

# Havas identifies +10% increase in effective reach using JICMAIL

Client: Insurance Brand

Agencies: Havas



## The Challenge

The insurance sector is highly competitive with heavy investment across several core brands and aggregators. Having been out of market for a few months we received a new brief aligning with the latest business challenges and refreshed KPIs.

Whilst the default position is to focus on digital media in a category where digital channels are the primary platform for fulfilling new business, Havas were keen to explore new data-driven planning opportunities across all channels.

The challenge for JICMAIL was clear – provide the planning team at Havas with a clear rationale using joint industry planning data on how mail can be used to reach the parts untouched by digital channels as efficiently as possible.

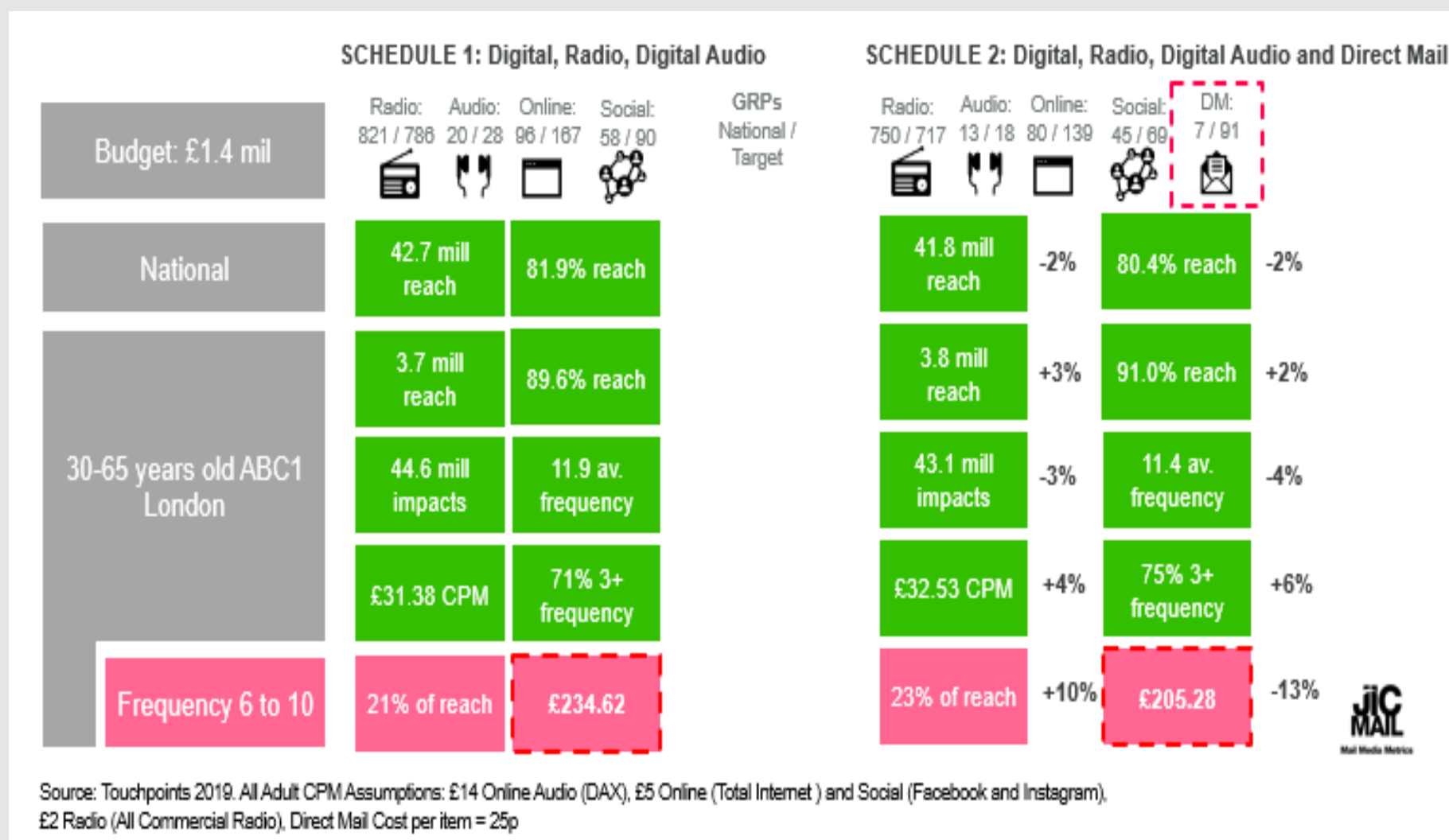


## The Approach

The strength of the mail channel is not simply in its use as an isolated response channel, but as a vital component of a multi-channel campaign. To help prove this point, detailed analysis of three hypothetical campaigns was conducted through the integration of JICMAIL and IPA Touchpoints Channel Planner Data.

- Campaign A: radio, digital audio, display and social campaign targeted at both a national level and at London ABC1 30-65 year olds.
- Campaign B: A small amount of budget was taken from radio, audio, display and social and used to target 1 million ABC1 30-65 year olds in London.
- Campaign C: Instead of DM, a portion of budget was repurposed to target 3.3 million relevant households with a door drop.

## Multi-channel schedule showing value of adding mail



The reach, frequency and impression-based audience delivery of each hypothetical campaign was then analysed using granular frequency cohorts, with the key effective frequency range deemed to be six to ten exposures (i.e. the range at which campaign effectiveness is not inhibited by low frequency, and not hampered by budget wastage at excessive frequency levels).

### The Outcome

Substantial efficiency gains were noted through the potential inclusion of both Direct Mail and Door Drops on the schedule, namely:

- A +3% increase in target audience reach coupled with a 13% decline in effective frequency CPMs following the inclusion of Direct Mail
- +7% reach and -18% CPMs for the inclusion of Door Drops on the schedule.

Ultimately, the reach vs cost differentials seen between mail and door drops were compensated for by mails longer lifespan in the home (7 days vs 5 days on average) and high digital response rates reported by JICMAIL panellists.

Whilst the campaign is yet to run, the analysis has allowed for a re-appraisal of the mail channel and has surfaced the rarely considered merits of factoring effective frequency into schedule analysis. The contribution of mail - a channel traditionally used for direct response campaigns - to broader impression-based campaign KPIs speaks to the rarely acknowledged halo effects of the mail channel.

Abi Ward, Managing Partner, Havas said 'Given the competitive nature of the sector we are always looking for new opportunities to maximise performance. Mail often gets overlooked, so working with JICMail allowed us to explore a different approach in potentially using this channel to deliver against new campaign KPIs'.