

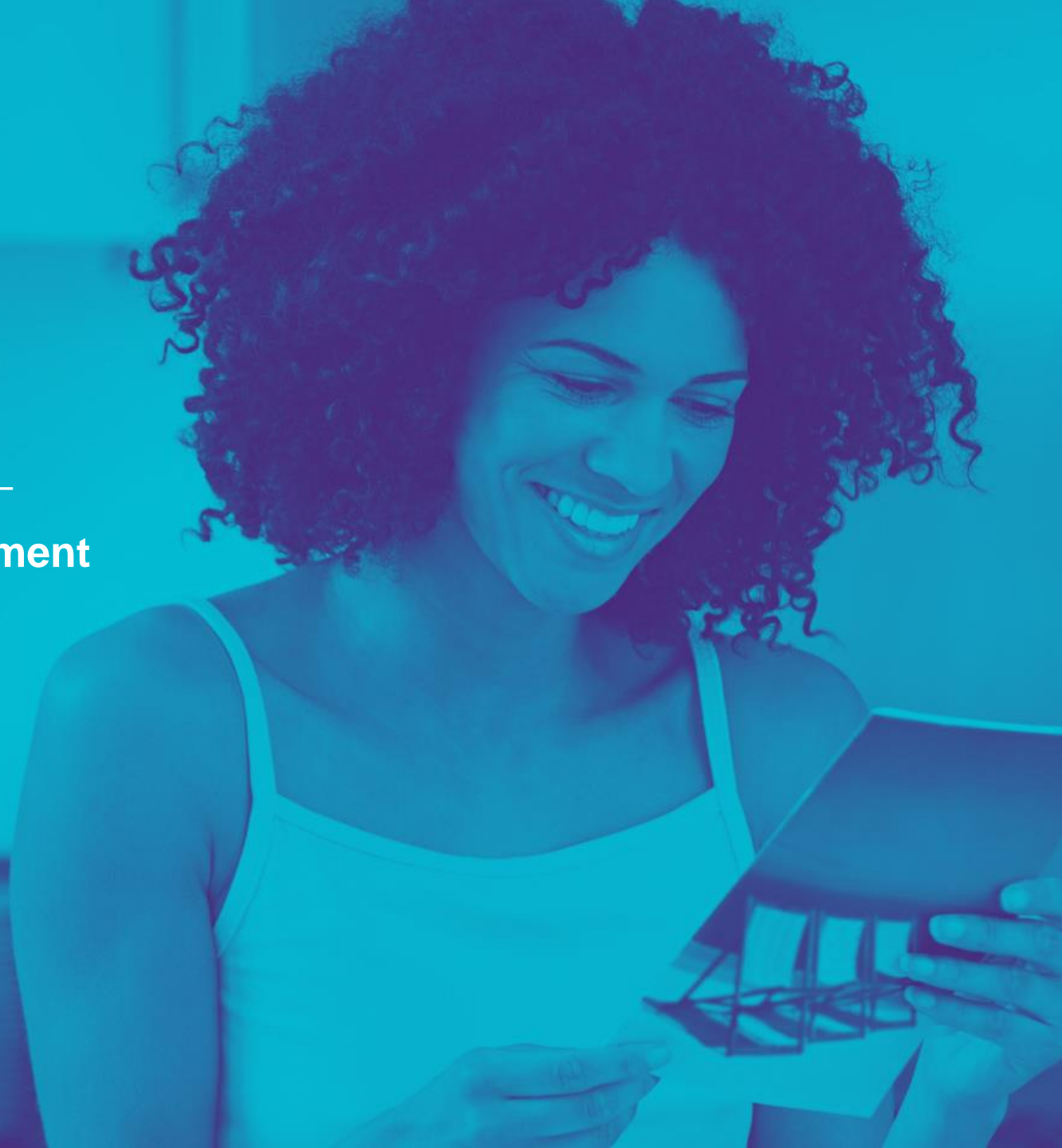
JICMAIL User Engagement Tasks

Mailing Houses, Printers and Print Management




January 2021

**JIC
MAIL**

Mail Media Metrics



Three tiers of user adoption: Mailing houses and agents

		COMPLETE WITHIN	CPD HOURS	KEY TASKS
BRONZE FIRST STARTERS		48 hours	2 hours	<ol style="list-style-type: none"> 1) Identify customers and prospects in the Mail Item Database 2) Find one of your customer's mail journeys 3) Calculate mail lifespan for customer sector and demographic 4) Watch JICMAIL Methodology video
SILVER INTERMEDIATE		4 weeks	4 hours	<ol style="list-style-type: none"> 1) Complete all Bronze tasks for an upcoming proposal, pitch or meeting 2) Show physical and commercial actions to predict campaign effectiveness for customer sector 3) Calculate mail audience figure for a customer sector and demographic Uncover & apply a piece of creative insight 4) Read a JICMAIL blog or watch a webinar
GOLD EXPERT		6 months	10 hours	<ol style="list-style-type: none"> 1) Complete a Use Case 2) Uncover & apply a piece of creative insight 3) Conduct a competitor review 4) Share JICMAIL campaign with customer 5) 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...

- **Uncover new prospects and business opportunities**
- **Share detailed customer mail journeys**
- **Show customers predicted mail lifespan for their sector and demographic**
- **Understand JICMAIL methodology**

