# JICMAIL

**User Engagement Tasks – Postal Operators and Distributors**

**January 2021**

**JIC MAIL**

**Mail Media Metrics**
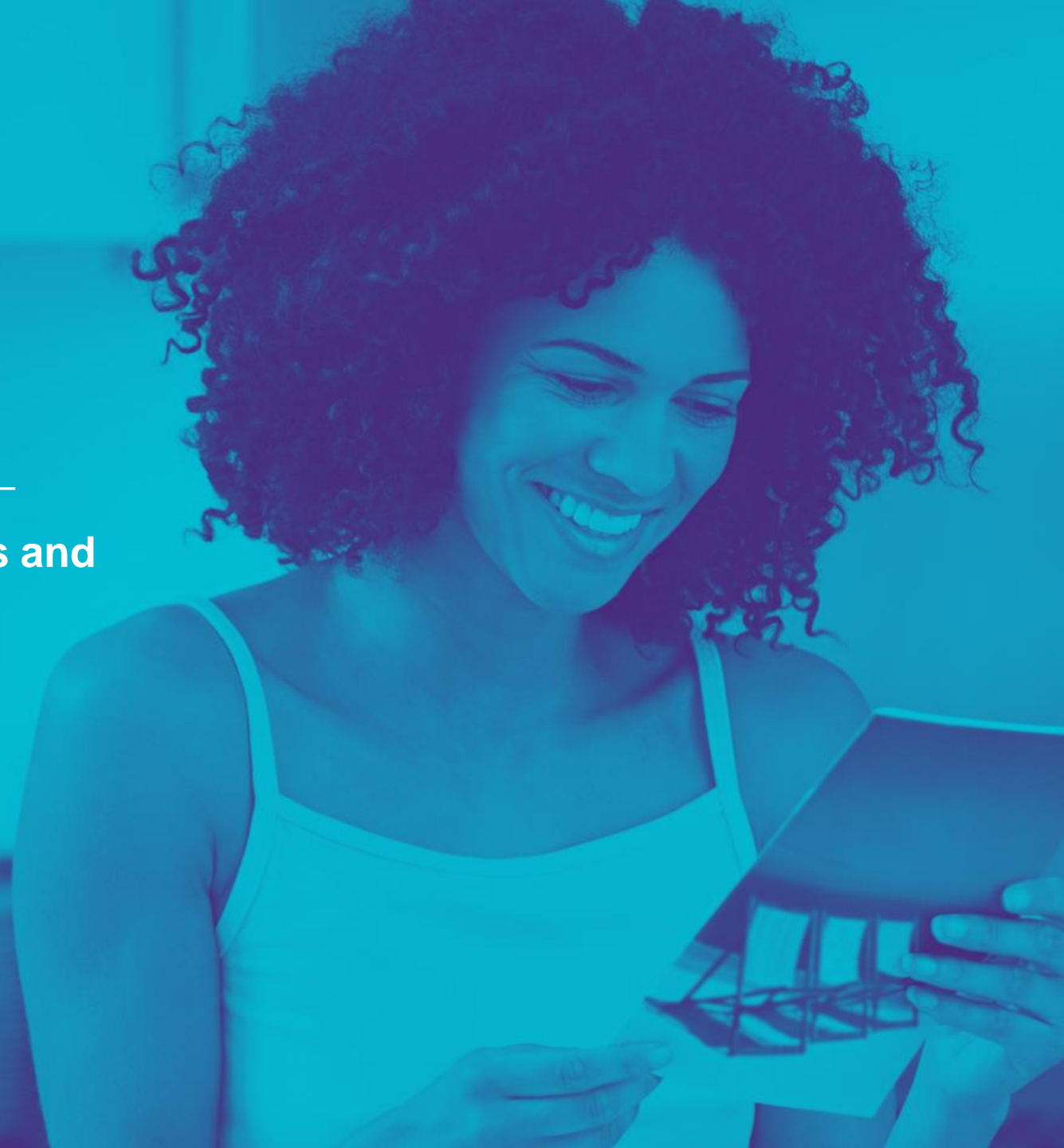
# Three tiers of user adoption: Sell side

| | COMPLETE WITHIN | CPD HOURS | KEY TASKS |
|---|---|---|---|
| **BRONZE**<br><br>FIRST STARTER | **48 hours** | **2 hours** | 1) Find one of your client's or their competitor's mail journeys in JICMAIL Discovery<br>2) Report on reach, frequency and lifespan for your client's core audience<br>3) Create a commercial item impression rate figure for a past campaign |
| **SILVER**<br><br>INTERMEDIATE | **4 weeks** | **4 hours** | 1) Uncover & include a piece of hidden target audience insight in a client presentation<br>2) Uncover & include a piece of creative insight<br>3) Uncover & include a piece of mail channel insight |
| **GOLD**<br><br>EXPERT | **4 months**<br><br>…of initial training session | **10 hours** | 1) Produce a piece of competitor insight - comparing key reach and frequency variables for your client and competitors.<br>2) Reach agreement with client to adopt JICMAIL data in to their measurement / econometric models OR<br>3) Use the ACT or ROI calculator to make a case for mail in a client presentation<br>4) Create a JICMAIL use case / case study |

