

# CHRISTMAS 2019 REVIEW - HIGHLIGHTS

FOR RETAIL / ONLINE RETAIL ADVERTISING MAIL

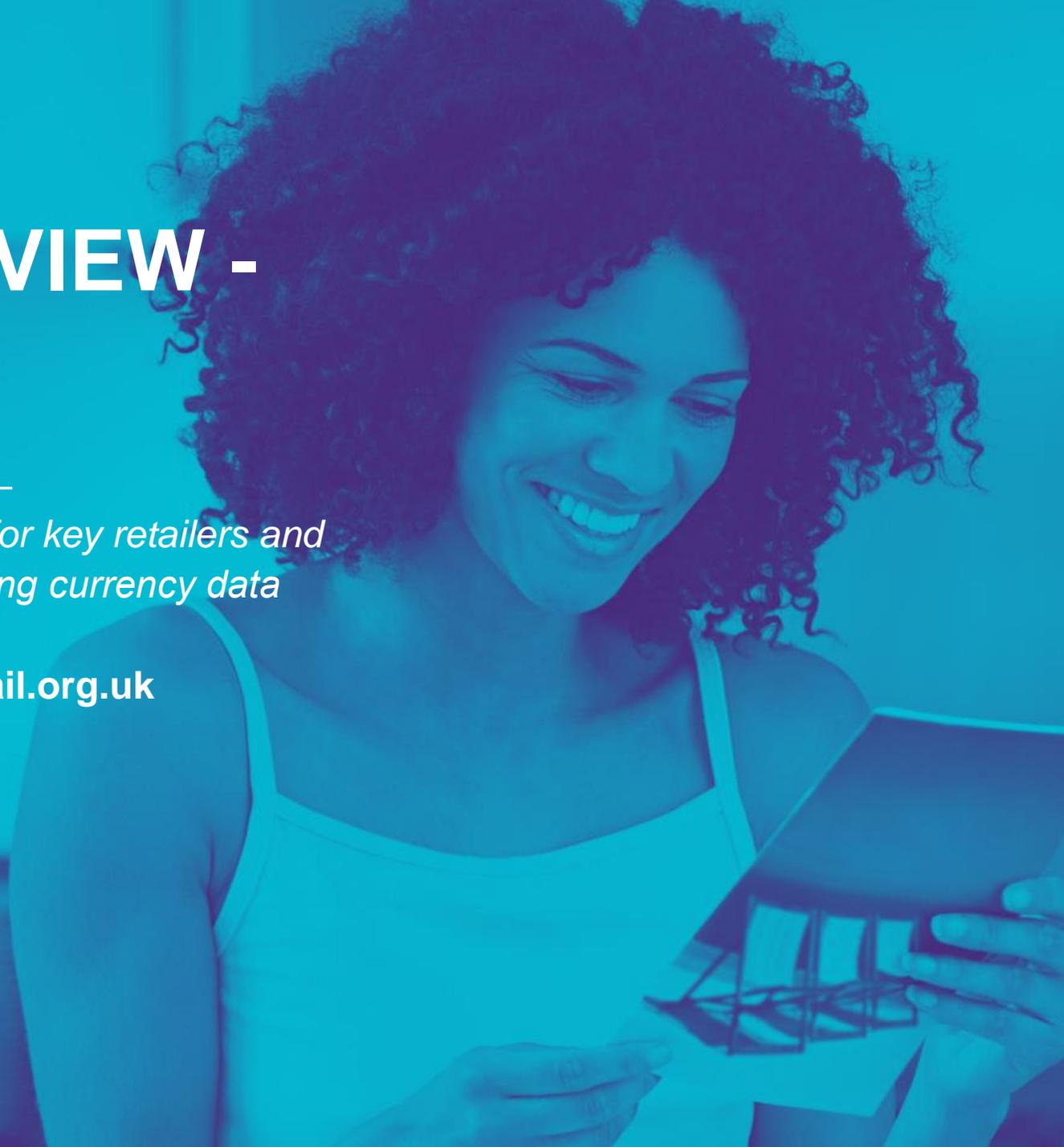
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*A review of direct mail and door drop performance for key retailers and online retailers using JICMAIL, the industry's planning currency data*

