

CHRISTMAS 2019 REVIEW

FOR SUPERMARKETS ADVERTISING MAIL

A review of direct mail and door drop performance for key supermarkets using JICMAIL, the industry's planning currency data

For further analysis or queries email tara@jicmail.org.uk

**JIC
MAIL**

Mail Media Metrics

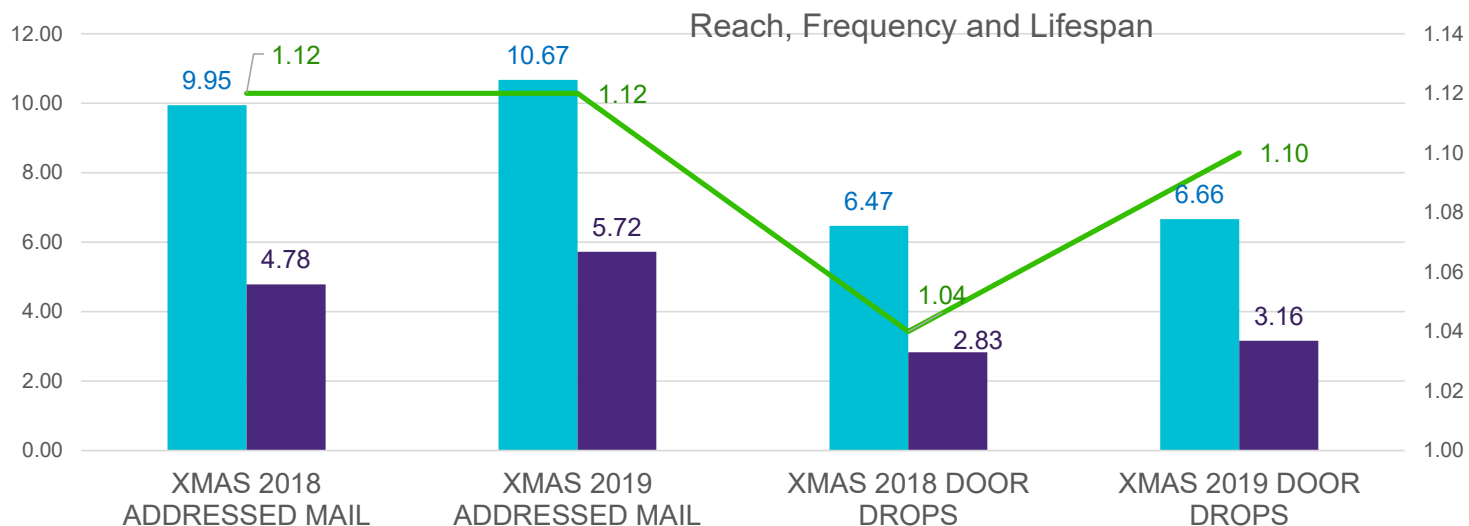


Discover how target audiences interact with ad mail

CHRISTMAS 2019: SUPERMARKET ADMAIL

Reach, Frequency and Lifespan

Across Christmas 2019 the average item of DM was live in the home for nearly 11 days, it reached 1.10 people per household and was engaged with 5.7 times (Actions per item)



■ Avg Lifespan (Days)

■ Avg. Frequency (Actions per item)

— Item Reach - People per home

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Mail Media Metrics

Source: Kantar TNS ITEM DATA Q22017 – Q42019 n= 133627 all items, SM ITEMS n = 9213, SM ADDRESSED MAIL n = 4416, SM DOOR DROPS n = 431