JIC MAIL
**Mail Media Metrics**

*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 using reach, frequency and lifespan variables**
- **Be able to communicate the precited commercial outcomes of a mail campaign using the Mail Campaign Calculator**
- **Demonstrate household mail journeys to your clients**

**SILVER**

INTERMEDIATE

*You will be able to…*

- **Create specific recommendations to clients regarding audience targeting for DM, Business Mail and Door Drops**
- **Make recommendations regarding mail creative content**
- **Prove the impact of DM vs Door Drops vs Business Mail**

**GOLD**

EXPERT

*You will be able to…*

- **Analyse custom JICMAIL datasets to create specific insight bespoke to your competitive set**
- **Be confident in JICMAIL's usage in the econometric measurement process**
- **OR be confident talking about the relative value or ROI of mail to clients**

JIC MAIL
**Mail Media Metrics**

# Bronze – to complete within two days!

**BRONZE**

FIRST STARTER

| COMPLETE WITHIN | CPD HOURS |
|---|---|
| 48 hours | 2 hours |

**1) Find one of your client's or one of their competitor's mail journeys in JICMAIL Discovery**



**2) Report on reach, frequency and lifespan for your client's core audience**



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

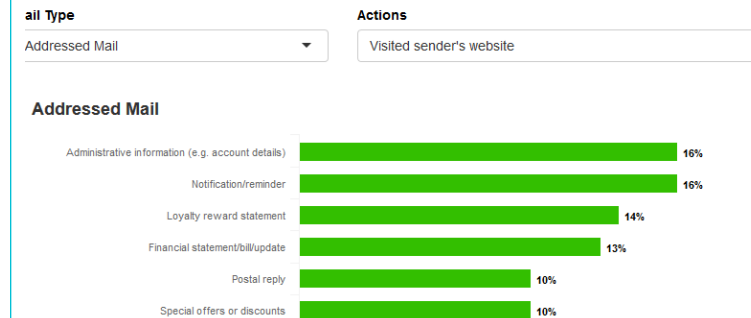|  | COMPLETE WITHIN | CPD HOURS |
|---|---|---|
| **SILVER** | **4 weeks** | **4 hours** |
| INTERMEDIATE | | |

### 1) Uncover & apply a piece of mail channel insight
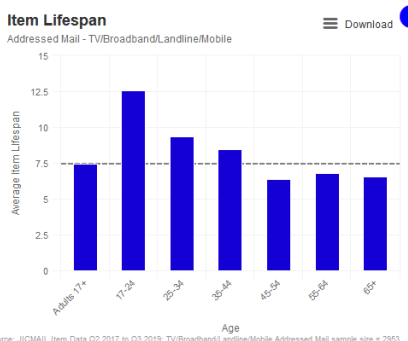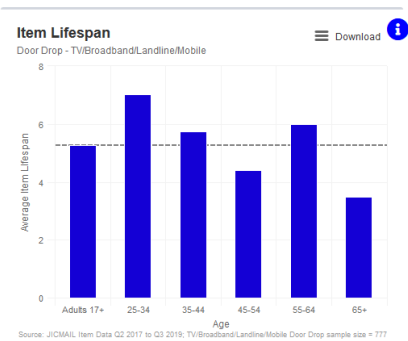


### 2) Uncover & apply a piece of hidden target audience insight
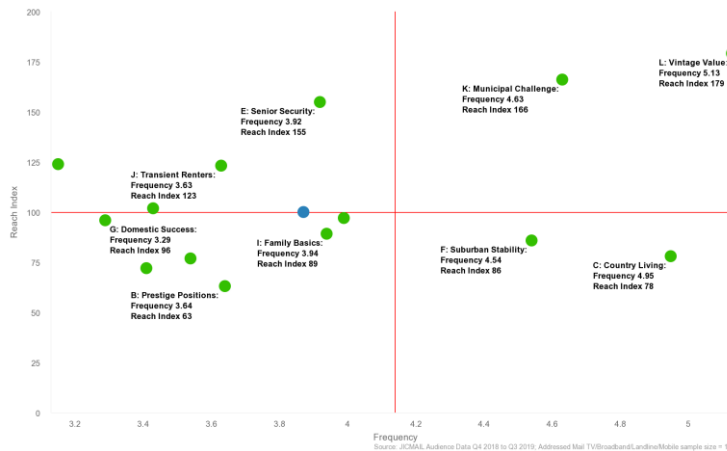


### 3) Uncover & apply a piece of creative insight

# Gold – to complete within six months

| | COMPLETE WITHIN | CPD HOURS |
|---|---|---|
| **GOLD** EXPERT | 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) Work with a client to on board JICMAIL data in to their econometric models**

**OR**

**2) Use the ACT or ROI calculator to make a case for mail in a client presentation**

**3) Produce a piece of competitor insight - comparing key reach and frequency variables for your client and competitors.**

**DESIRABLE: Produce a client case study**



**Frequency of exposure / interaction**



■ XMAS 2018  ■ XMAS 2019

# Key gold guidelines for competitor analysis on mail item database

- 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.

**JIC MAIL**
**Mail Media Metrics**