For further analysis or queries email [tara@jicmail.org.uk](mailto:tara@jicmail.org.uk)

**JIC  
MAIL**

Mail Media Metrics



# Christmas 2019 Review – Five key learnings

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1. Christmas is a time for sharing! Over the 2019 festive period 1.14 people per household interacted with the average retail DM piece and 1.06 people with Door Drop. Mail reaches more than just the person it's addressed to, and more than just one person in the household it's targeted at.
2. Both Direct Mail and Door Drops average lifespans are up on their 2018 figures (averaging at 8.6 and 6 days respectively). Mail has staying power during a season when there is more ad clutter and media noise than at any other time of year.
3. Variations in lifespans by brand for mail across this key trading season were notable, with Marks & Spencer (over 12 days on average) and Boots (over 11 days) standing out as top performers.
4. The average retail DM piece was interacted with 4.2 times per item and for Door Drops the figure was 2.8. These interactions / exposures prompt positive commercial outcomes: DM initiated positive effects throughout the purchase funnel with 12% prompting word of mouth brand discussions and 16% driving online actions (effects often attributed to other channels). A further 8% of items drove a purchase and 9% a voucher redemption. 4% of Door Drops in the retail sector resulted in either a purchase or the use of a voucher/ discount code while 8% drove upper funnel discovery actions such as planning a large purchase, brand discussions and online browsing.
5. Complementing its longer than average lifespans, Marks & Spencer mail enjoyed the highest exposure rates with 4.84 interactions per item, closely followed by Cotton Traders and Studio as top performing brands.



# Christmas 2019 Review – Explore your brand's performance

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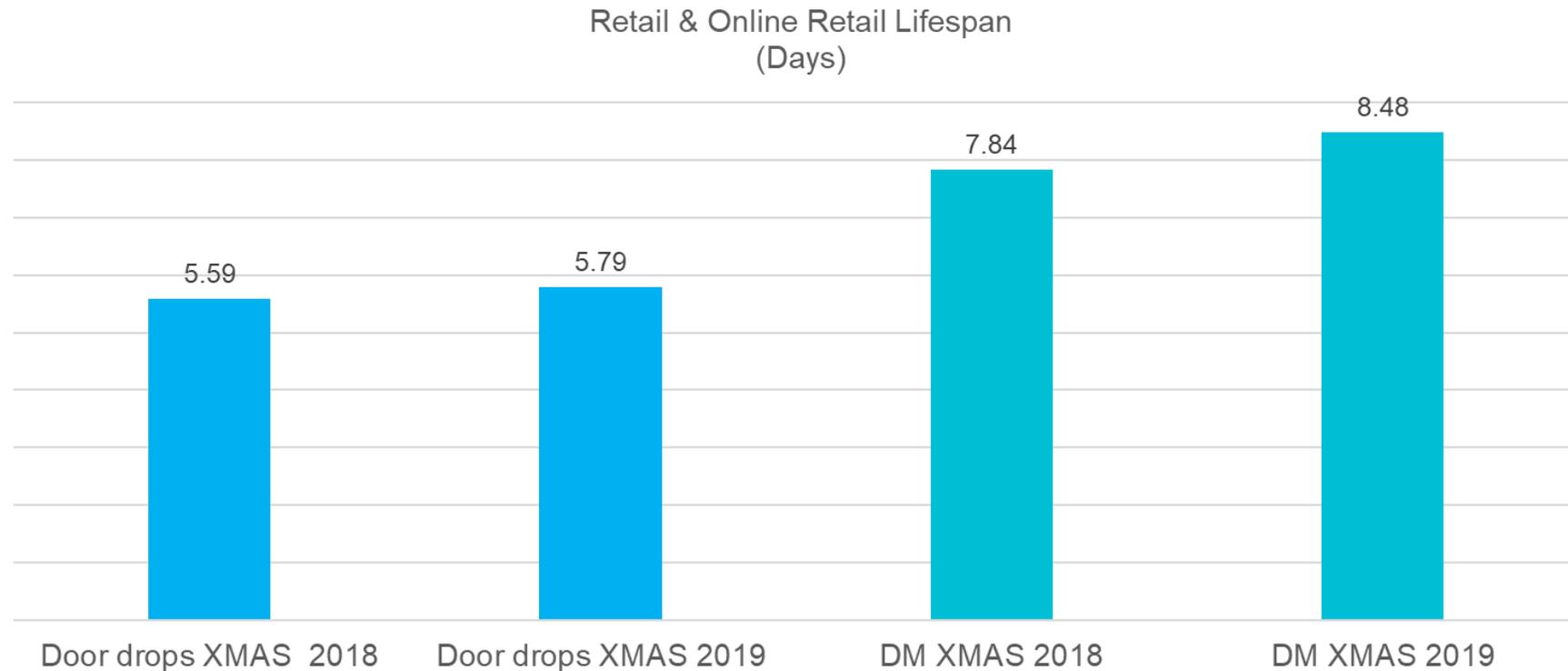
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1. The JICMAIL dataset contains 145,100 mail journeys with reliable sample sizes for the top 150 UK brands across nine key industry categories.
2. Data is updated quarterly, six weeks after the end of each quarter.
3. While normal patterns of Christmas mail were disrupted by the December 2019 general election with political parties comprising 4 of the top 10 senders of admail, the depth of JICMAIL's data still allows us to explore mail performance at the retail category and brand level.
4. Share of Mail Voice: the retail sector is highly fragmented with the top brand accounting for only 3.3% share of mail voice. The top 25 brands account for only 33% of the total. Use JICMAIL data to explore where your brand fits into the retail mail landscape and generate data driven recommendations on how to boost campaign performance during this key trading period.



