

JICMAIL

User Engagement Tasks – Advertisers
















January 2021



Mail Media Metrics



Three tiers of user adoption: Advertisers

		COMPLETE WITHIN	CPD HOURS	KEY TASKS	CRM	MARKETING	INSIGHT	primary application for:
BRONZE FIRST STARTER		48 hours	2 hours	<ol style="list-style-type: none"> 1) Find one of yours or a competitor's mail journey in JICMAIL Discovery 2) Report on reach, frequency and lifespan for your core audience 3) Create a commercial item impression rate figure for a past campaign 				
SILVER INTERMEDIATE		4 weeks	4 hours	<ol style="list-style-type: none"> 1) Complete Bronze tasks for an upcoming campaign 2) Uncover & apply a piece of hidden target audience insight 3) Uncover & apply a piece of creative insight 4) Uncover & apply a piece of mail channel insight 5) Conduct an in depth competitor review by mail interaction and audience targeting 				
GOLD EXPERT		4 months	10 hours	<ol style="list-style-type: none"> 1) Employ JICMAIL data in to your econometric models or 2) Conduct a custom audience insight or mail effectiveness research project with JICMAIL data or 3) Uncover hidden audience or channel insight using JICMAIL with Touchpoints, TGI or YouGov 4) Create a JICMAIL use case / case study 				

...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 content type.**
- **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 regarding mail creative content**
- **Service your business 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 specific insight bespoke to your competitive set**

Bronze – to complete within two days!

BRONZE

FIRST STARTER



COMPLETE WITHIN CPD HOURS

48 hours

2 hours

1) Find one of yours or a competitor's 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

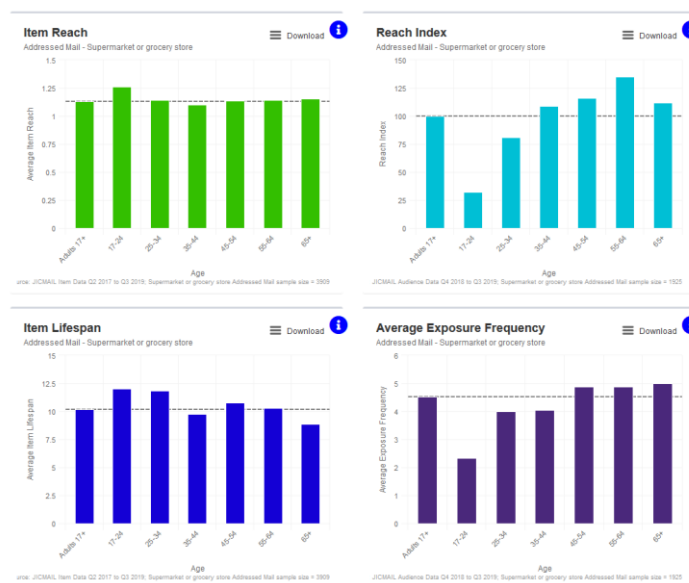
Region: South East
 Social Grade: C2
 Household Size: Live with others (RH size = 2+)
 People in Household: Couple, Household With Children
 Tenure Length: 1-2 years
 Tenure Type: Rented
 Mosaic Group: J: Transient Renters
 Acorn Group: L: Modest Means

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

2) Report on reach, frequency and lifespan for your core audience



3) Calculate a commercial item impression rate figure for a past campaign

Door Drop in the Retailer (e.g. clothing, household electrical etc.) sector:

CAMPAIGN INPUTS	1.05 Item Reach	2.64 Frequency	5.3 days Lifespan
CAMPAIGN OUTPUTS	Input number of Door Drop Items 100000	1,052,856 Campaign Reach	2,779,540 Campaign Impacts
CAMPAIGN OUTCOMES	100,000 COMMERCIAL ACTION ITEMS	479,570 COMMERCIAL IMPRESSIONS	17% COMMERCIAL ACTION RATE

