03%	7.38%	0.24%
Charity	0.87%	-	0.37%
Financial and insurance services	0.70%	-	-
Medical	0.52%	25.89%	-
Travel / Tourism	0.25%	-	-
Gambling	-	-	0.10%
Magazine Publisher	-	7.41%	0.06%
Letting or estate agent	-	-	0.02%



Please Note: Benchmarks are only displayed for individual sectors and metrics with a minimum sample size of 14 campaigns. For further sample size details, refer to the [Response Rate Track Dashboard](#)

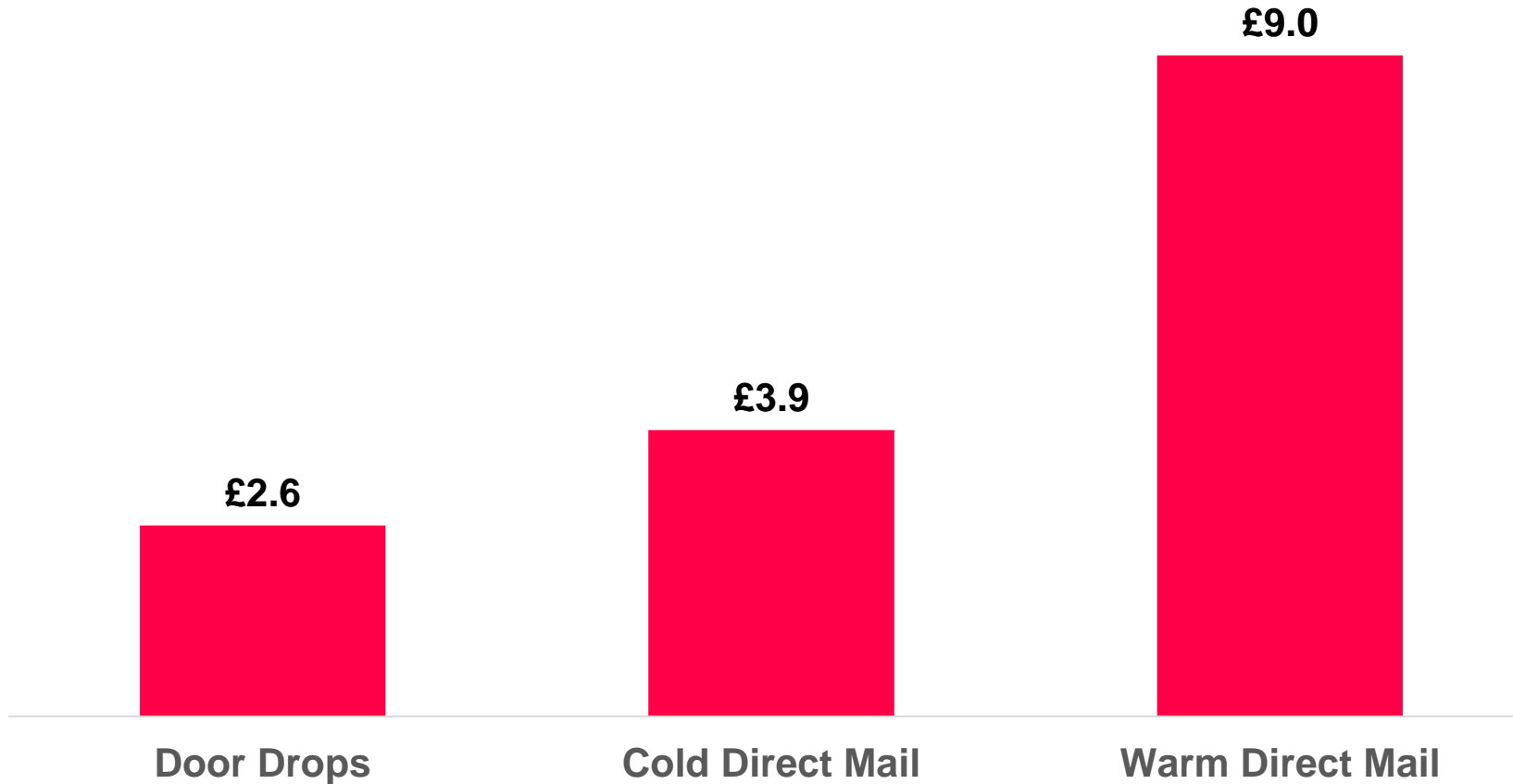
ROI, AOV and CPA



Mail Media Metrics

Return on Investment benchmarks are vital for measuring the profit returned by mail