# Over the 2019 Christmas season, Retail / Online Retail Door Drops were live in the home for almost 6 days while Direct Mail was live in the home for 8.5 days on average

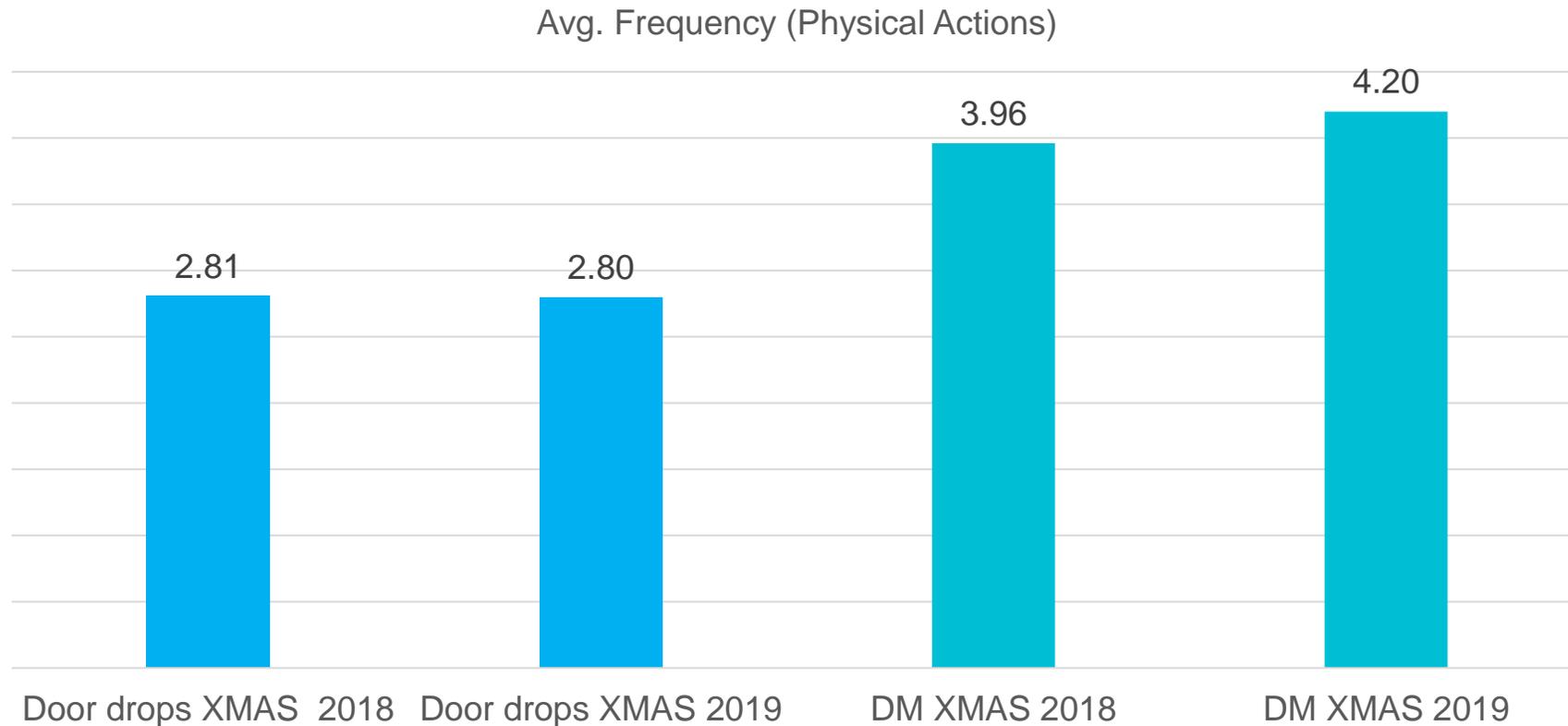
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Mail Media Metrics

