

JICMAIL

Q2 2020 Lockdown Results Analysis

August 2020



Mail Media Metrics



What happened during lockdown / Q2?

1

JICMAIL recorded record levels of mail interaction in Q2 2020

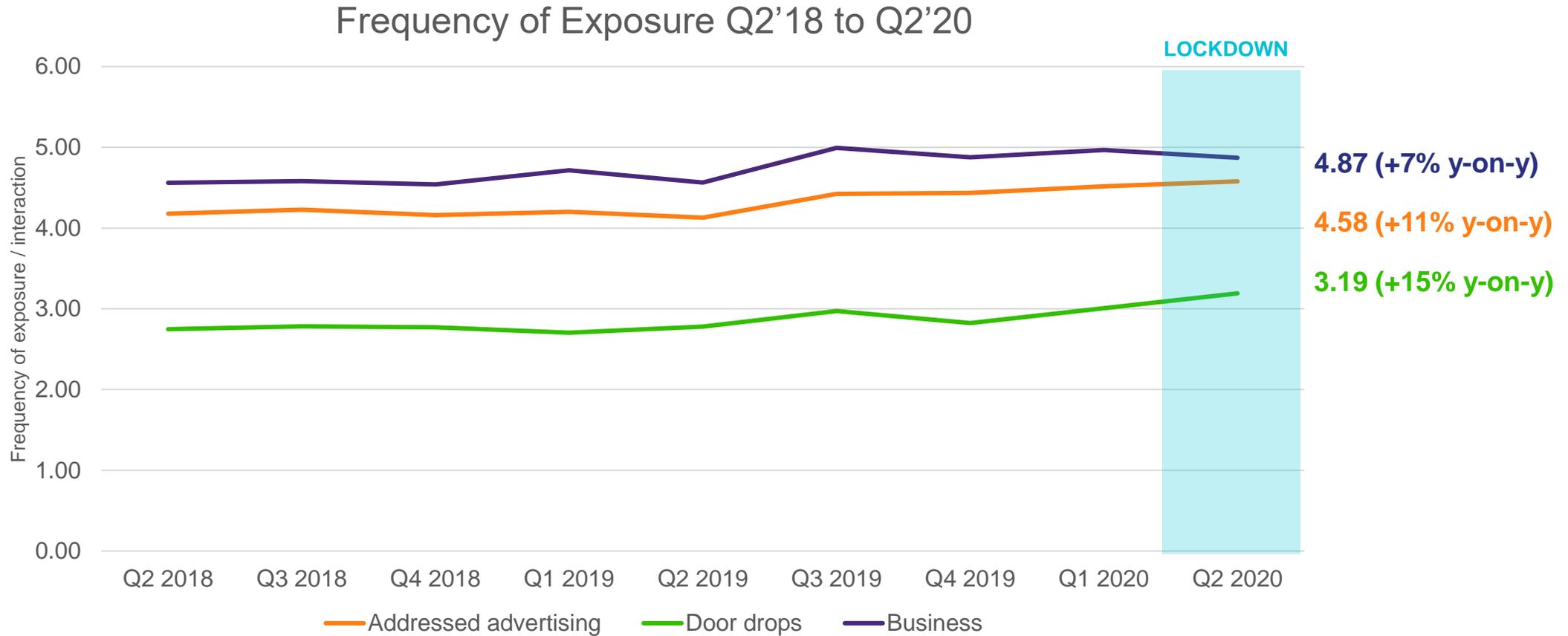
2

Frequency of interaction / exposure = 4.58 for DM; 3.19 for Door Drops; and 4.87 for Business Mail in Q2