SILVER
INTERMEDIATE



You will be able to...

- **Create specific recommendations regarding audience targeting for DM and Door Drops**
- **Show customers predicted physical and commercial actions for mail campaigns**
- **Show mail campaign audience figures alongside volume figures**

GOLD
EXPERT



You will be able to...

- **Share examples of JICMAIL data usage**
- **Make recommendations to your client regarding mail creative content**
- **Service your clients with unrivalled competitive insight**
- **Analyse custom JICMAIL datasets to create client specific insight bespoke to your accounts**

Bronze – to complete within two days!

BRONZE

FIRST STARTERS



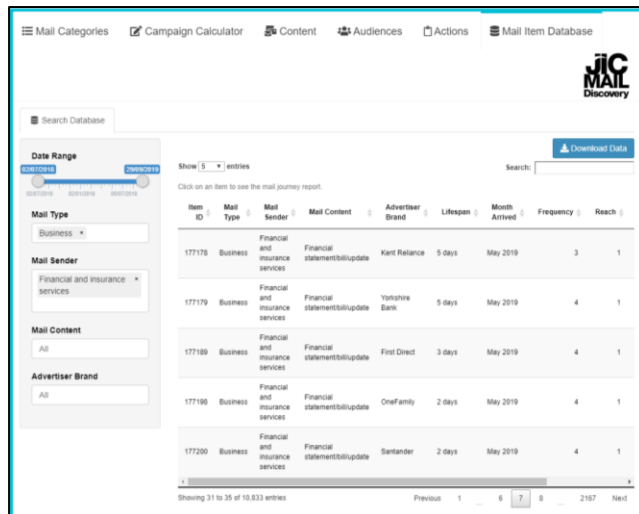
COMPLETE WITHIN

CPD HOURS

48 hours

2 hours

1) Identify customers and prospects in the Mail Item Database



2) Find one of your customer's mail journeys

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

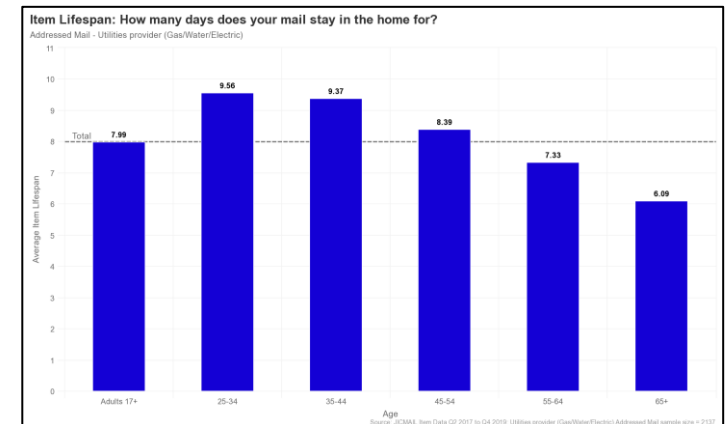
Region: South East
 Social Grade: C2
 Household Size: Live with others (HH size = 2+)
 People in Household: Couple, Household With Children
 Tenure Length: 1-2 years
 Tenure Type: Rented
 Mosaic Group: J: Transient Renters
 Acorn Group: L: Modest Means

Item Actions Timeline

Physical actions in blue
 Commercial actions in red

Thursday 11 April	Read/looked/glanced at it
Thursday 11 April	Used a voucher/discount code
Thursday 11 April	Discussed with someone