# 2019 DM interaction rates increased YoY exceeding 4 interactions per item

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Mail Media Metrics

# With JICMAIL reach and frequency metrics, mail can now be planned and measured on the same basis as other major channels

## What is the predicted reach of your mail campaign?

[Users Guide](#)

The extract alongside from the Mail Campaign Calculator (available on the Discovery portal) shows a circulation 1 million DM items targeting all adults delivers nearly 4.2 million campaign impacts!

**Sector**  
Mail order/online retailer

**Mail Type**  
 Addressed Mail  Door Drop  Business Mail

**Select Demographic**  
Total

**Select Target**  
Adults 17+

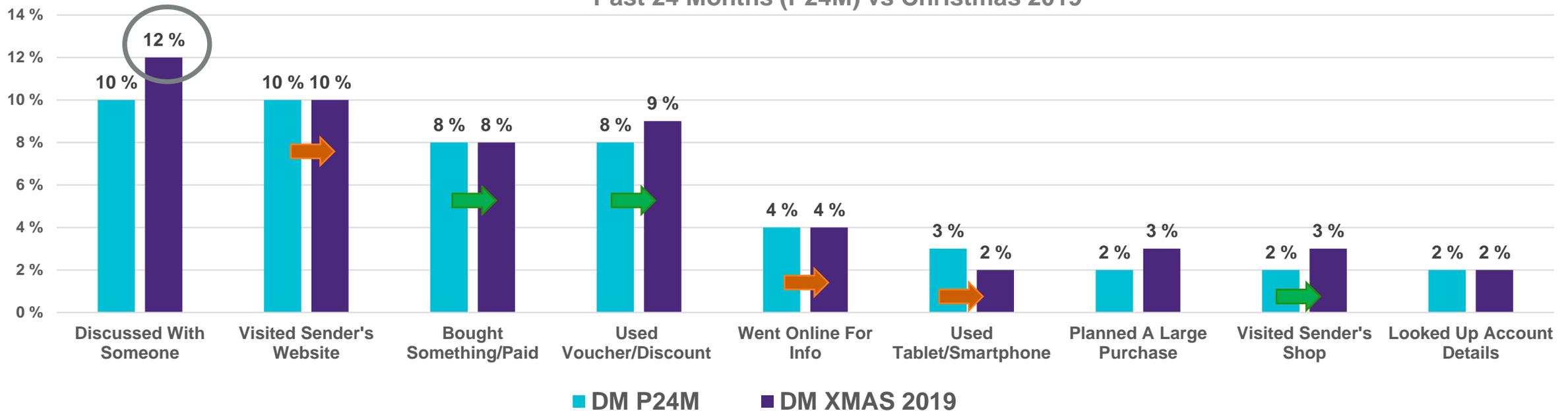
**Select Commercial Objective**  
Any commercial action

Addressed Mail in the Mail order/online retailer sector:



# 12% of DM initiated word of mouth, plus other 'upper funnel' actions, 8% drove a purchase, 9% a voucher redemption and 3% a shop visit!