ROI by Mail Type (£)



High ROI variance depending on sector

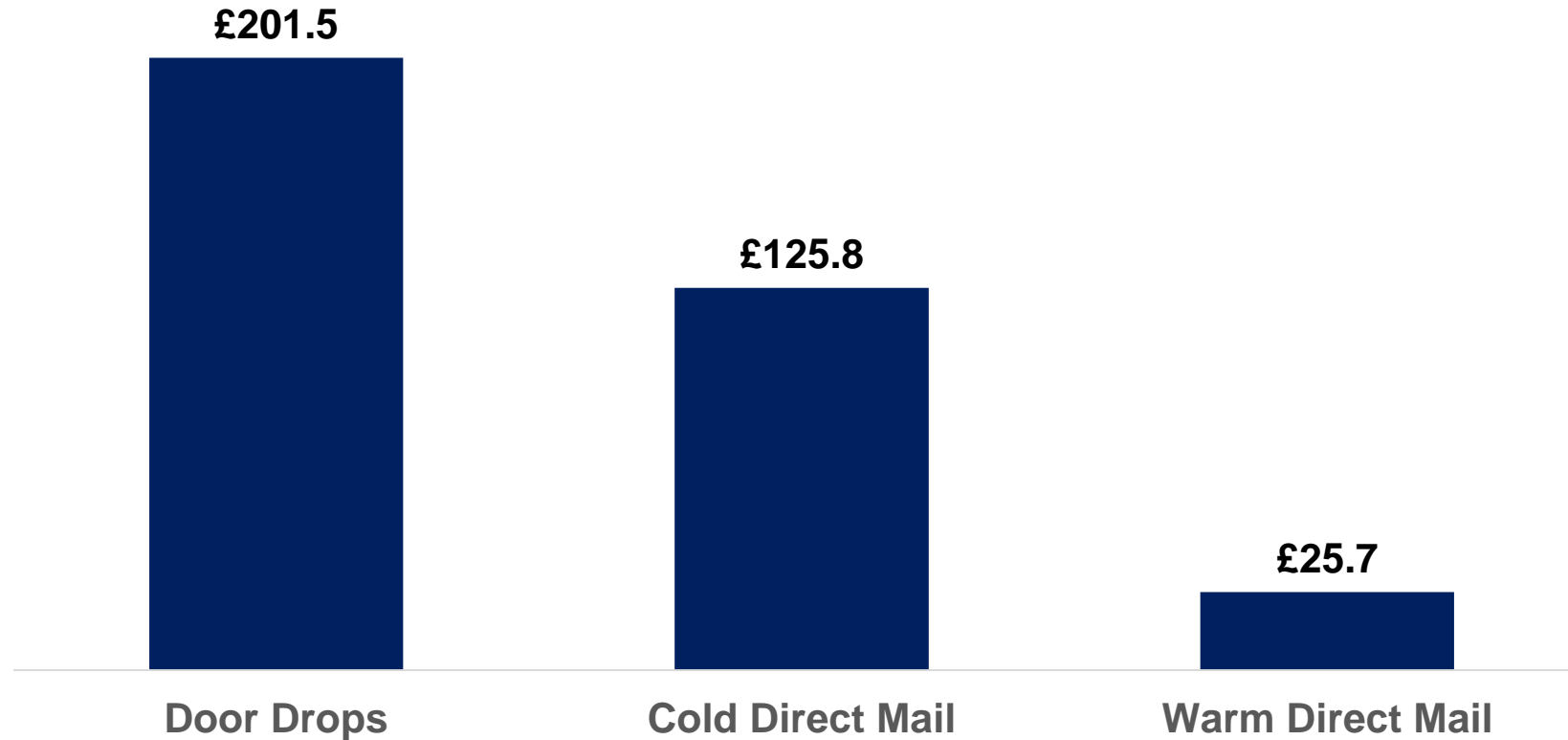
	Cold DM	Warm DM	Door Drops
Retail / Online Retail	£3.1	£7.2	-
Mail Order	£2.8	£8.9	-
Charity	£0.3	-	£2.3
Financial and insurance services	£3.0	-	-
Medical	£3.5	£22.7	-
Travel / Tourism	£22.2	-	-



