

# JICMAIL

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User Engagement Tasks - Agencies



Mail Media Metrics



# Three tiers of user adoption: Agencies

		COMPLETE WITHIN	CPD HOURS	KEY TASKS
BRONZE FIRST STARTERS		48 hours	2 hours	<ol style="list-style-type: none"> <li>1) Create a line in an existing media plan using JICMAIL data</li> <li>2) Find a client or competitor mail journey in JICMAIL Discovery</li> <li>3) Use commercial action data to predict campaign effectiveness</li> </ol>
SILVER INTERMEDIATE		4 weeks	4 hours	<ol style="list-style-type: none"> <li>1) Complete all Bronze tasks for an <i>upcoming</i> campaign</li> <li>2) Uncover &amp; apply a piece of mail channel insight</li> <li>3) Uncover &amp; apply a piece of hidden target audience insight</li> <li>4) Uncover &amp; apply a piece of creative insight</li> <li>5) Conduct a competitive review of mail interactions and audiences targeted</li> </ol>
GOLD EXPERT		3 months	10 hours	<ol style="list-style-type: none"> <li>1) Plan a mail campaign using Touchpoints Channel Planner <i>or</i></li> <li>2) Uncover hidden mail audience insight using the TGI or YouGov JICMAIL fusion <i>or</i></li> <li>3) Perform a piece of custom analysis on the Mail Item Database (or other custom JICMAIL dataset)</li> </ol>

...of initial training session



Accreditation based on delivered proof of task completion to JICMAIL via email

# Learning outcomes

**BRONZE**  
FIRST STARTERS



*You will be able to...*

- **Create a credible and coherent case for the inclusion of DM, Door Drops and Business mail in the media mix, by audience and advertiser category.**
- **Include mail reach, frequency and impacts in your media plans.**
- **Communicate the full range of outcomes that are driven by a mail campaign.**

**SILVER**  
INTERMEDIATE



*You will be able to...*

- **Create specific recommendations regarding audience targeting for DM and Door Drops**
- **Make recommendations to your client regarding mail creative content**
- **Service your clients with unrivalled competitive insight**

**GOLD**  
EXPERT



*You will be able to...*

- **Create detailed media schedules and reach and mail frequency curves using IPA Touchpoints**
- **Strategically assess mail's role in the media mix through TGI, YouGov or Touchpoints**
- **Analyse custom JICMAIL datasets to create client specific insight bespoke to your accounts**

# Bronze – to complete within two days!

BRONZE  
FIRST STARTERS



COMPLETE WITHIN CPD HOURS

48 hours

2 hours

1) Create a line in an existing media plan using JICMAIL data

Campaign Date	Campaign Name	Target Audience	Geography	Mail Items	Reach (000)	Impacts / Impressions
w/c 18th Feb	Frozen	Women 18-34	London	2,500,000	2,830,000	12,800,000

from JICMAIL



2) Find a client or competitor mail journey in JICMAIL Discovery

**Item Information**

Advertiser Brand: Tesco  
 Sender: Supermarket or grocery store  
 Format: Addressed advertising  
 Content: Special offers or discounts  
 Reach: 1  
 Frequency: 6  
 Commercial Actions: 4

**Household Information**

Region: South East  
 Social Grade: C2  
 Household Size: Live with others (HH size = 2+)  
 People in Household: Couple, Household With Children  
 Tenure Length: 1-2 years  
 Tenure Type: Rented  
 Mosaic Group: J: Transient Renters  
 Acorn Group: L: Modest Means

**Item Actions Timeline**

Physical actions in blue  
 Commercial actions in red

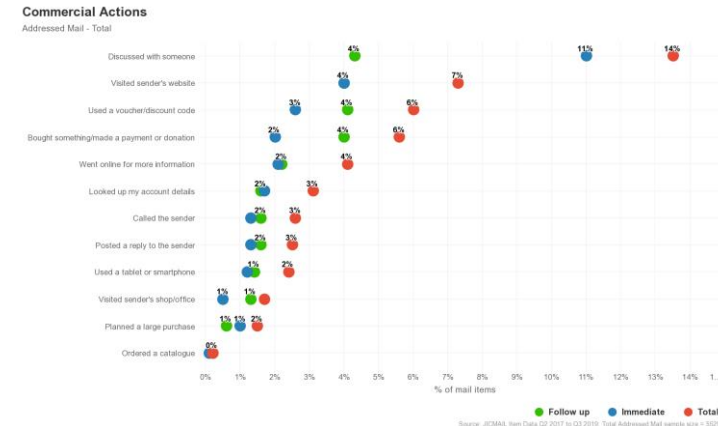
Household Coordinator  
 Female  
 35-44