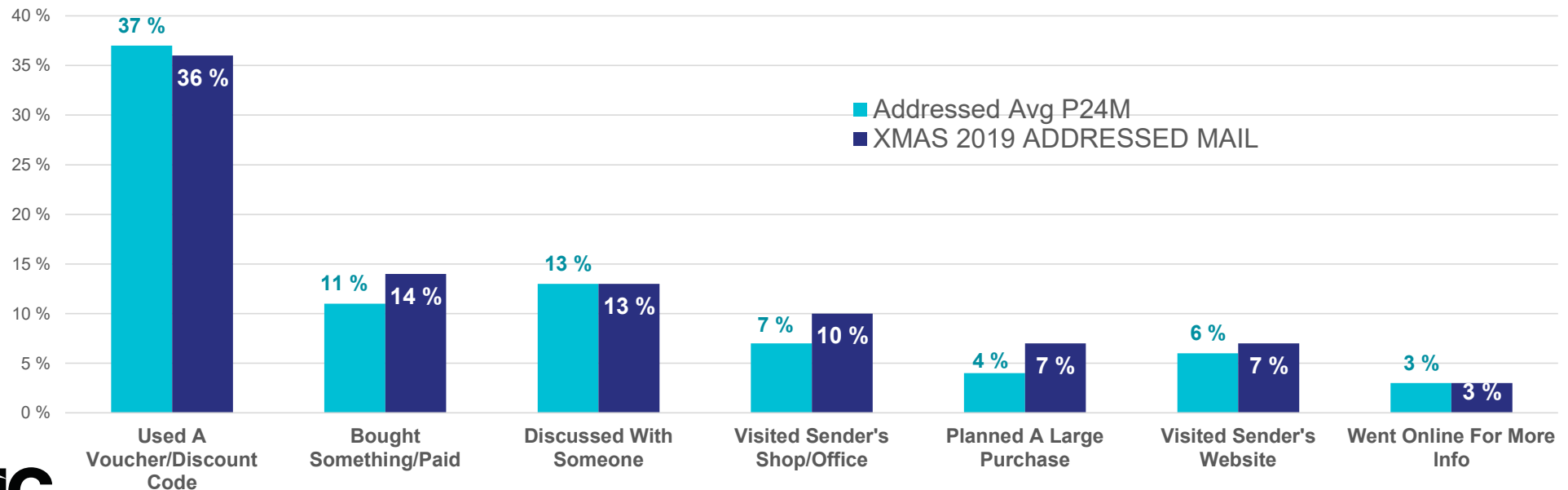
Discover new metrics
for DM

CHRISTMAS 2019: Addressed Mail (DM)

Commercial actions taken with addressed mail

Use of vouchers and discount codes at 36% of DM items compares with upper funnel product discovery and word of mouth sharing actions at 13% of items and online journeys initiated by 7% of items