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Cost Per Acquisition is lower when targeting existing customers

CPA by Mail Type (£)



CPAs are lowest for medical mail

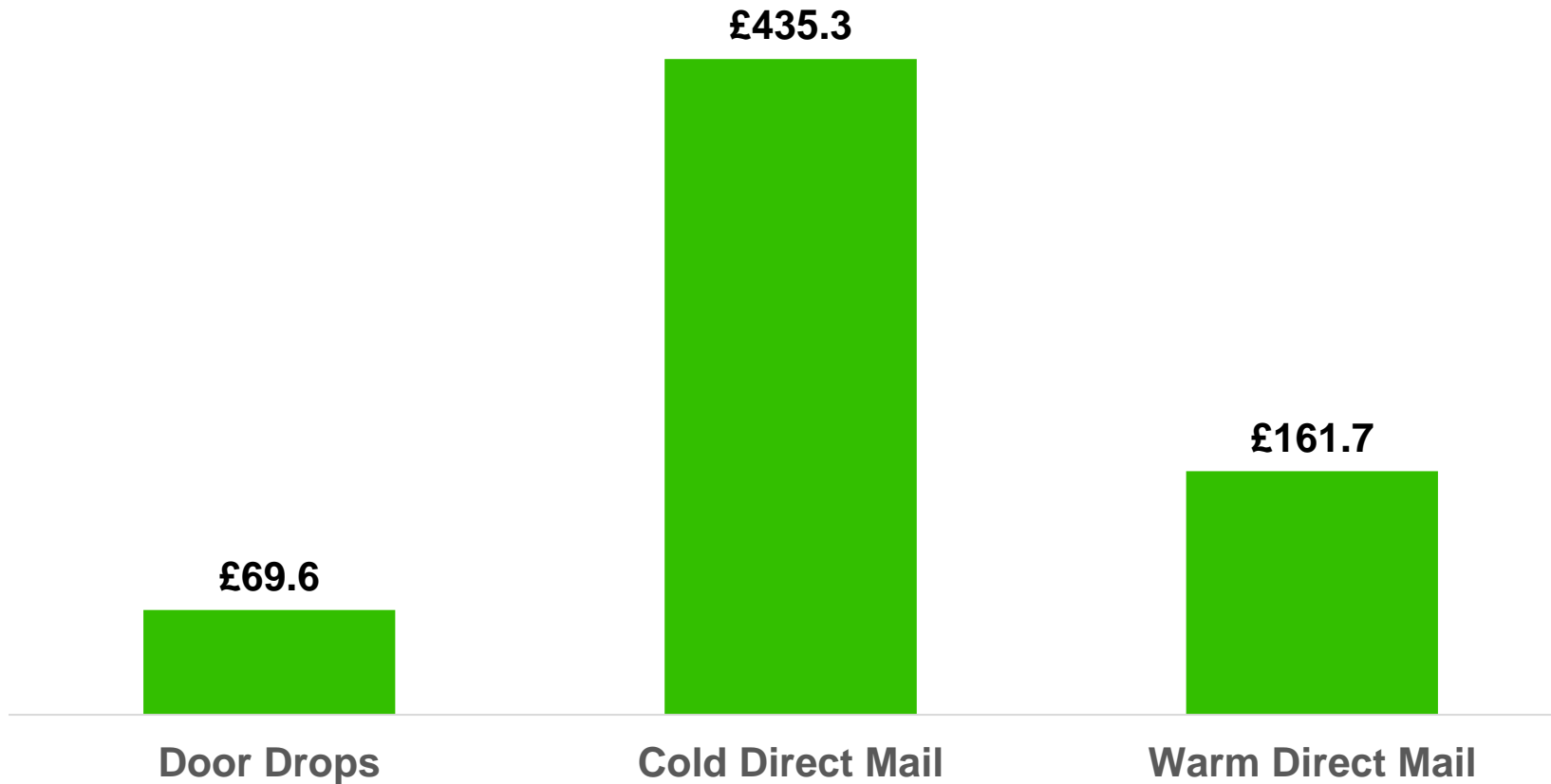
	Cold DM	Warm DM	Door Drops
TV/Broadband/Landline/Mobile	-	-	£145.6
Retail / Online Retail	£110.4	£22.2	-
Mail Order	£124.7	£33.9	-
Charity	£168.8	-	-
Financial and insurance services	£110.5	-	-
Medical	£65.3	£6.4	-
Travel / Tourism	£395.6	-	-
Gambling	-	-	£167.2
Magazine Publisher	-	£17.1	£212.1



