

# JICMAIL

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User Engagement Tasks – Mailing Houses, Printers  
and Postal Operators






Mail Media Metrics



# Three tiers of user adoption: Mailing houses and agents

2

		COMPLETE WITHIN	CPD HOURS	KEY TASKS
BRONZE FIRST STARTERS		48 hours	2 hours	<ol style="list-style-type: none"><li>1) Identify customers and prospects in the Mail Item Database</li><li>2) Find one of your customer's mail journeys</li><li>3) Calculate mail lifespan for customer sector and demographic</li><li>4) Watch JICMAIL Methodology video</li></ol>
SILVER INTERMEDIATE		4 weeks	4 hours	<ol style="list-style-type: none"><li>1) Complete all Bronze tasks for an upcoming proposal, pitch or meeting</li><li>2) Show physical and commercial actions to predict campaign effectiveness for customer sector</li><li>3) Calculate mail audience figure for a customer sector and demographic Uncover &amp; apply a piece of creative insight</li><li>4) Read a JICMAIL blog or watch a webinar</li></ol>
GOLD EXPERT		6 months	10 hours	<ol style="list-style-type: none"><li>1) Complete a Use Case</li><li>2) Uncover &amp; apply a piece of creative insight</li><li>3) Conduct a competitor review</li><li>4) Share JICMAIL campaign with customer</li></ol>

...of initial training session

# Learning outcomes

3

**BRONZE**  
FIRST STARTERS



*You will be able to...*

- **Uncover new prospects and business opportunities**
- **Share detailed customer mail journeys**
- **Show customers predicted mail lifespan for their sector and demographic**
- **Understand JICMAIL methodology**

**SILVER**  
INTERMEDIATE



*You will be able to...*

- **Create specific recommendations regarding audience targeting for DM and Door Drops**
- **Show customers predicted physical and commercial actions for mail campaigns**
- **Show mail campaign audience figures alongside volume figures**

**GOLD**  
EXPERT



*You will be able to...*

- **Share examples of JICMAIL data usage**
- **Make recommendations to your client regarding mail creative content**
- **Service your clients with unrivalled competitive insight**
- **Analyse custom JICMAIL datasets to create client specific insight bespoke to your accounts**