Commercial Actions taken: % of Addressed Mail



Mail Media Metrics

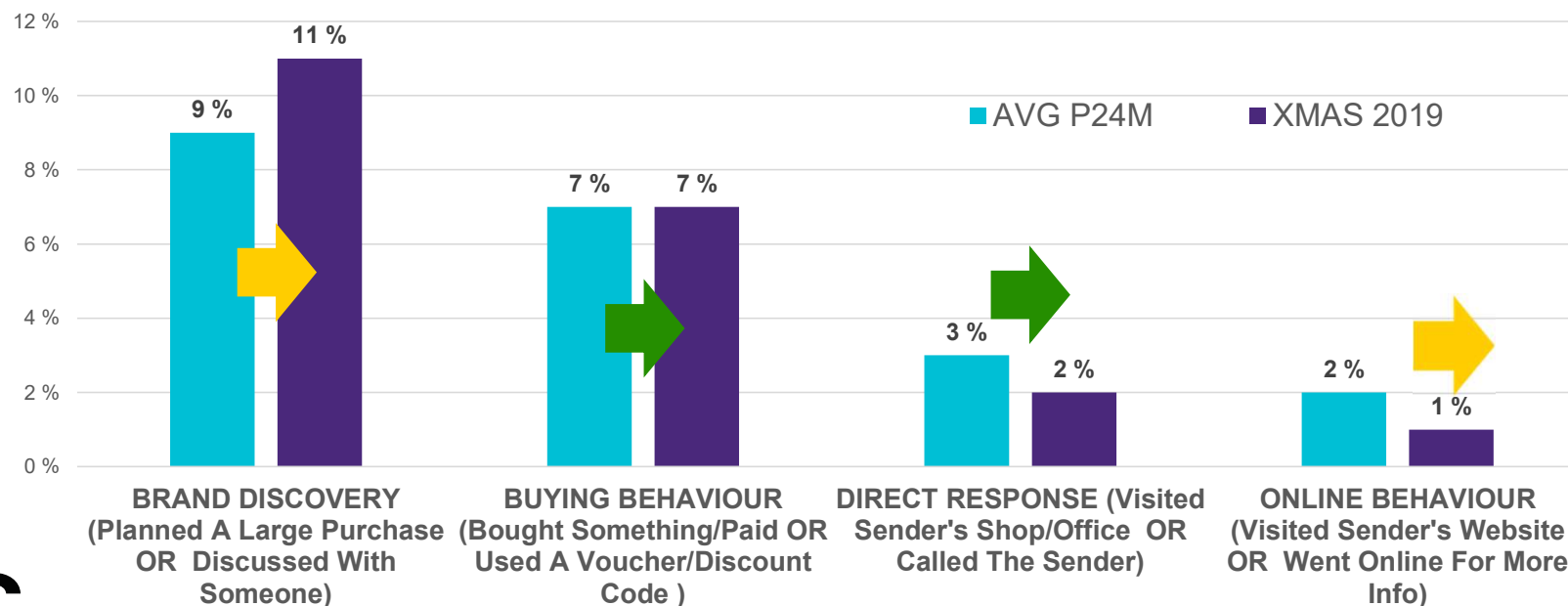


Discover new metrics
for Door Drops

CHRISTMAS 2019: Door Drops

Commercial Actions taken with supermarket door drops

Over Christmas 2019, 9% of door drops in the SM sector resulted in Buying/ Response behaviours (green arrows) while 12% of SM door drops drove upper funnel discovery and on-line actions (amber arrows)



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Mail Media Metrics



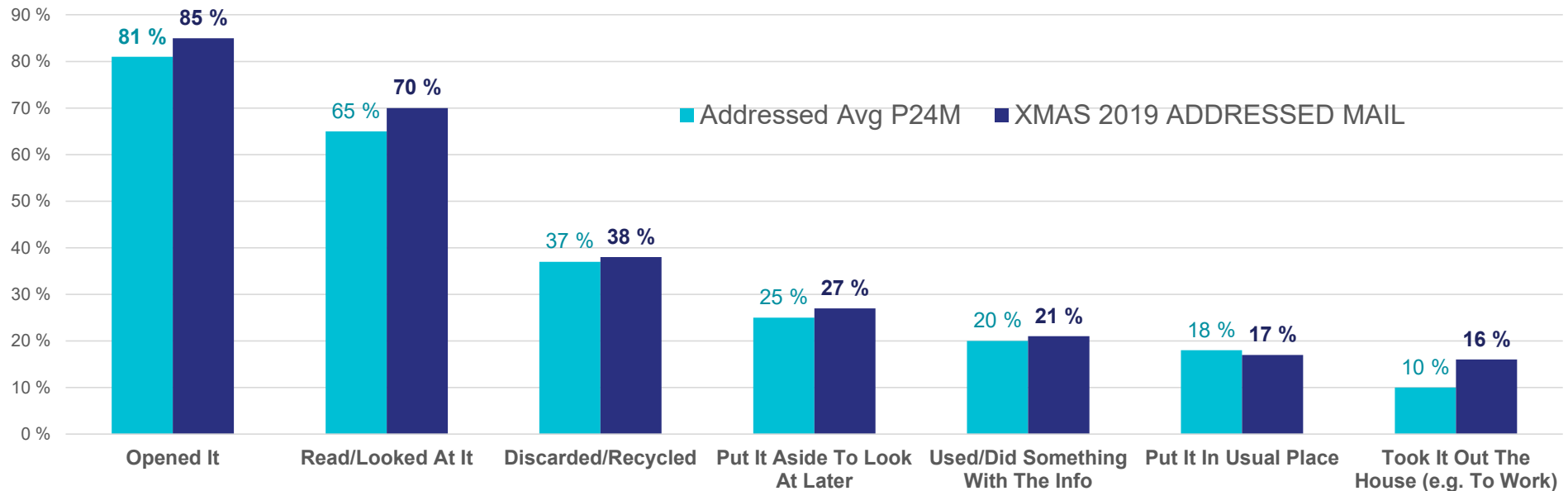
Discover new metrics
for DM

CHRISTMAS 2019: Addressed Mail (DM)