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Average Order Value is highest for cold DM

AOV by Mail Type (£)



High AOVs in the travel and medical sectors

	Cold DM	Warm DM	Door Drops
Retail / Online Retail	£182.6	£152.2	-
Mail Order	£172.0	£103.0	-
Charity	£45.9	-	£39.7
Financial and insurance services	£290.7	-	-
Medical	£1,020.0	£217.4	-
Travel / Tourism	£4,910.0	-	-
Gambling	-	-	£120.0
Magazine Publisher	-	£75.0	-

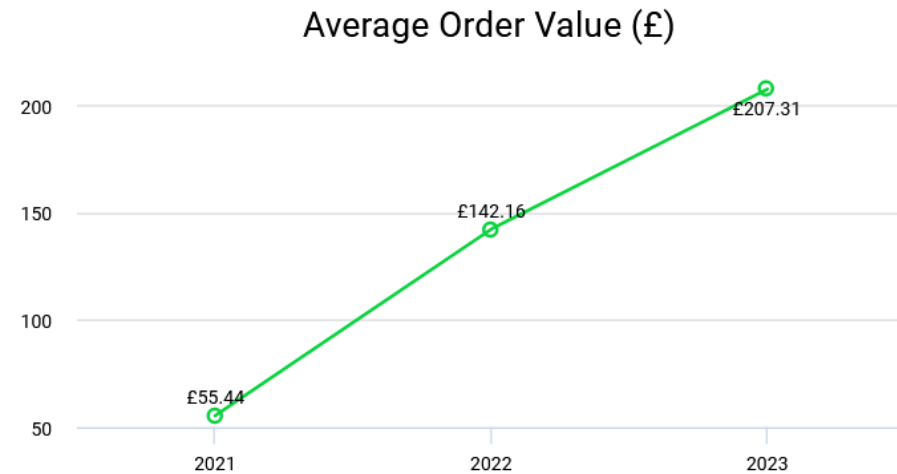
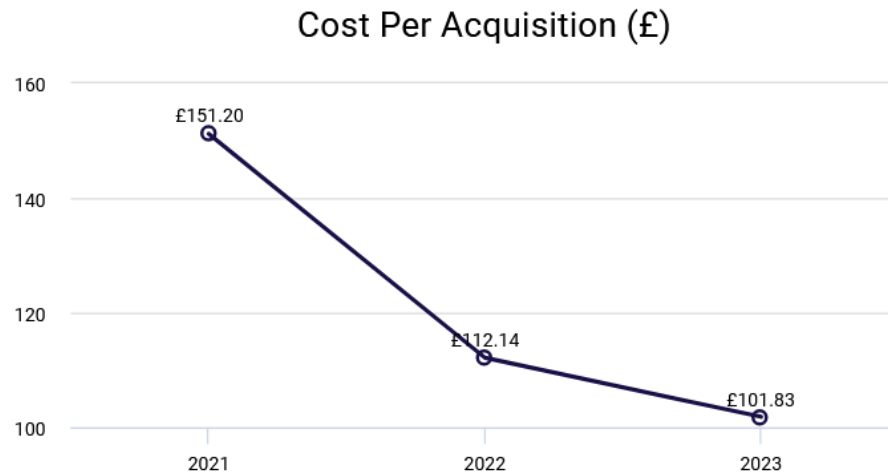
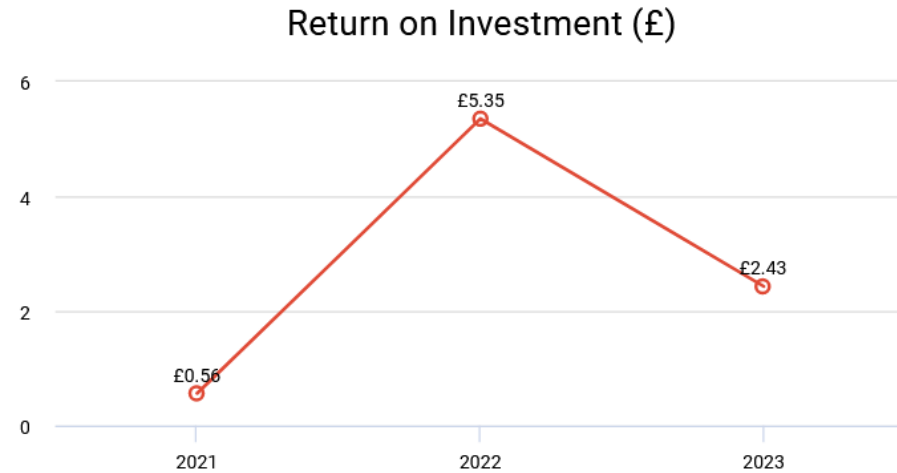
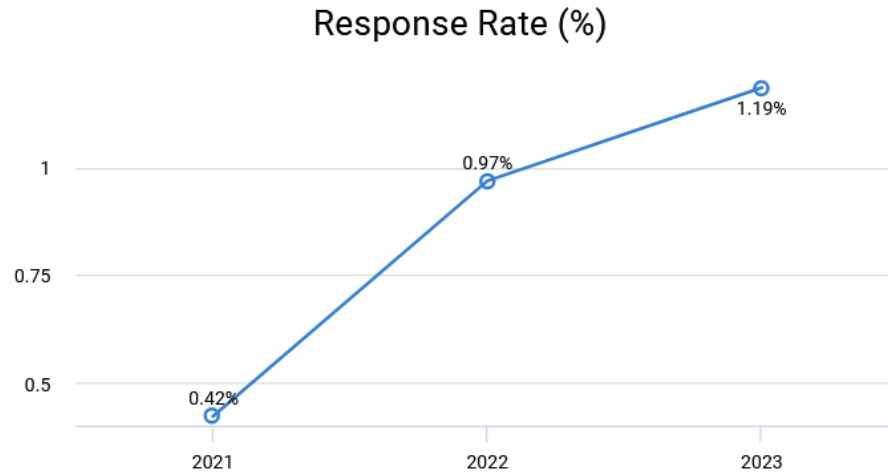