# Bronze – to complete within two days!

4

BRONZE

FIRST STARTERS



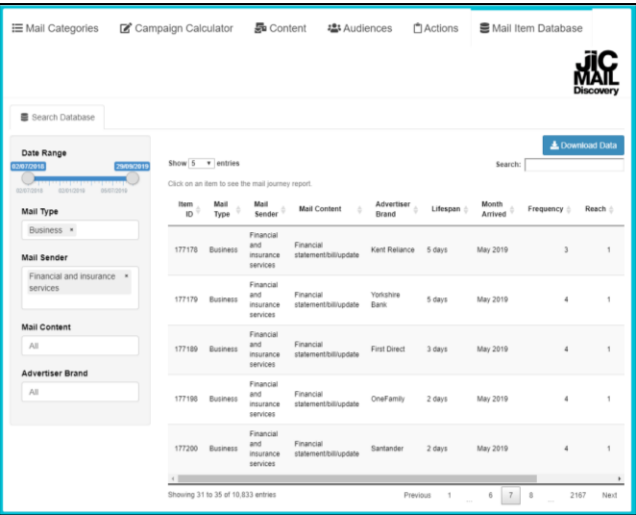
COMPLETE WITHIN

CPD HOURS

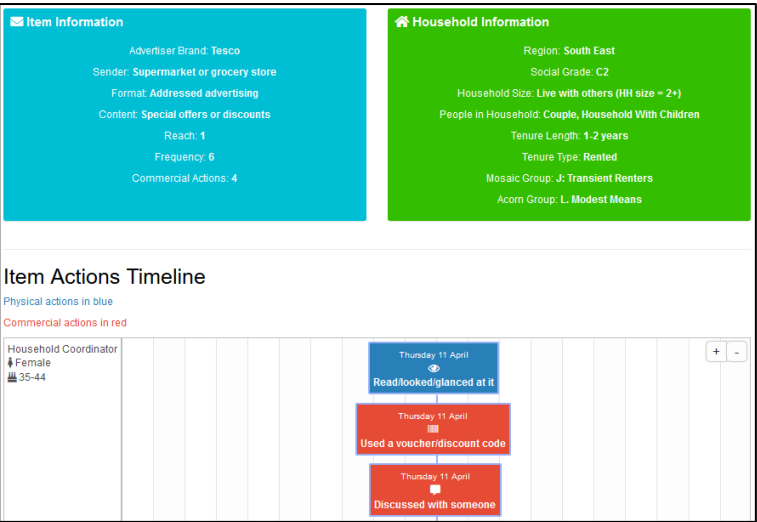
48 hours

2 hours

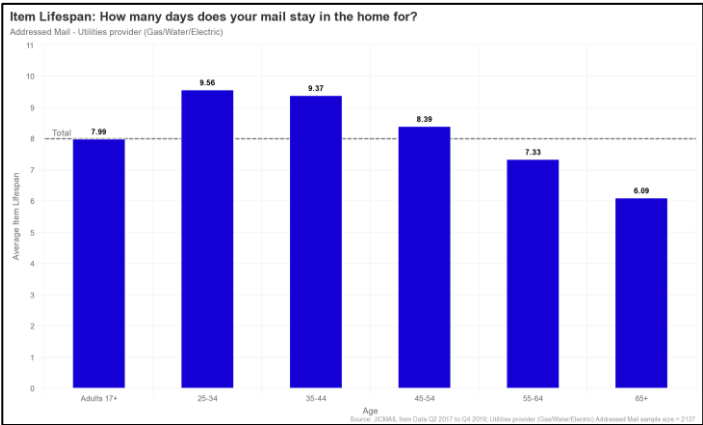
1) Identify customers and prospects in the Mail Item Database



2) Find one of your customer's mail journeys



3) Calculate mail lifespan for customer sector and demographic



4) Watch JICMAIL Methodology video



[jicmail.org.uk/data/methodology/](http://jicmail.org.uk/data/methodology/)

# Silver – to complete within four weeks across key clients

5

SILVER  
INTERMEDIATE



COMPLETE WITHIN

CPD HOURS

4 weeks

4 hours

1) Complete all Bronze tasks for an upcoming proposal, pitch or meeting

Bronze – to complete within two days!

BRONZE FIRST STARTERS

COMPLETE WITHIN 48 hours

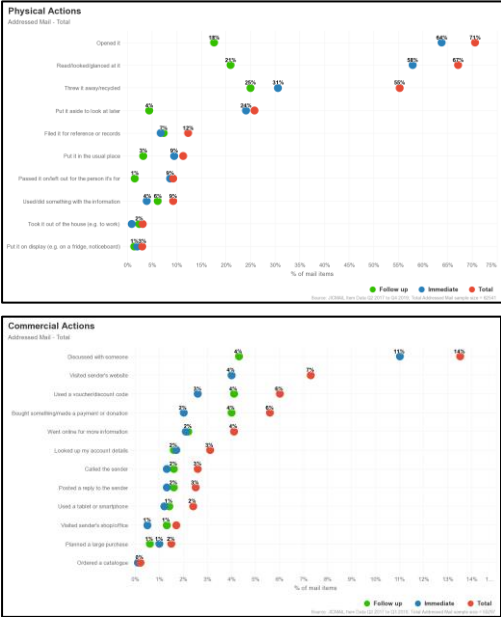
CPD HOURS 2 hours

1) Identify customers and prospects in the Mail Item Database

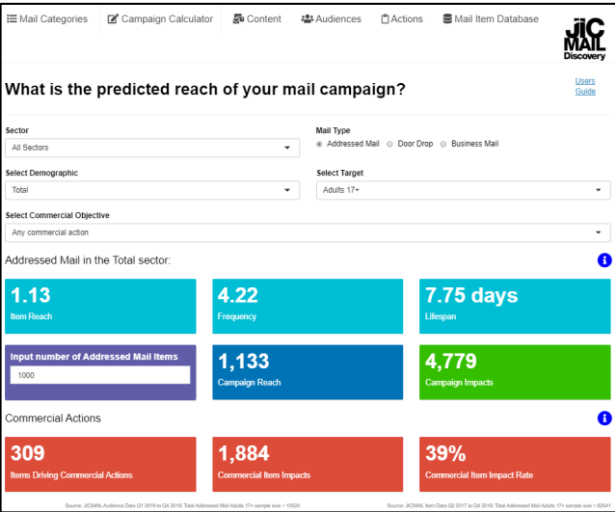
2) Engage customers - Find one of your customer's mail journeys in JICMAIL Discovery

3) Show Mail effectiveness - Use commercial action data to predict campaign effectiveness for customer sector

2) Show physical and commercial actions to predict campaign effectiveness for customer sector



3) Calculate mail audience figure for a customer sector and demographic



4) Share JICMAIL campaign with customer

Reach and frequency for mail and door drops.

