



Mail Media Metrics

Case study: Tesco



Female
Household
co-ordinator
25 -34

Male
25-34

Child
0-16

Received

Tesco

Sector

Supermarket or Grocery Store

Format

Loyalty promotion

Content

Special offer or discount

Reach

1 person in the household

Frequency

9

Commercial
actions

5

Supermarket/Grocery
Average reach = 1.1
Average frequency = 4.5
















May not be exact version of pack received by panelist

Source: JICMAIL Q2&Q3, Kantar TNS, 2017



During October and November this Tesco loyalty mailing was tracked over 22 days. Their main activity focuses around four key days across the two months, always a Thursday. What is counted in our currency are the physical actions of opening and putting the mail aside or on display, there are 9 physical actions in total. But in addition there are 5 commercial actions such as speaking to someone else, using their tablet or smartphone and using a voucher.

		Thursday			
OCTOBER	19	 Open	 Read	 Used discount	 Put in the usual place
	26	 Spoke to someone	 Open	 Read	 Filed usual place
NOVEMBER	2	 Put on display	 Used tablet Smart phone	 Used discount	
	9	 Put on display	 Used discount	Item still live	