Year on Year Trends



Mail Media Metrics

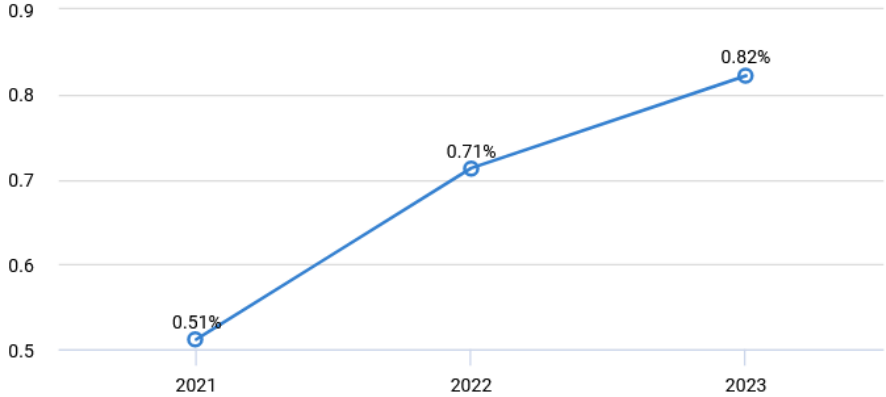
Mail Order Cold DM: Response Rates and AOV increasing for second year in a row



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Finance cold DM response, ROI and AOV up year on year

