

# JICMAIL

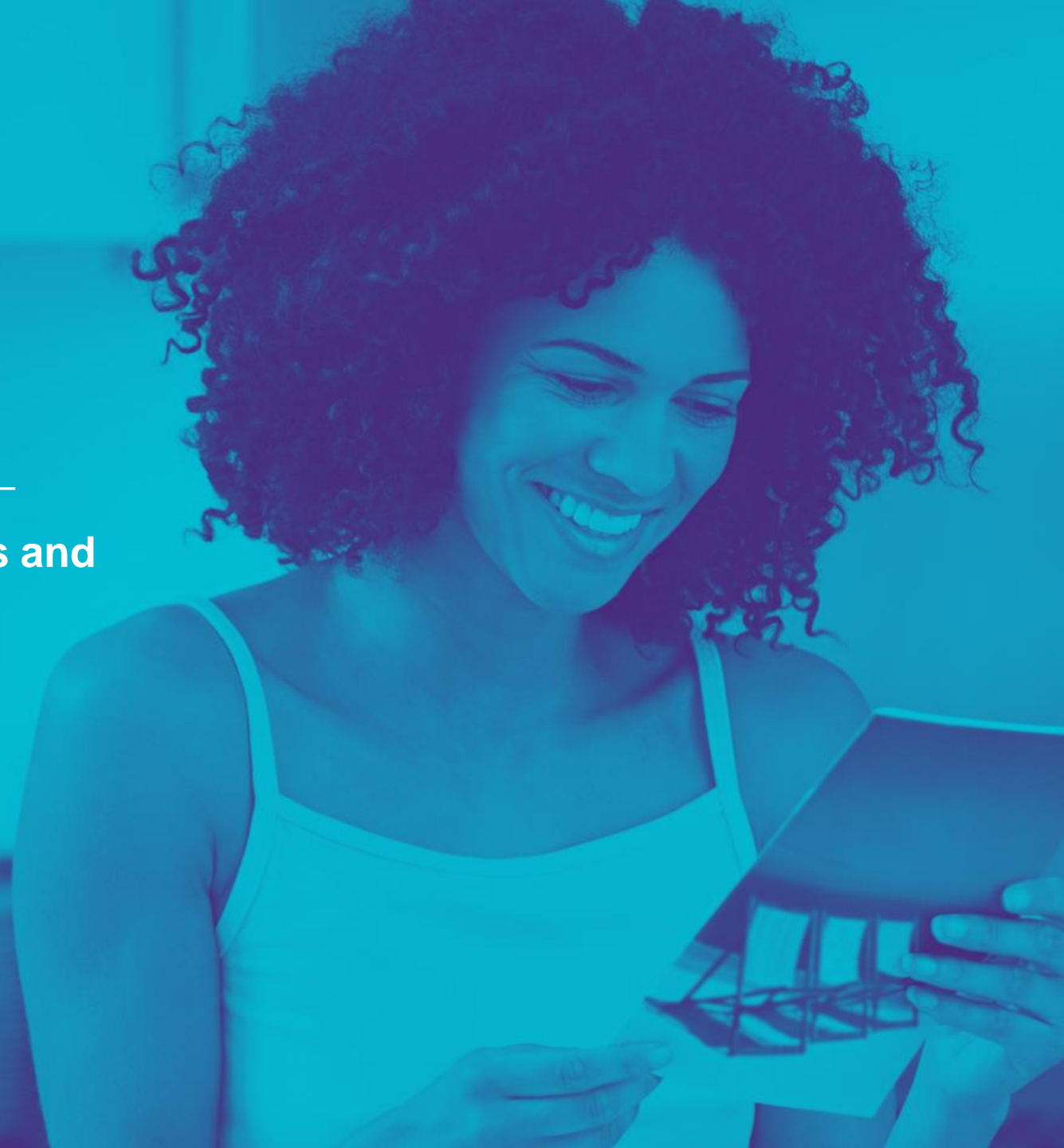
---

User Engagement Tasks – Postal Operators and Distributors

January 2021



Mail Media Metrics



# Three tiers of user adoption: Sell side

		COMPLETE WITHIN	CPD HOURS	KEY TASKS
BRONZE FIRST STARTER		48 hours	2 hours	<ol style="list-style-type: none"> <li>1) Find one of your client's or their competitor's mail journeys in JICMAIL Discovery</li> <li>2) Report on reach, frequency and lifespan for your client's core audience</li> <li>3) Create a commercial item impression rate figure for a past campaign</li> </ol>
SILVER INTERMEDIATE		4 weeks	4 hours	<ol style="list-style-type: none"> <li>1) Uncover &amp; include a piece of hidden target audience insight in a client presentation</li> <li>2) Uncover &amp; include a piece of creative insight</li> <li>3) Uncover &amp; include a piece of mail channel insight</li> </ol>
GOLD EXPERT		4 months	10 hours	<ol style="list-style-type: none"> <li>1) Produce a piece of competitor insight - comparing key reach and frequency variables for your client and competitors.</li> <li>2) Reach agreement with client to adopt JICMAIL data in to their measurement / econometric models OR</li> <li>3) Use the ACT or ROI calculator to make a case for mail in a client presentation</li> <li>4) Create a JICMAIL use case / case study</li> </ol>

...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 using reach, frequency and lifespan variables**
- **Be able to communicate the predicted 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**

