JICMAIL

User Engagement Tasks – Mailing Houses, Printers and Print Management

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Mail Media Metrics

Three tiers of user adoption: Mailing houses and agents

	COMPLETE WITHIN	KEY TASKS
BRONZE FIRST STARTERS	**48 hours**	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**	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**	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	

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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**

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Bronze – to complete within two days!

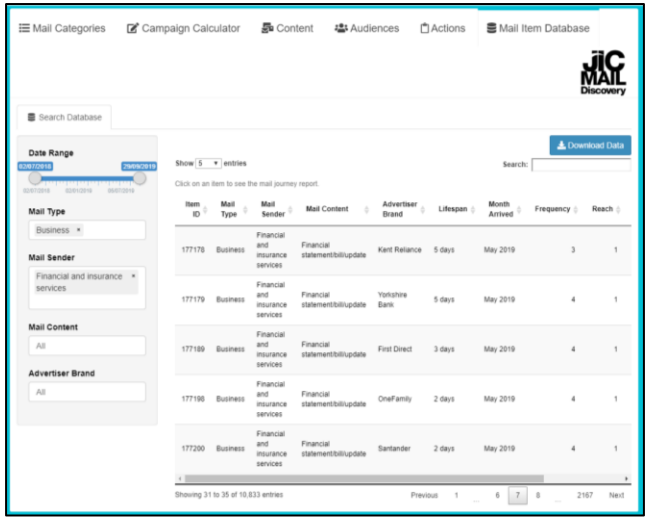
BRONZE

FIRST STARTERS

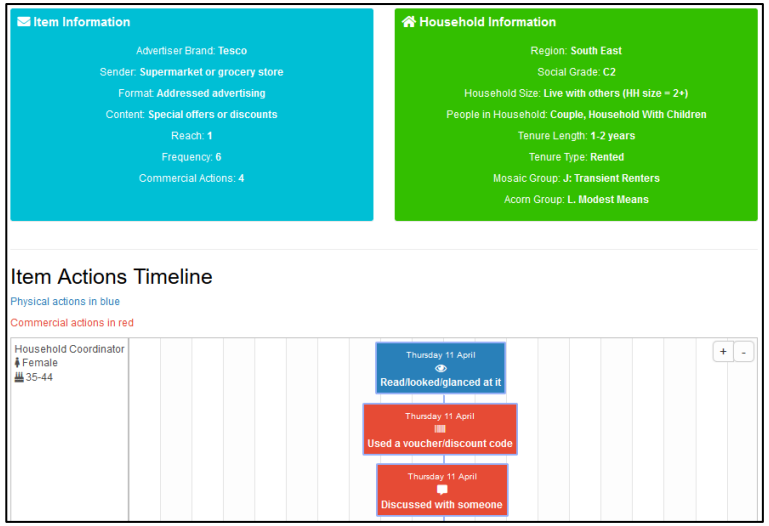
COMPLETE WITHIN

48 hours

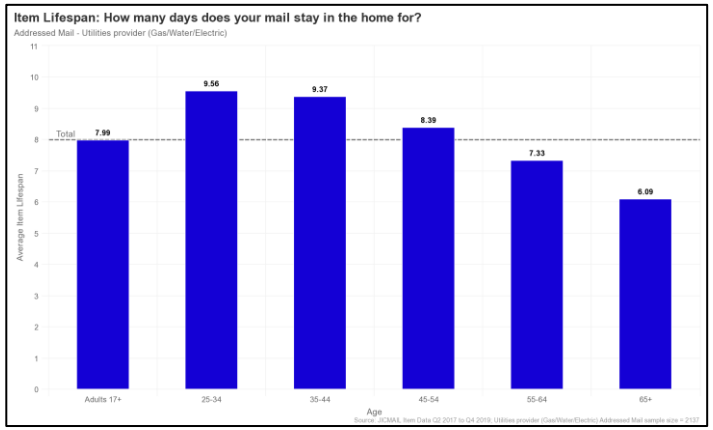
1) Identify customers and prospects in the Mail Item Database



