

JICMAIL

User Engagement Tasks – Agencies




January 2021

**JIC
MAIL**

Mail Media Metrics



Three tiers of user adoption: Agencies

		COMPLETE WITHIN	CPD HOURS	KEY TASKS
BRONZE FIRST STARTERS		48 hours	2 hours	<ol style="list-style-type: none"> 1) Create a line in an existing media plan using JICMAIL data 2) Find a client or competitor mail journey in JICMAIL Discovery 3) Use commercial action data to predict campaign effectiveness
SILVER INTERMEDIATE		4 weeks	4 hours	<ol style="list-style-type: none"> 1) Complete all Bronze tasks for an <i>upcoming</i> 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 competitive review of mail interactions and audiences targeted
GOLD EXPERT		6 months ...of initial training session	10 hours	<ol style="list-style-type: none"> 1) Plan a mail campaign using Touchpoints Channel Planner <i>or</i> 2) Uncover hidden mail audience insight using the TGI or YouGov JICMAIL fusion <i>or</i> 3) Perform a piece of custom analysis on the Mail Item Database (or other custom JICMAIL dataset) 4) Create a JICMAIL use case / case study



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 advertiser category.**
- **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 to your client regarding mail creative content**
- **Service your clients 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 client specific insight bespoke to your accounts**

Bronze – to complete within two days!

BRONZE
FIRST STARTERS



COMPLETE WITHIN CPD HOURS

48 hours

2 hours

1) Create a line in an existing media plan using JICMAIL data

Campaign Date	Campaign Name	Target Audience	Geography	Mail Items	Reach (000)	Impacts / Impressions
w/c 18th Feb	Frozen	Women 18-34	London	2,500,000	2,830,000	12,800,000

from JICMAIL



2) Find a client or competitor 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 (HH 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

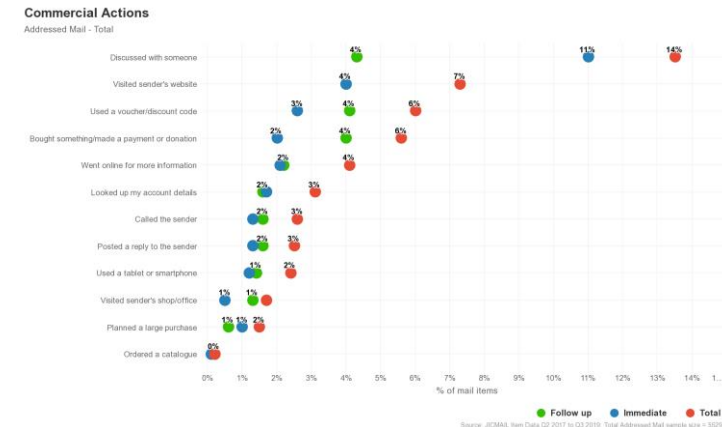
Household Coordinator
 ↓ Female
 🏠 35-44

Thursday 11 April
Read/looked/glanced at it

Thursday 11 April
Used a voucher/discount code

Thursday 11 April
Discussed with someone

3) Use commercial action data to predict campaign effectiveness



Silver – to complete within four weeks across key clients

SILVER
INTERMEDIATE



COMPLETE WITHIN CPD HOURS

4 weeks

4 hours

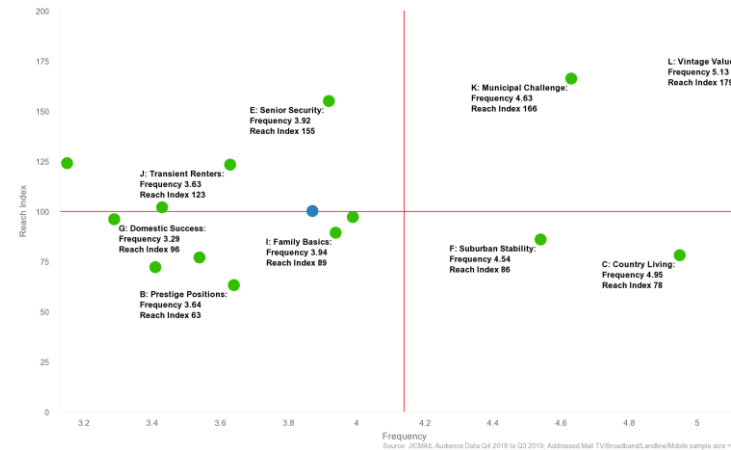
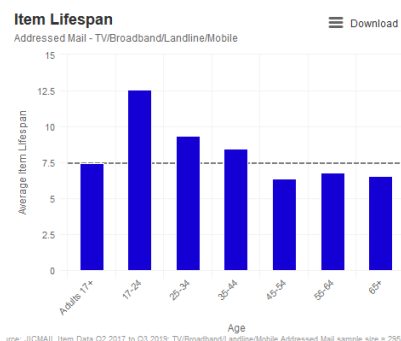
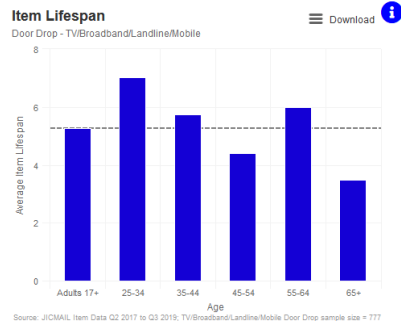
1) Complete all Bronze tasks for an upcoming campaign