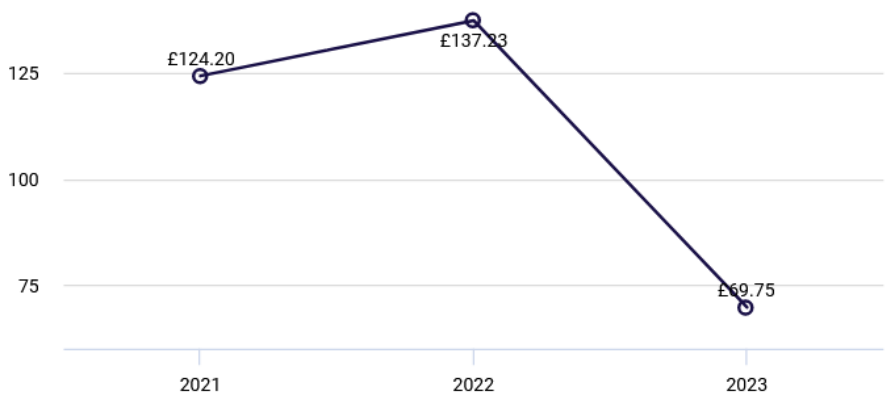
Response Rate (%)



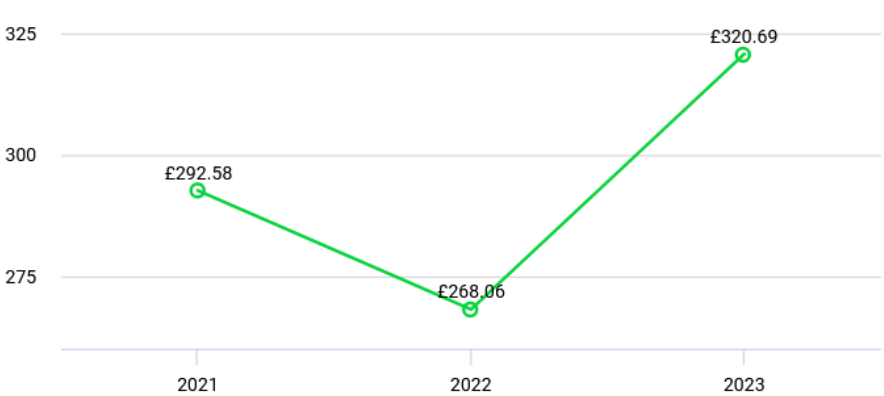
Return on Investment (£)



Cost Per Acquisition (£)

