

How The Kite Factory used JICMAIL data to identify a 19% effective frequency uplift

The Challenge

Over the past few years, charity fundraising has come under increasing financial pressure. Donor recruitment through paid media has become less cost-efficient, and charities are now faced with a challenge to maintain or indeed grow their income in a sustainable and profitable way. In order to rise to this challenge, charities are having to broaden their media mix to reach potential donors in new ways.

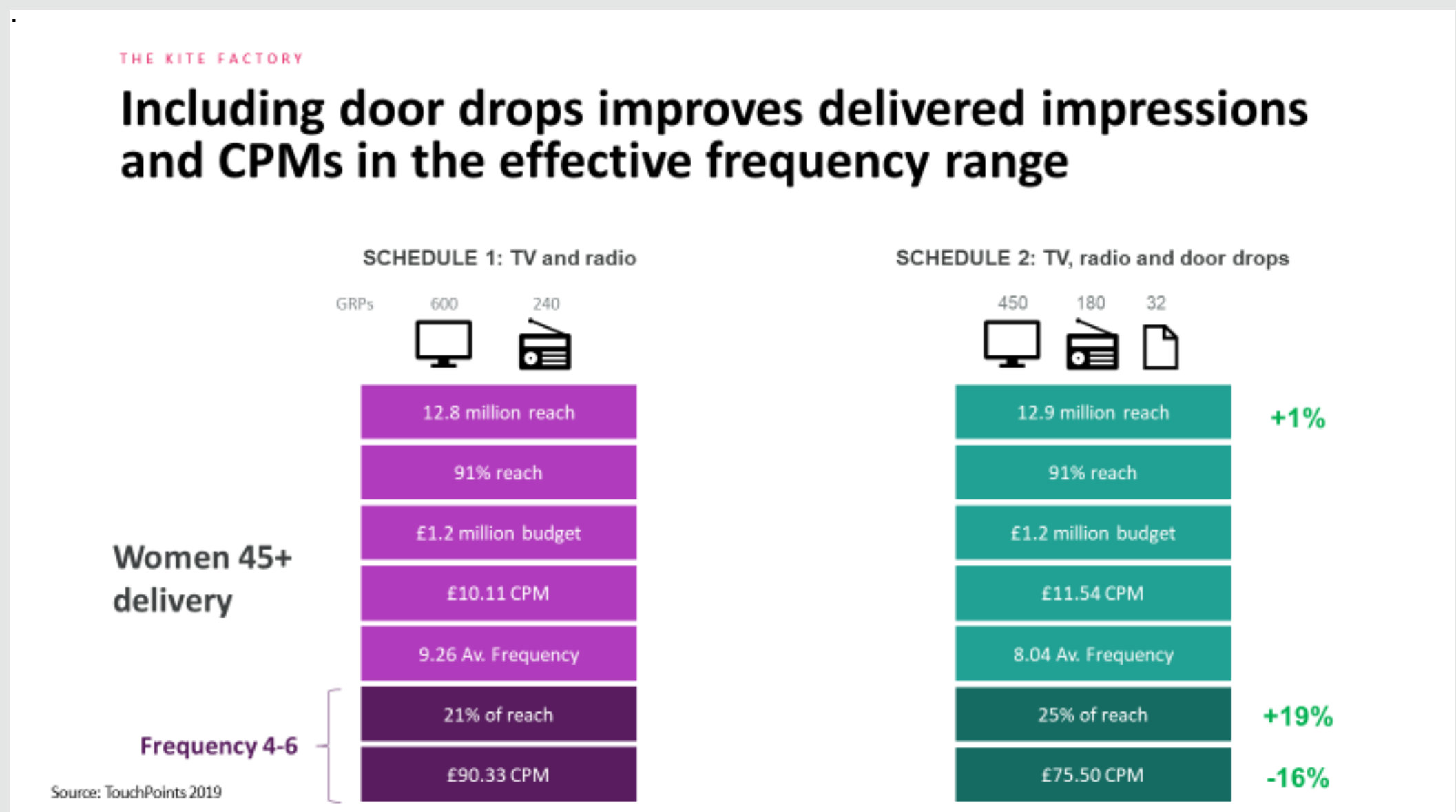
The campaign in this example is taken from a brief aimed at increasing awareness of the charity in question. The standard response would have been to invest the budget solely in broadcast media like TV and radio. Mail and door drops are traditionally seen as pure response channels for charities: **could the JICMAIL data help make a case for broadening the channel mix in an awareness campaign and investing in mail or door drops?**



The Approach

In order to achieve our campaign targets at the given level of spend and campaign length, we were targeting a frequency range of 4-6 exposures against our target audience of Women 45+. With JICMAIL data now available in Touchpoints Channel Planner, we were able to simulate new scenarios that included mail or door drops to see if we could improve on the frequency splits of the original media schedule.

The left hand scenario below shows our original proposal, investing solely in TV and radio. The right hand scenario shows what happened to our effective frequency when we apportioned budget into door drops:



The Outcome

Significant improvements were made to our effective frequency in the new scenario:

- 25% of the campaign impressions would have been delivered in our effective range versus 21% in the original schedule, a **19% improvement**.
- From a cost perspective, CPMs in this range would have fallen from £90.33 to £75.50, a **16% improvement**.

Often seen as a channel that holds its own in driving response, but one that is rarely considered in terms of its contribution to above-the-line campaign KPIs, JICMail data has allowed us to prove that mail and door drops have a robust role to play in an effective multi-media campaign

“It has become increasingly fashionable for agencies to recommend a media mix of broadcast and digital media, and ignore other channels. This use case is a timely reminder that the addition of mail to a schedule can reach consumers that other media miss, and limit the waste inherent in the same consumers seeing your message dozens of times. Think of it as the difference between the cheapest media mix and the most effective media mix.”

Mike Colling, Founder, The Kite Factory