Physical actions Xmas 2019 vs last two years

Open and read rates for DM are high at 85% and 70% and marginally higher than the 24 month average

Physical Actions taken: % of Addressed Mail



Mail Media Metrics

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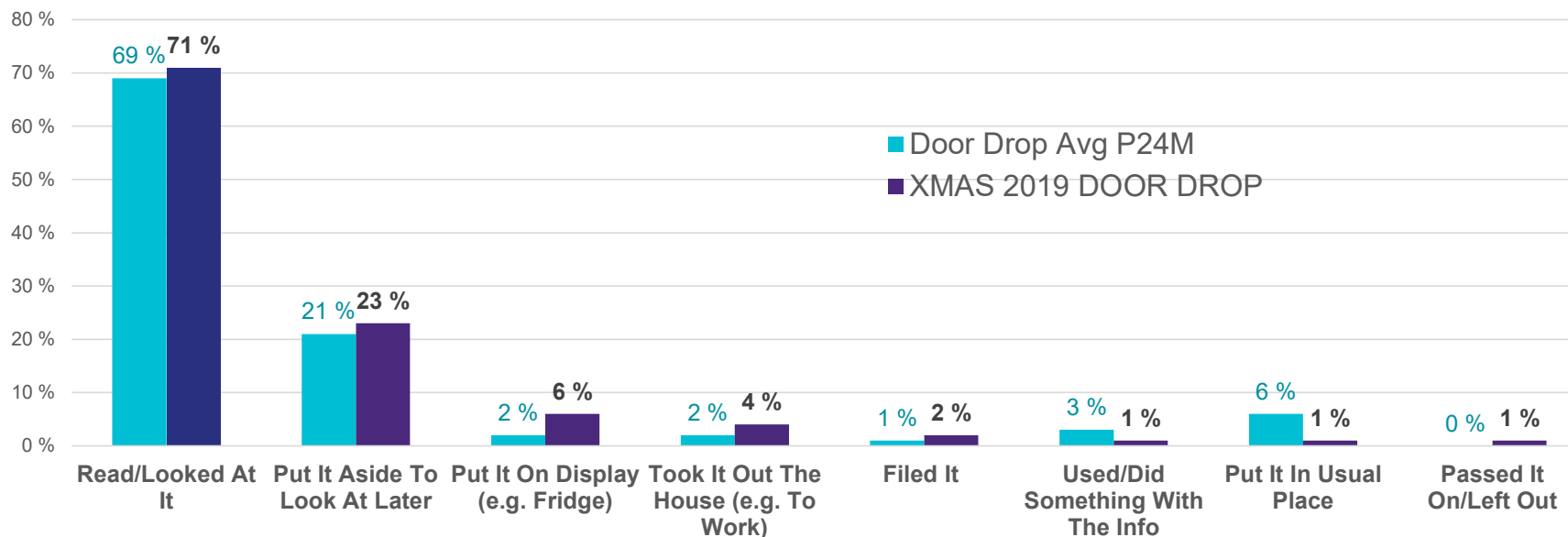
Discover engagement rates with Door Drops

CHRISTMAS 2019: Door Drops

Physical actions Xmas 2019 vs last two years

The Read Rate for door drops is 71% with further interaction rates for follow-up actions higher for 2019 Xmas. Over 35% of items record a subsequent action. (For example, 23% of items are put aside to look at later)

Physical Actions: % of Door Drops



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