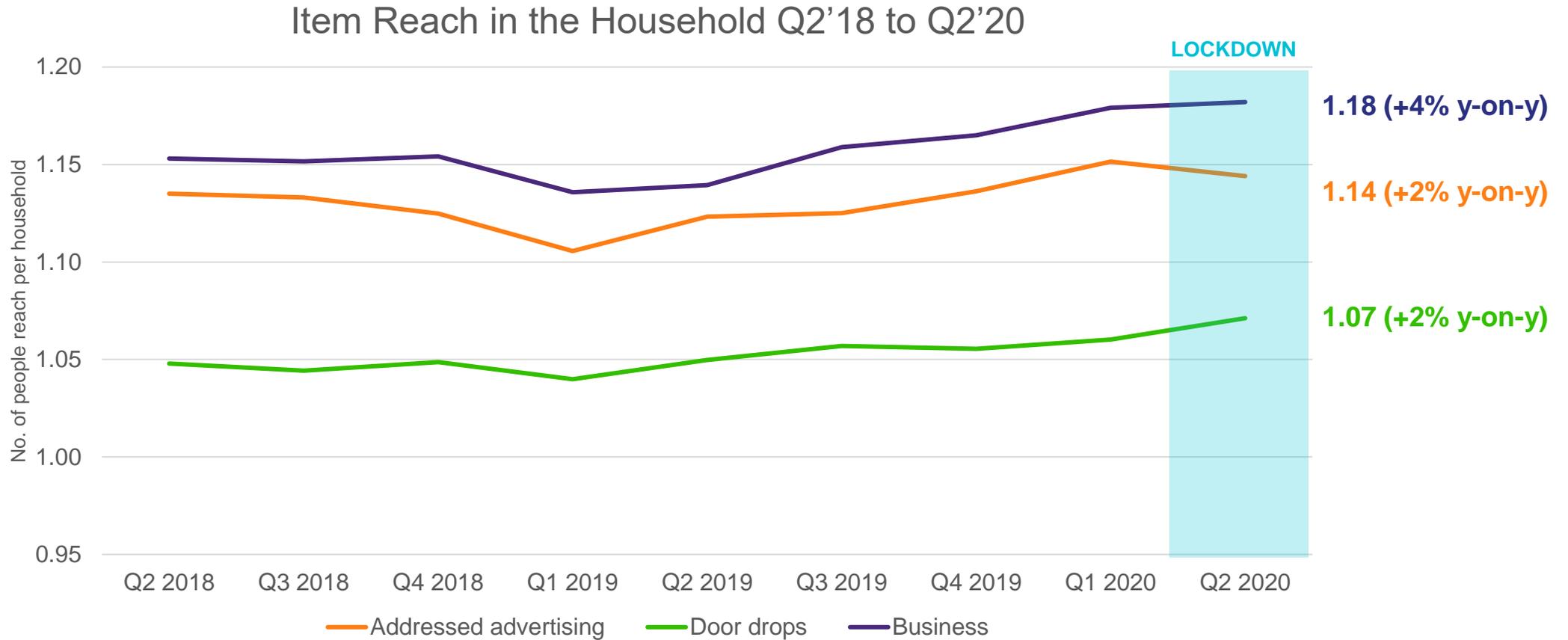
3

Government door drops have notably outperformed the market. Frequency is up to 4.21 and their lifespan was even longer than Direct Mail at 9.5 (vs 8.3) days