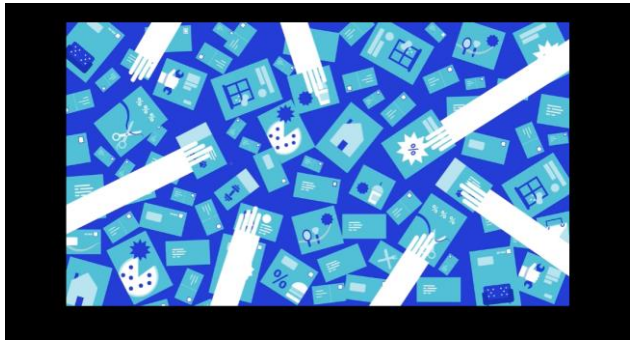
2) Find one of your customer's mail journeys



3) Calculate mail lifespan for customer sector and demographic



4) Watch JICMAIL Methodology video



.jicmail.org.uk/data/methodology/

Silver – to complete within four weeks across key clients

SILVER

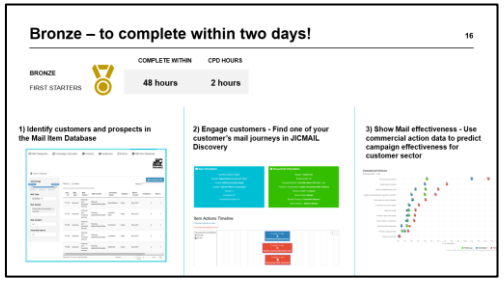
INTERMEDIATE

COMPLETE WITHIN

4 weeks

Silver tasks must be applied to a real life pitch, proposal or upcoming campaign planning document or presentation

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



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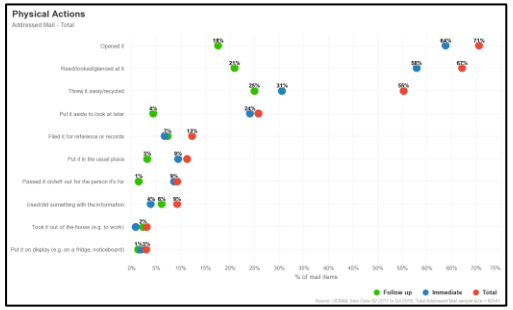
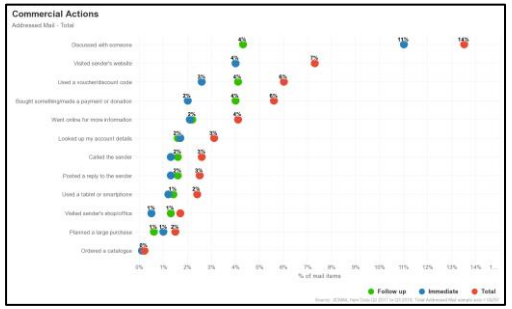
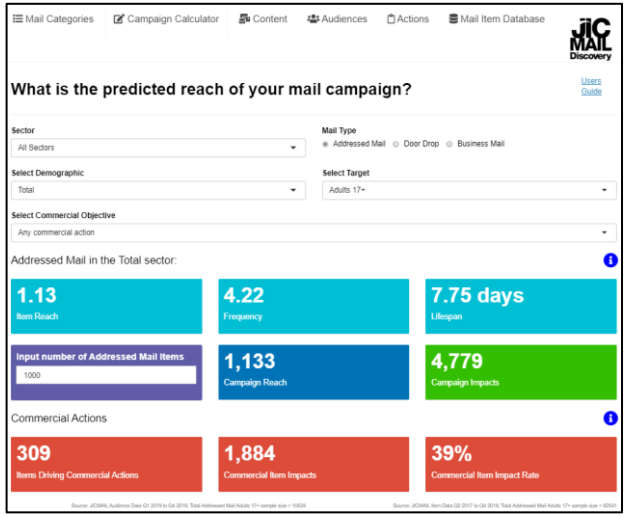
2) Show physical and commercial actions to predict campaign effectiveness for customer sector