2) Uncover & apply a piece of mail channel insight

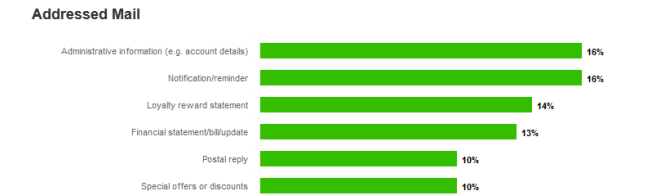
3) Uncover & apply a piece of hidden target audience insight

4) Uncover & apply a piece of creative insight

5) Conduct a competitor review



all Type: Addressed Mail
Actions: Visited sender's website



Gold – to complete within six months

GOLD
EXPERT



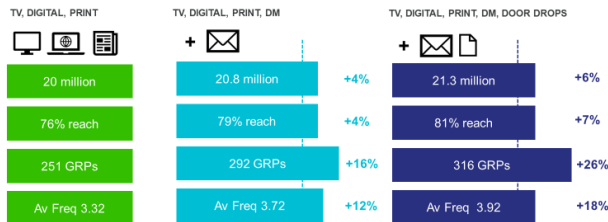
COMPLETE WITHIN CPD HOURS

6 months 10 hours

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

1) Plan a mail campaign using Touchpoints Channel Planner

Mail delivers reach and frequency to multi-channel campaigns

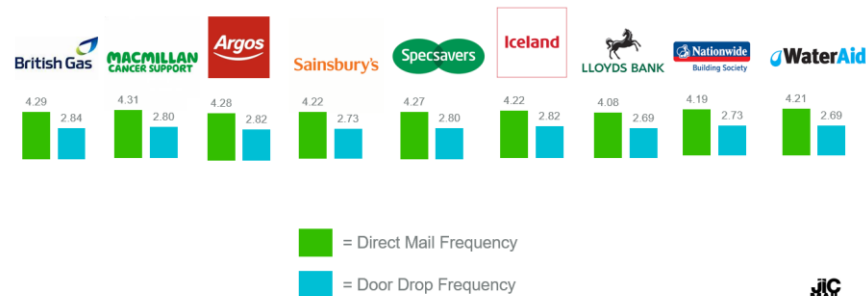


Schedule: details: 2 print ads in Daily Mirror, 2 in Daily Mail 10 mil digital impression, 4.8 mil female targeted, 200 TV/RA ALL commercial TV, DM targeting 10% of the population, Door Drops targeting 15% of the population



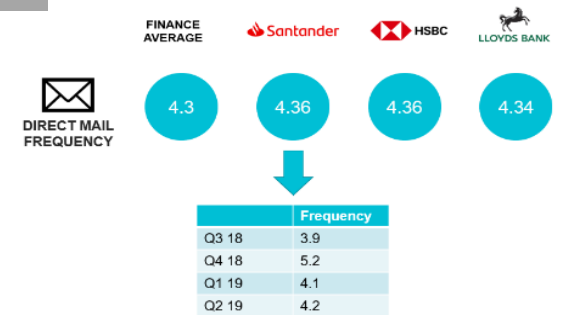
OR

2) Uncover hidden mail audience insight using the TGI or YouGov JICMAIL fusion and apply to a campaign planning document



AND

3) Perform a piece of in-depth custom analysis on the Mail Item Database (e.g. anal)



For those who don't have TGI or Touchpoints

1) Create a JICMAIL ROI case for mail for a specific client

2) Create a mail impressions efficiency case for a specific client using ACT

MAIL ROI Calculator

Channel: ALL | Industry: ALL | Mosaic: ALL | Response Weighting: 100%

1.13	4.05	7%	7.73	142784
Reach	Frequency	Buying Behaviour	Lifespan in days	Sample Size

Instructions:

OR

Audience Comparison Tool

Input Budget £: 100000 | Select Demographic: ABC1 Adults | Compare to: Online Channels

	CPT £	Purchased Impacts	Delivered Impacts	Audience Impacts CPT	Difference vs Buy
Mail	Door Drop: 50				
	Partially Addressed: 170	2,000,000	5,616,000	£17.81	-64%
	Cold Acquisition (DM): 210	588,235	2,303,647	£43.41	-74%
		476,190	2,087,857	£47.9	-77%

- A piece of analysis that has been delivered to a client in an appropriate format (e.g. a power point presentation, a word document etc) that provides some specific detail on how that client and/or their competitors mail performs in terms of key JICMAIL metrics.
- This work will likely have to be conducted on the excel output of the Mail Item Database - assessing the data using pivot tables(I reattach our pivot table pointer slides for reference).
- The analysis could draw on any of the following different types of data comparisons for example:
 - Reach, frequency and lifespan over time.
 - Reach, frequency and lifespan by audience segment (e.g. MOSAIC group, or gender).
 - Audience profile of client vs competitor mail - i.e. who they are targeting.
 - Specific action response rates over time using key physical or commercial actions.
 - Insight drawing out the observed trends and actionable recommendations should all be part of the analysis.