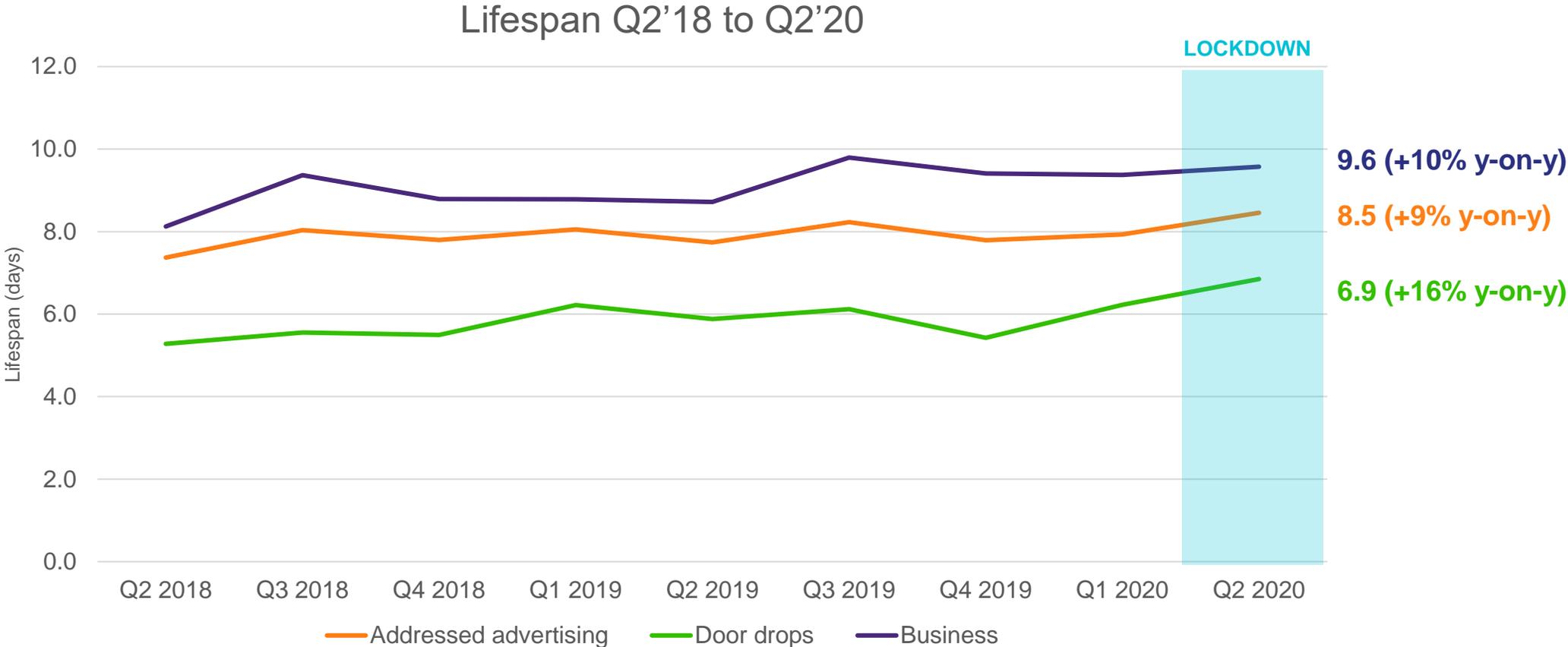
At home more = exposed to mail more. Door Drop frequency up 15% year on year in Q2 2020



Marginal improvements in mail sharing also seen in Q2

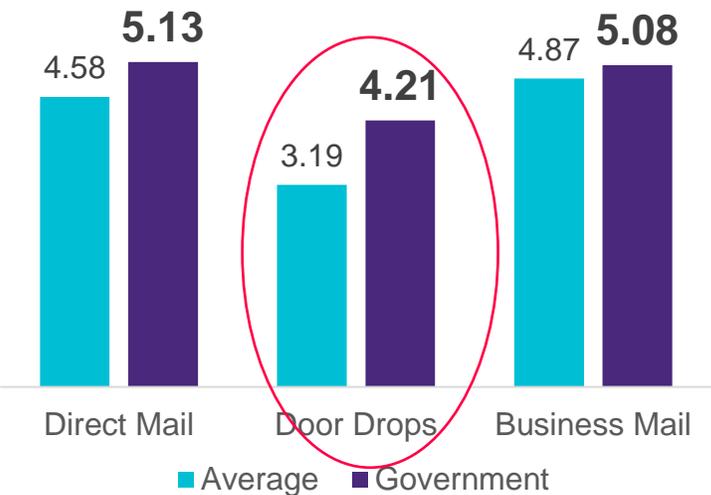


Double-digit improvements in mail lifespan. Door Drops are again the biggest mover