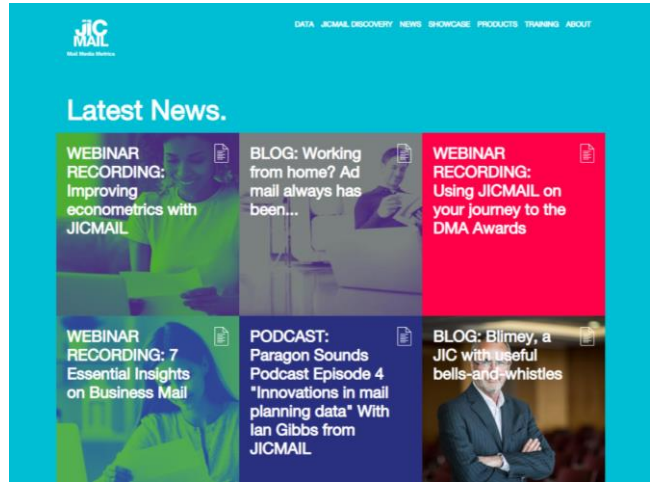




3) Calculate mail audience figure for a customer sector and demographic



4) Read a JICMAIL blog or watch a webinar



jicmail.org.uk/news/

Gold – to complete within six months

GOLD

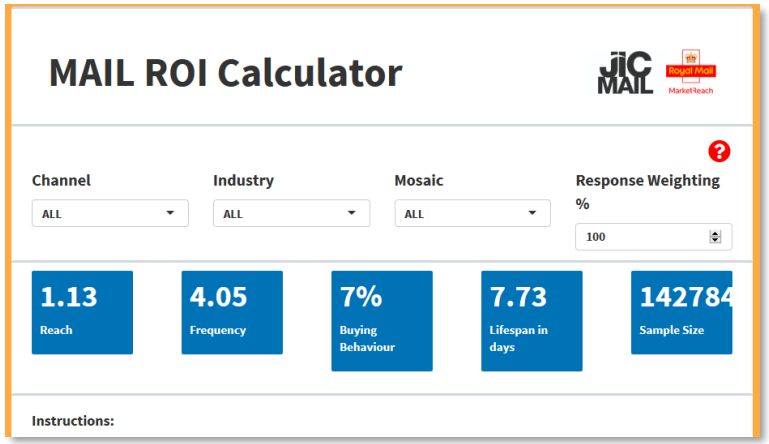
EXPERT

COMPLETE WITHIN

6 months

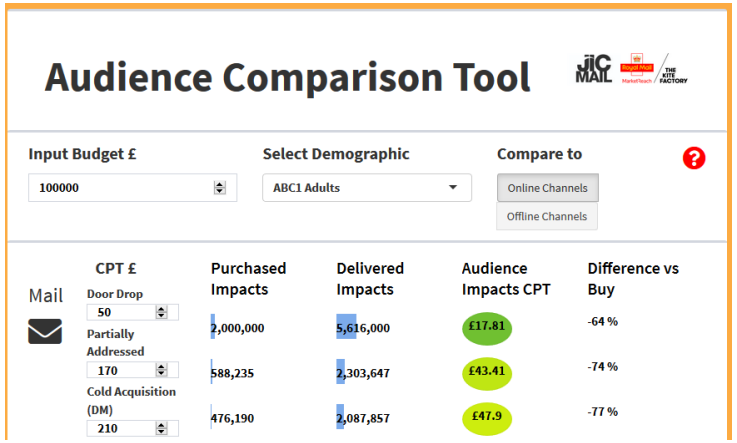
Gold tasks must relate to an actual revenue / client opportunity. Producing a JICMAIL case study / use case is strongly recommended

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



OR

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



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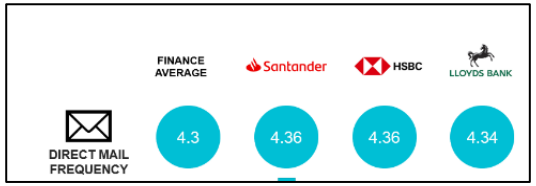
Gold (continued)

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

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Key gold guidelines for custom 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.