# 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

**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 client's 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:

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

# Silver – to complete within four weeks

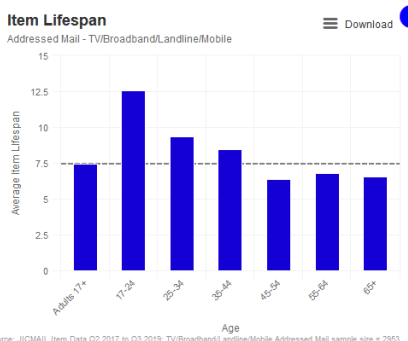
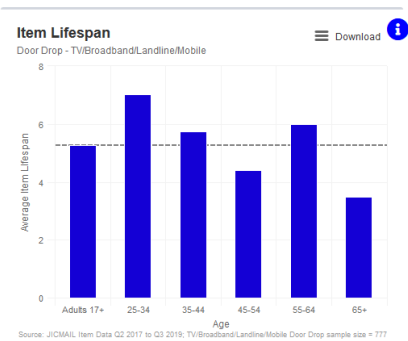
SILVER  
INTERMEDIATE



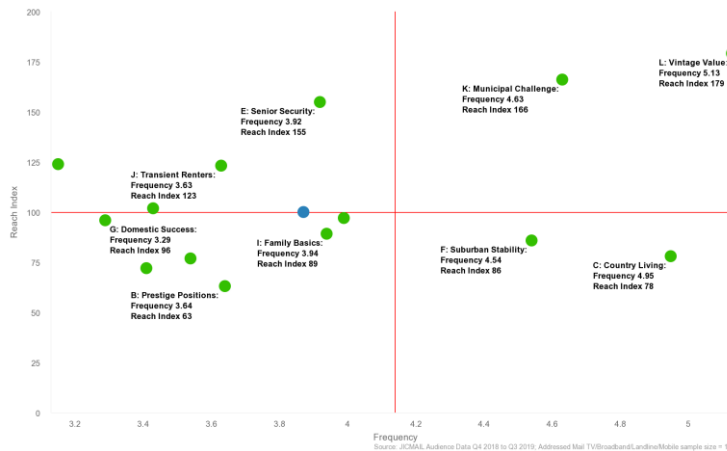
COMPLETE WITHIN CPD HOURS

4 weeks 4 hours

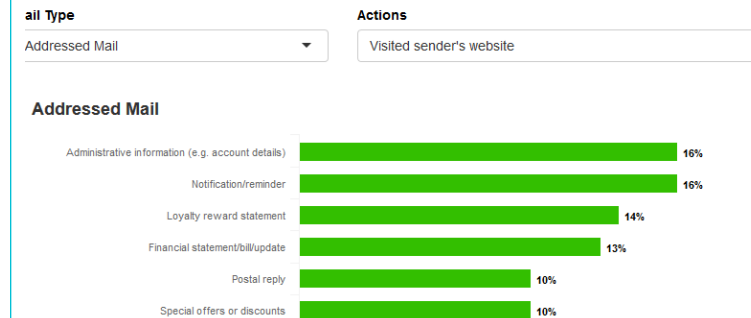
## 1) Uncover & apply a piece of mail channel insight



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



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



# Gold – to complete within six months

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) 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

## JICMAIL + Econometrics

27



Convening a roundtable of cross-industry experts to explore:

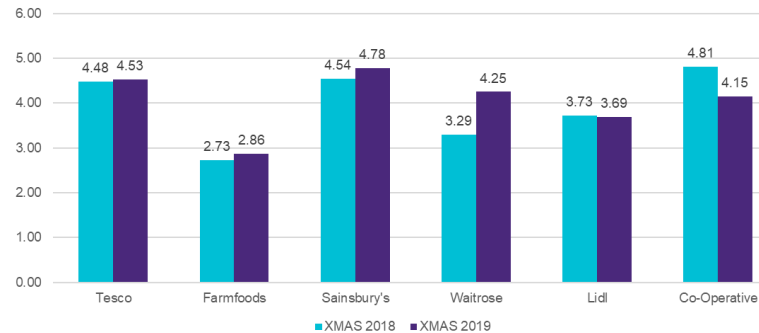
- The challenges in correctly attributing mail effects in econometrics models
- The application of JICMAIL data in enriching econometric models
- Best practice in harnessing JICMAIL industry benchmarks and brand level data in models
- Whitepaper to be published in November 2019



ABC1 ADULTS

Input Budget	£100,000.00
Channel	Media CPT
MAIL	
Door Drop	£50.00
Partially Addressed	£170.00
Cold Acquisition (DM)	£210.00
ONLINE	
Digital Display	£1.90
Social	£4.00
PPC	£50.00
Email	£30.00

## Frequency of exposure / interaction



Mailbird shows Swoon how mail drives conversion using JICMAIL

Client: Swoon  
Agencies: Mailbird

**The Challenge**  
Swoon are a designer-led furniture brand providing a wide range of household items, primarily through their e-commerce website. As an online retailer, they have relied heavily on digital marketing to drive new business and attract customers to their website. However, with their digital acquisition costs on the rise and a knock-on negative impact seen on their marketing return on investment, Swoon made the decision to undergo a strategic review of the channels employed to reverse these trends and drive profitable customer growth.

Prior to the review, Swoon were not heavy users of the mail channel. However, with mail presenting an almost unrivalled opportunity to offer highly targeted messaging and rich tactile marketing experiences through catalogues (a traditional, yet vital medium in the furniture category), Swoon were willing to review their position providing that the evidence for mail effectiveness was compelling enough to warrant investment.

Mailbird, Swoon's mailing partner, worked with JICMAIL to provide credible, gold-standard planning metrics to provide a data-driven approach to demonstrating the benefits of the mail channel.

**The Approach**



Mail Media Metrics

# 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.