JICMAIL Best Practice Econometrics - Harnessing the power of JICMAIL to measure the true effects of mail →

JICMAIL Discovery 2.0 - now including Mail Item Database →

7 Essential Insights on Business Mail →

# Gold – to complete within three months

GOLD  
EXPERT



COMPLETE WITHIN  
3 months

CPD HOURS  
10 hours

1) Complete a Use Case from a successful use of JICMAIL to win business

Re-imagining the test drive process using direct mail for the digital generation

Client: Jaguar Land Rover  
Range Rover Evoque  
Agencies: Edell and Sparks

**The Challenge**

The test drive is the pivotal moment in converting potential car buyers into new car owners. For the Land Rover Range Rover Evoque – a leading luxury subcompact SUV – the unique nature of its target audience versus traditional car buyers means that this challenge is ever more pressing.

By targeting a young tech-savvy audience who are simultaneously time-poor, bombarded by digital media and unlikely to find out for themselves how to book a test-drive, a re-invention of the new car discovery process was vital. Combined with the fact that less than 40% of this audience are contactable via email postcodes and that competition for their attention is more fierce than ever before, a marketing strategy that both engaged consumers creatively while driving commercial action was vital for the ongoing success of Evoque car sales.

The answer to the question of how to cut-through in an age of digital saturation? Enter Direct Mail.

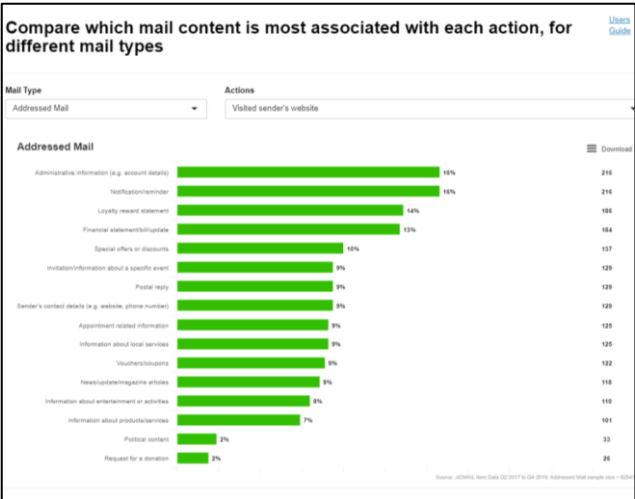
**The Approach**

Direct Mail provided Jaguar Land Rover with a golden opportunity to harness the power of a channel which was simultaneously being under-utilised for young tech-savvy audiences, yet shows high level of audience engagement when it does appear on the media plan. In fact, data from a fusion of JICMAIL (the industry planning currency for mail) and TGI shows that while traditional car target audiences who intend to buy a car in the next two years are 17% more likely than the average adult to be targeted with direct mail, young tech-savvy audiences are 39% less likely to be targeted.

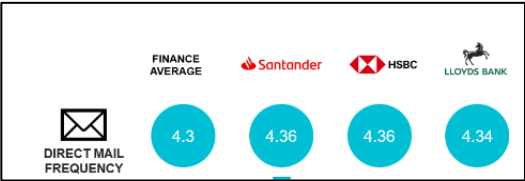
[www.jicmail.org.uk](http://www.jicmail.org.uk) [admin@jicmail.org.uk](mailto:admin@jicmail.org.uk)

JIC MAIL  
Mail Works Wonders

2) Uncover & apply a piece of creative insight



3) Conduct a competitor review



4) Read a JICMAIL blog or watch a webinar

JIC MAIL  
Mail Works Wonders

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WEBINAR RECORDING: Improving econometrics with JICMAIL

BLOG: Working from home? Ad mail always has been...

WEBINAR RECORDING: Using JICMAIL on your journey to the DMA Awards

WEBINAR RECORDING: 7 Essential Insights on Business Mail

PODCAST: Paragon Sounds Podcast Episode 4 "Innovations in mail planning data" With Ian Gibbs from JICMAIL

BLOG: Blimey, a JIC with useful bells-and-whistles

# Thank you

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**JIC  
MAIL**

Mail Media Metrics