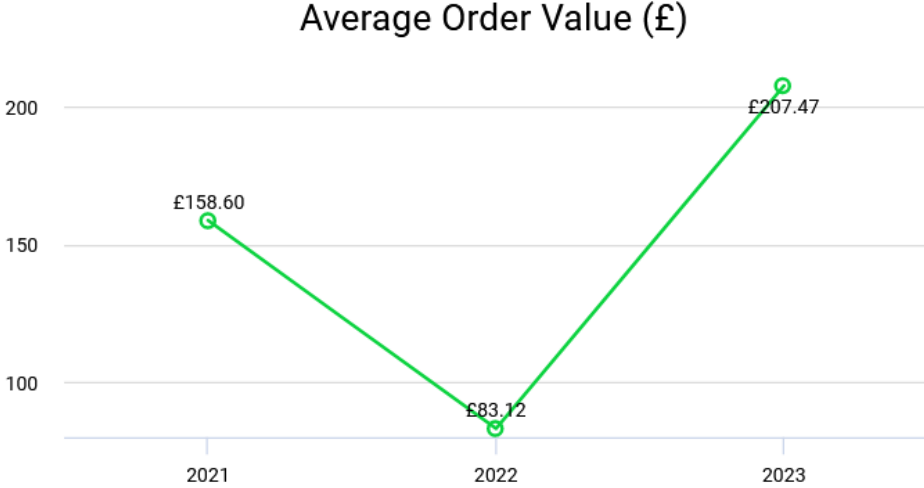
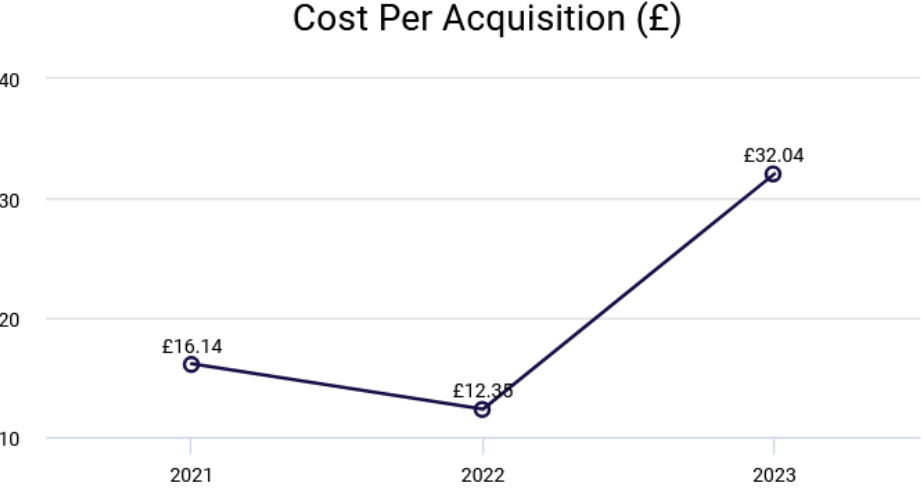
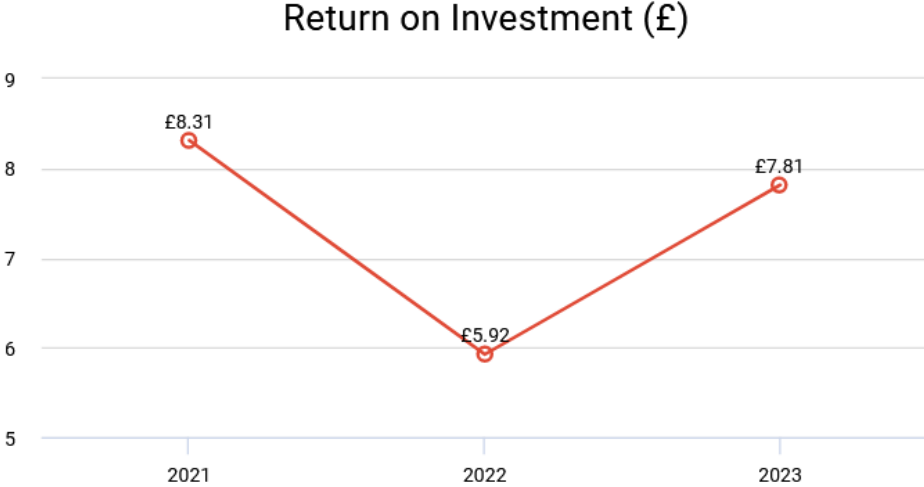
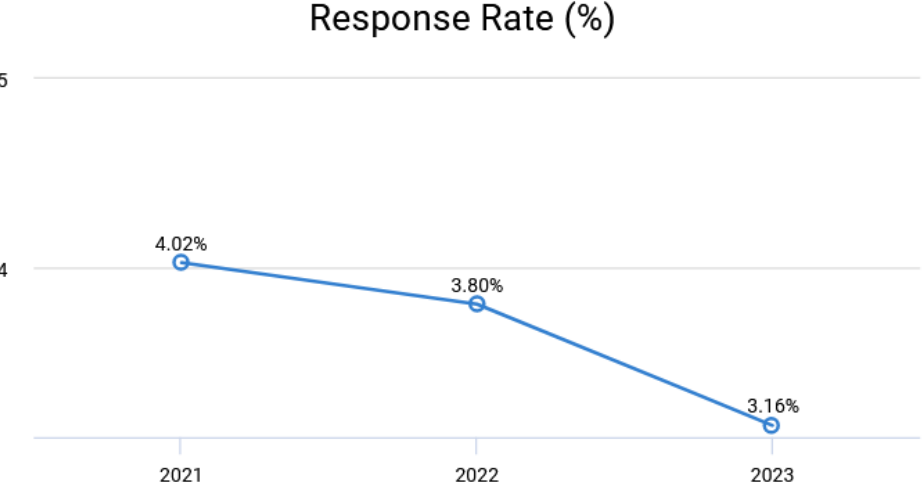


Average Order Value (£)



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Due to higher AOV, warm DM for Retail / Online Retail results in increased ROI despite declining response rates



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7.9%

**Warm Direct Mail
average response
rate.**

**£25.7 CPA
£161.7 AOV
£9.0 ROI**

0.9%

**Cold Direct Mail
average response
rate**

**£125.8 CPA
£435.3 AOV
£3.9 ROI**

0.6%

**Door Drops average
response rate**

**£201.5 CPA
£69.6 AOV
£2.6 ROI**

Get in touch to submit your campaign data

 jicmail.org.uk

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

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 [@jicmailuk](https://twitter.com/jicmailuk)

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