Silver – to complete within four weeks

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

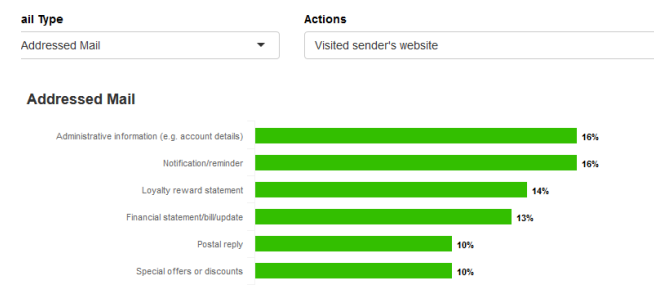
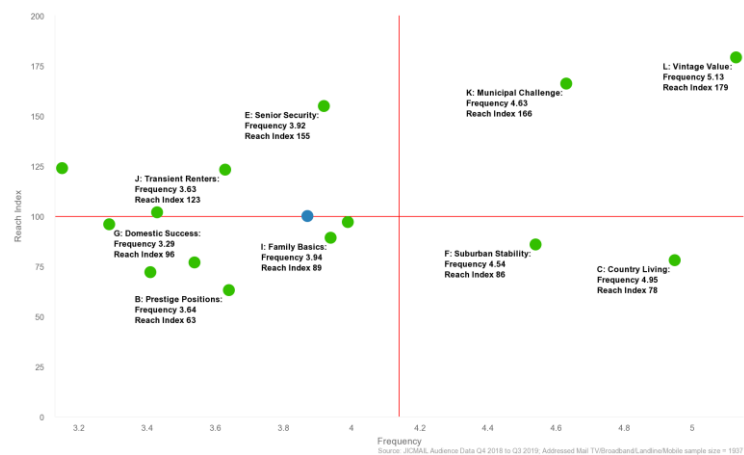
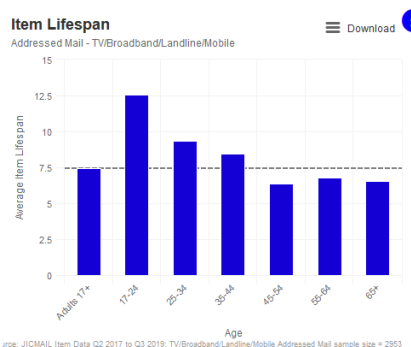
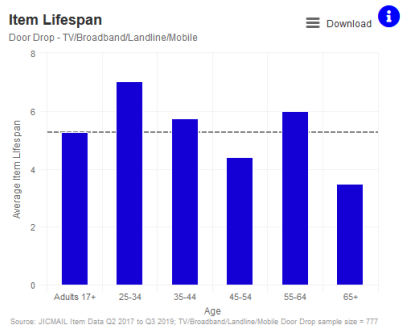
3) Uncover & apply a piece of hidden target audience insight

4) Uncover & apply a piece of creative insight

5) Conduct a competitor review

Bronze – to complete within two days!

- 1) Find one of your or a competitor's next journey in JICMAIL Discovery
- 2) Report on reach, frequency and engagement for your core audience
- 3) Calculate a commercial item impression rate figure for a past campaign



FINANCE AVERAGE

Santander HSBC LLOYDS BANK

DIRECT MAIL FREQUENCY

4.3 4.36 4.36 4.34

Gold – to complete within six months

GOLD
EXPERT



COMPLETE WITHIN CPD HOURS

6 months 10 hours

Gold tasks must relate to an actual revenue opportunity. Producing a JICMAIL case study / use case is strongly recommended

1) Employ JICMAIL data in to your econometric models

2) Conduct a custom audience insight or mail effectiveness research project with JICMAIL data

3) Uncover hidden audience or channel insight using JICMAIL with Touchpoints, TGI or YouGov

OR

OR

JICMAIL + Econometrics

27



Convening a roundtable of cross-industry experts to explore:

- The challenges in correctly attributing mail effects in econometrics models
- The application of JICMAIL data in enriching econometric models
- Best practice in harnessing JICMAIL industry benchmarks and brand level data in models
- Whitepaper to be published in November 2019



Mail Media Metrics



1) ADVERTISER MAIL DEEP DIVE ANALYSIS

KEY QUESTIONS ANSWERED:

- ✓ How are consumers interacting with your DM and Door Drops specifically?

FOR CLIENTS WHO...

...want to move beyond industry category level reach and frequency data



2) ADVERTISER MAIL TRACKING

- ✓ How are consumers interacting with yours and your competitors' DM and Door Drops over time?

✓ ...require more sample for brand level tracking than is currently available in JICMAIL



3) MAIL ECONOMETRICS

- ✓ How do DM and Door Drops drive short term and long term marketing effectiveness?

✓ ...want to harness a more accurate view on mail effectiveness combining JICMAIL data and econometric modelling

Mail delivers reach and frequency to multi-channel campaigns