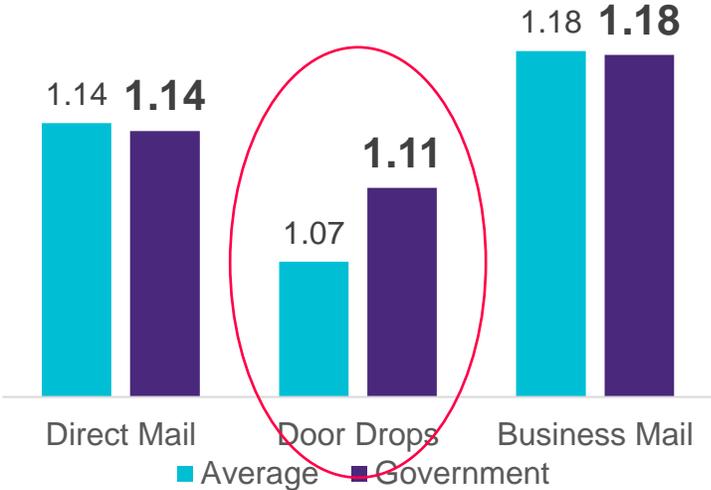


Government focus: The largest shifts in all key metrics are attributable to door drops

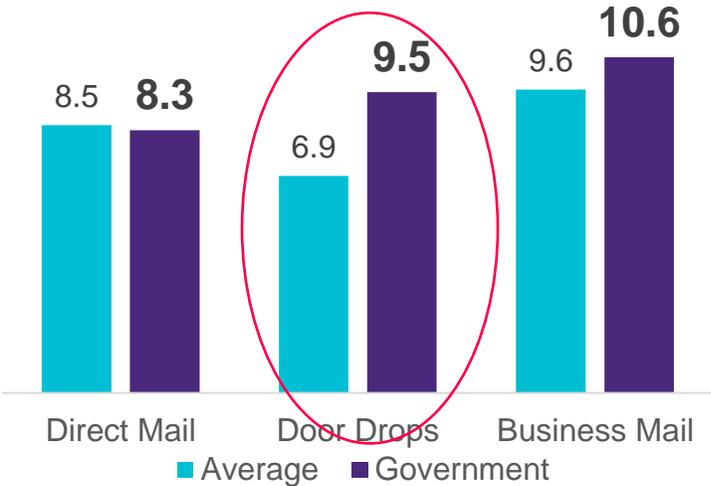
Frequency



Item Reach

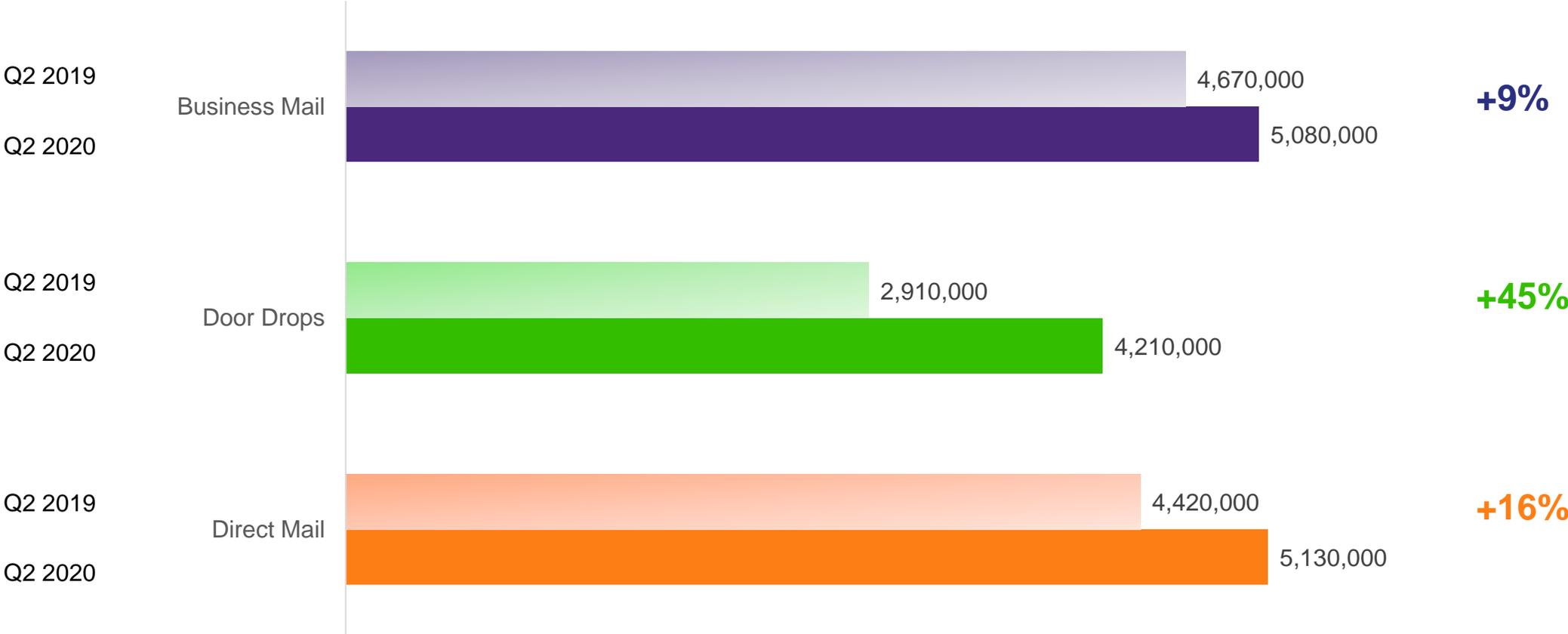


Lifespan

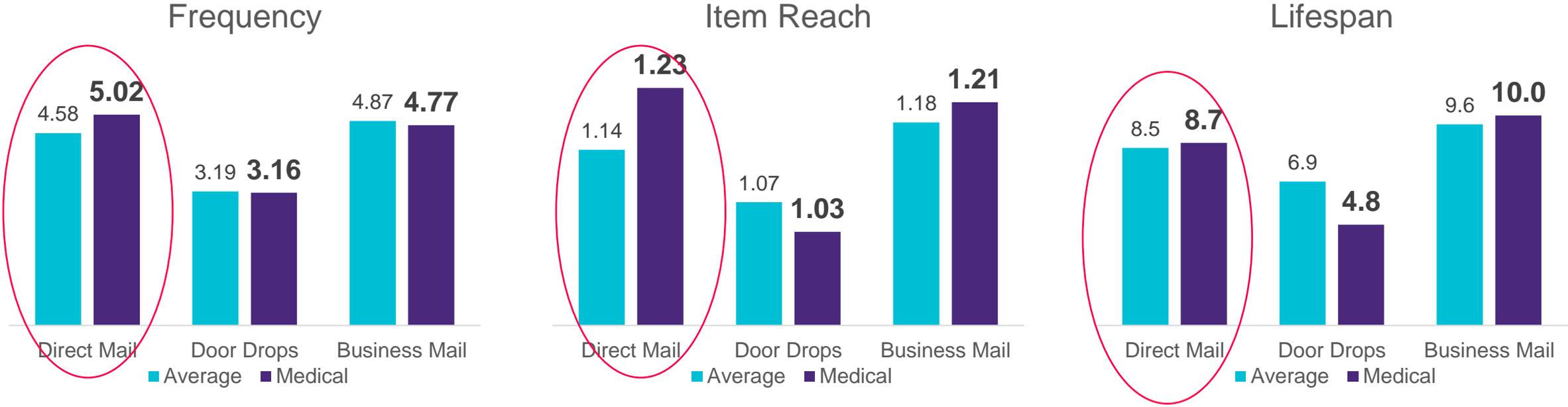


Significantly more impressions delivered for the average government mail out in Q2 2020 vs a year ago

Number of impressions delivered by 1 million mail items year on year



Medical focus: at a time of great medical sensitivity, addressed mail outperforms Door Drops for interactions and sharing



Tune in to our lockdown results webinar on 8th September at 2pm for more analysis

9

Additional topics to be covered:

1. How has the way in which we interact with mail changed during lockdown? Which **audiences** have seen the biggest changes in their mail behaviours?
2. Has there been a change in the type of **content** that resonates with consumers during lockdown?
3. An analysis of **specific government mail campaigns** – e.g. *that* door drop from the Prime Minister

Registration: <https://bit.ly/31Yqloe>



Thanks

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