3) Calculate mail lifespan for customer sector and demographic



4) Watch JICMAIL Methodology video



jicmail.org.uk/data/methodology/

Silver – to complete within four weeks across key clients

SILVER
INTERMEDIATE



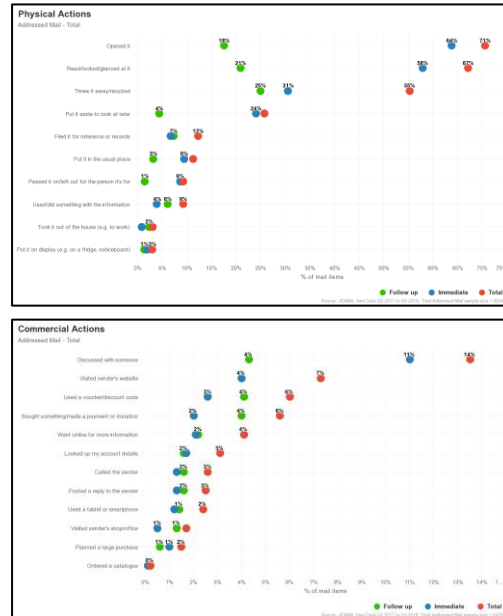
COMPLETE WITHIN CPD HOURS

4 weeks

4 hours

1) Complete all Bronze tasks for an *upcoming proposal, pitch or meeting*

2) Show physical and commercial actions to predict campaign effectiveness for customer sector



3) Calculate mail audience figure for a customer sector and demographic

4) Read a JICMAIL blog or watch a webinar

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) 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 Reach	4.05 Frequency	7% Buying Behaviour	7.73 Lifespan in days	142784 Sample Size
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Instructions:

OR

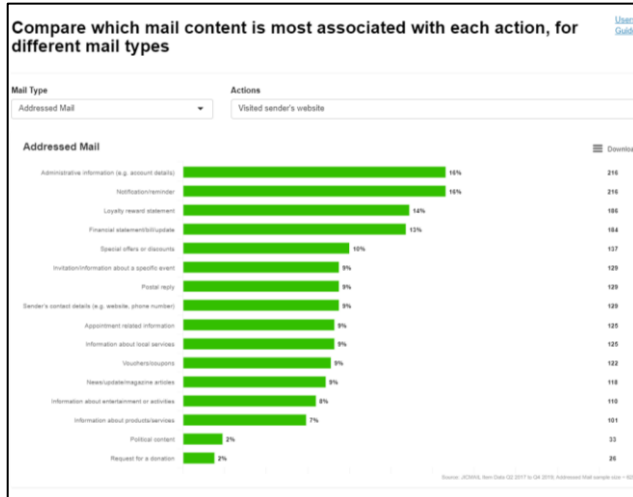
Audience Comparison Tool

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

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

Gold (continued)

3) Uncover & apply a piece of creative insight



4) Conduct a competitor review



5) Share a JICMAIL campaign with customer



OR

6) Produce a JICMAIL Use Case

Re-imagining the test drive process using direct mail for the digital generation

Client: Jaguar Land Rover Range Rover Evoque
Agency: Edell and Sparks44

The Challenge
The test drive is the pivotal moment in converting potential car buyers into new car owners. For the Land Rover Range Rover Evoque – a leading luxury subcompact SUV – the unique nature of its target audience versus traditional car buyers means that this challenge is ever more pressing.
By targeting a young tech-savvy audience who are simultaneously time-poor, bombarded by digital media and unlikely to find out for themselves how to book a test-drive, a re-invention of the new car discovery process was vital. Combined with the fact that less than 40% of this audience are contactable via email post-GDPR and that competition for their attention is more fierce than ever before, a marketing strategy that both engaged consumers creatively while driving commercial action was vital for the ongoing success of Evoque car sales.
The answer to the question of how to cut-through in an age of digital saturation? Enter Direct Mail.

The Approach
Direct Mail provided Jaguar Land Rover with a golden opportunity to harness the power of a channel which was simultaneously being under-utilised for young tech-savvy audiences, yet shows high level of audience engagement when it does appear on the media plan. In fact, data from a fusion of JICMAIL, the industry planning currency for mail and TGI shows that while traditional car target audiences who intend to buy a car in the next two years are 17% more likely than the average adult to be targeted with direct mail, young tech-savvy audiences are 39% less likely to be targeted.

www.jicmail.org.uk admin@jicmail.org.uk

JIC MAIL
Mail Media Metrics



- 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.