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Essential insights on Partially Addressed Mail

**JIC
MAIL**

Mail Media Metrics



Partially addressed mail is a new way of targeting customers by using their postcode data rather than personal data – providing a GDPR-compliant way to target new audiences.

Here are 7 essential insights from JICMAIL on audience interactions and behaviours with partially addressed mail. As a feature within our ‘gold standard’ measurement for mail, we provide subscribers with the fundamental insight into actions being taken with this new targeted mail opportunity.

It is important to note that these results are based on mail identified by panellists as ‘Addressed to Householder or Occupier’.

JICMAIL is available to advertisers and agencies for a free six-month trial period.

For more information email tara@jicmail.org.uk or go to www.jicmail.org.uk

Insight 1

For every 100 people reached with partially addressed mail, an additional 10 people will see your mail item. Partially addressed mail is shared and has an additional reach of +10%.

Item reach

1.13

Direct mail

1.10

Partially addressed

1.05

Door drops



Insight 2

Partially addressed items are interacted with almost four times on average, over a 28 day period.

Frequency

4.17

Direct mail

3.97

Partially addressed

2.76

Door drops



Insight 3

Partially addressed items
are live in the home for
over seven days.

**Lifespan
(days)**

7.69

Direct mail

7.20

Partially addressed

5.50

Door drops



Insight 4

High interaction rates with partially addressed mail across all life stages.



3.46

Millennials



3.97

Home owners



3.77

Families



3.40

Social group A



3.78

Retired

Source: JICMAIL Item Data Q4 '17 to Q2 '19. n=2,428 Partially addressed items

Insight 5

26%

of partially addressed mail prompts a commercial action (compared to 31% of direct mail and 10% of door drops).



Partially addressed mail that drives a commercial action is most likely to come from the following types of advertisers:



Government



TV / Broadband



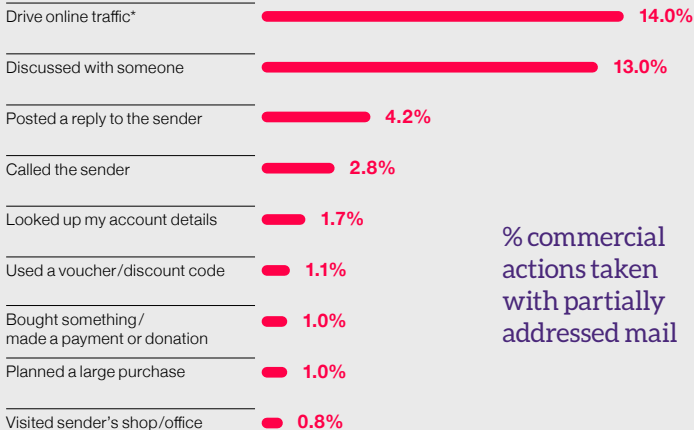
Utilities



Property

Insight 6

Partially addressed mail is particularly effective at driving online traffic and word of mouth.



% commercial actions taken with partially addressed mail

* Visited sender's website + went online for more information + used a tablet or smartphone

Insight 7

What type of partially addressed content prompts the highest interaction?
(frequency by content)



4.72

Invitation/
information about
a specific event



4.73

Admin information



4.75

News/updates/
magazine articles



5.15

Notification/
reminder

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