Thursday 11 April  
Read/looked/glanced at it

Thursday 11 April  
Used a voucher/discount code

Thursday 11 April  
Discussed with someone

3) Use commercial action data to predict campaign effectiveness



# Silver – to complete within four weeks across key clients

SILVER  
INTERMEDIATE



COMPLETE WITHIN CPD HOURS

4 weeks

4 hours

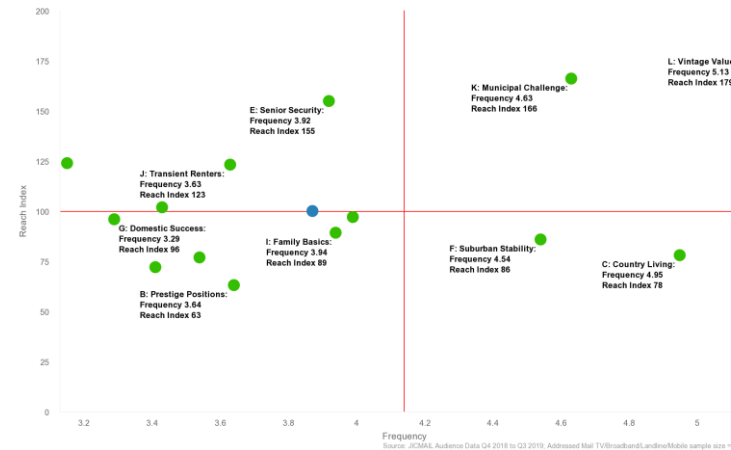
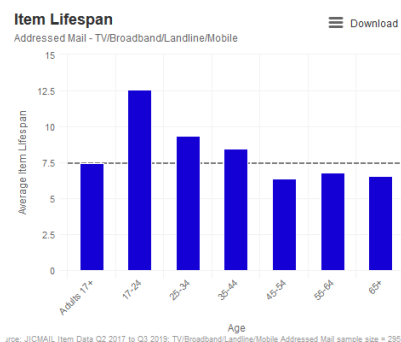
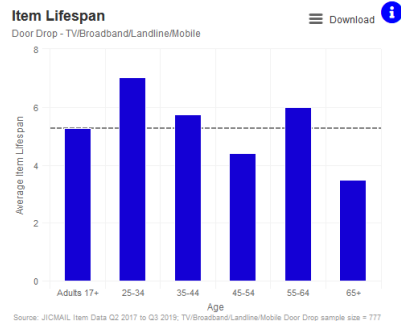
1) Complete all Bronze tasks for an upcoming campaign

2) Uncover & apply a piece of mail channel insight

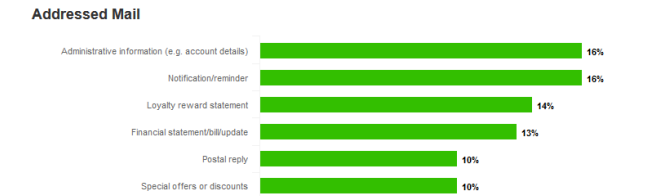
3) Uncover & apply a piece of hidden target audience insight

4) Uncover & apply a piece of creative insight

5) Conduct a competitor review



all Type: Addressed Mail  
Actions: Visited sender's website



# Gold – to complete within three months

GOLD  
EXPERT

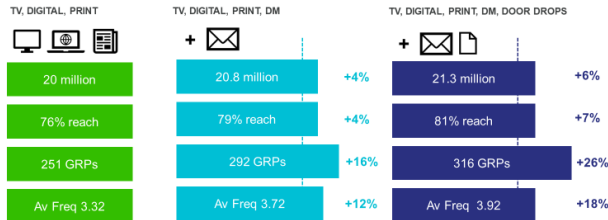


COMPLETE WITHIN CPD HOURS

3 months 10 hours

## 1) Plan a mail campaign using Touchpoints Channel Planner

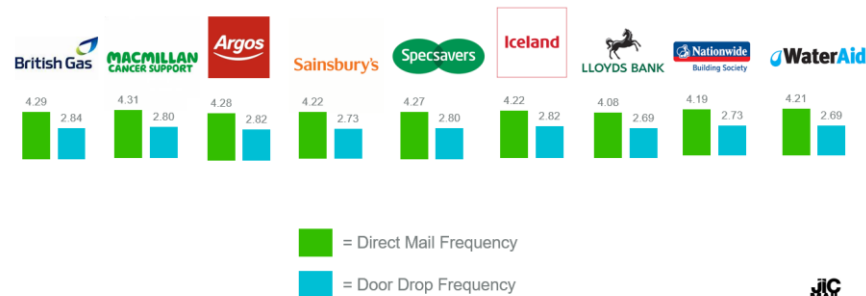
Mail delivers reach and frequency to multi-channel campaigns



Schedule: details: 2 print ads in Daily Mirror, 2 in Daily Mail 10 mil digital impression, 4.8 mil female targeted, 200 TV/RA ALL commercial TV, DM targeting 10% of the population, Door Drops targeting 15% of the population

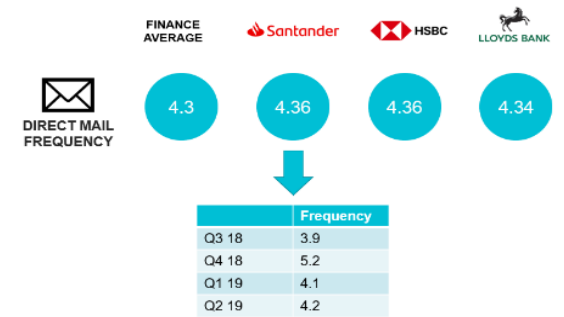


## 2) Uncover hidden mail audience insight using the TGI or YouGov JICMAIL fusion



Green bar = Direct Mail Frequency  
Blue bar = Door Drop Frequency

## 3) Perform a piece of custom analysis on the Mail Item Database (or other custom JICMAIL dataset)



# Thank you

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**JIC  
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