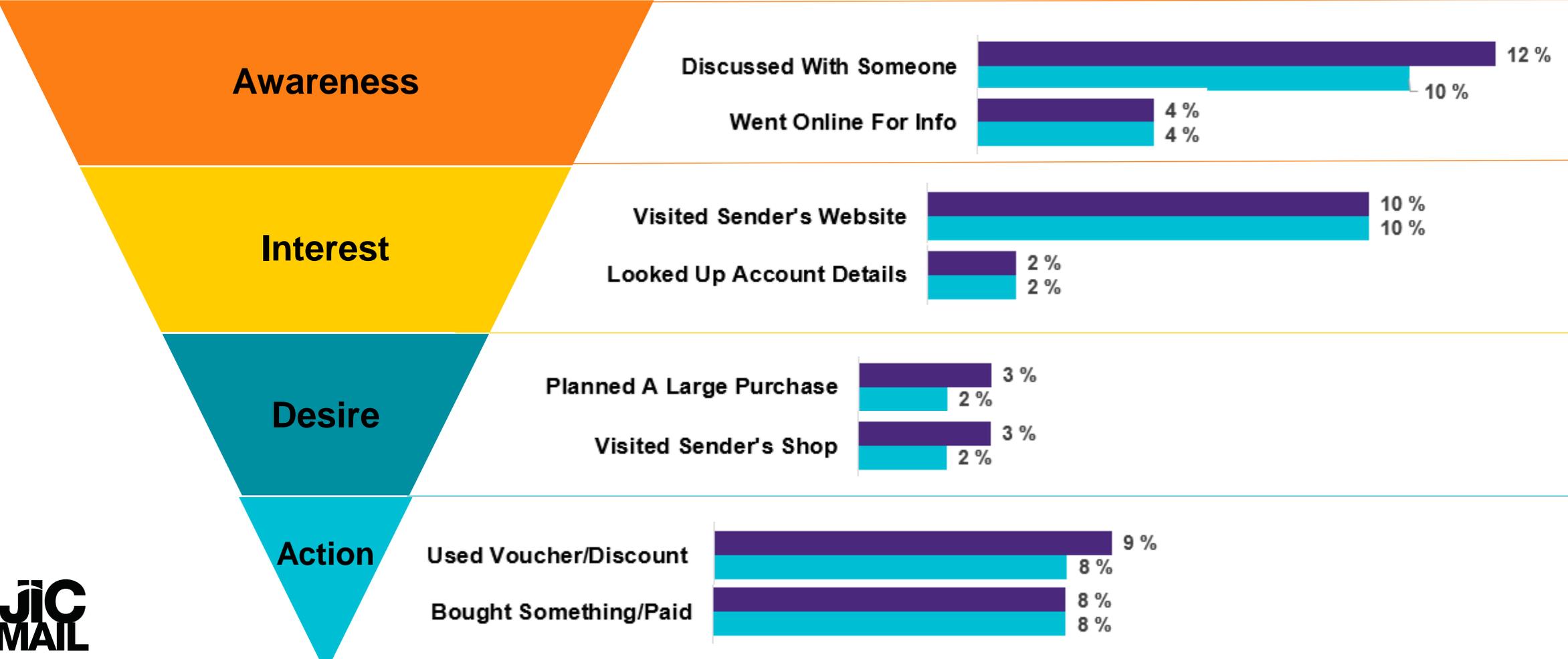
Commercial Actions Taken with Mail: % of Addressed Mail  
Past 24 Months (P24M) vs Christmas 2019



(Combined gross on-line actions 16% Amber)

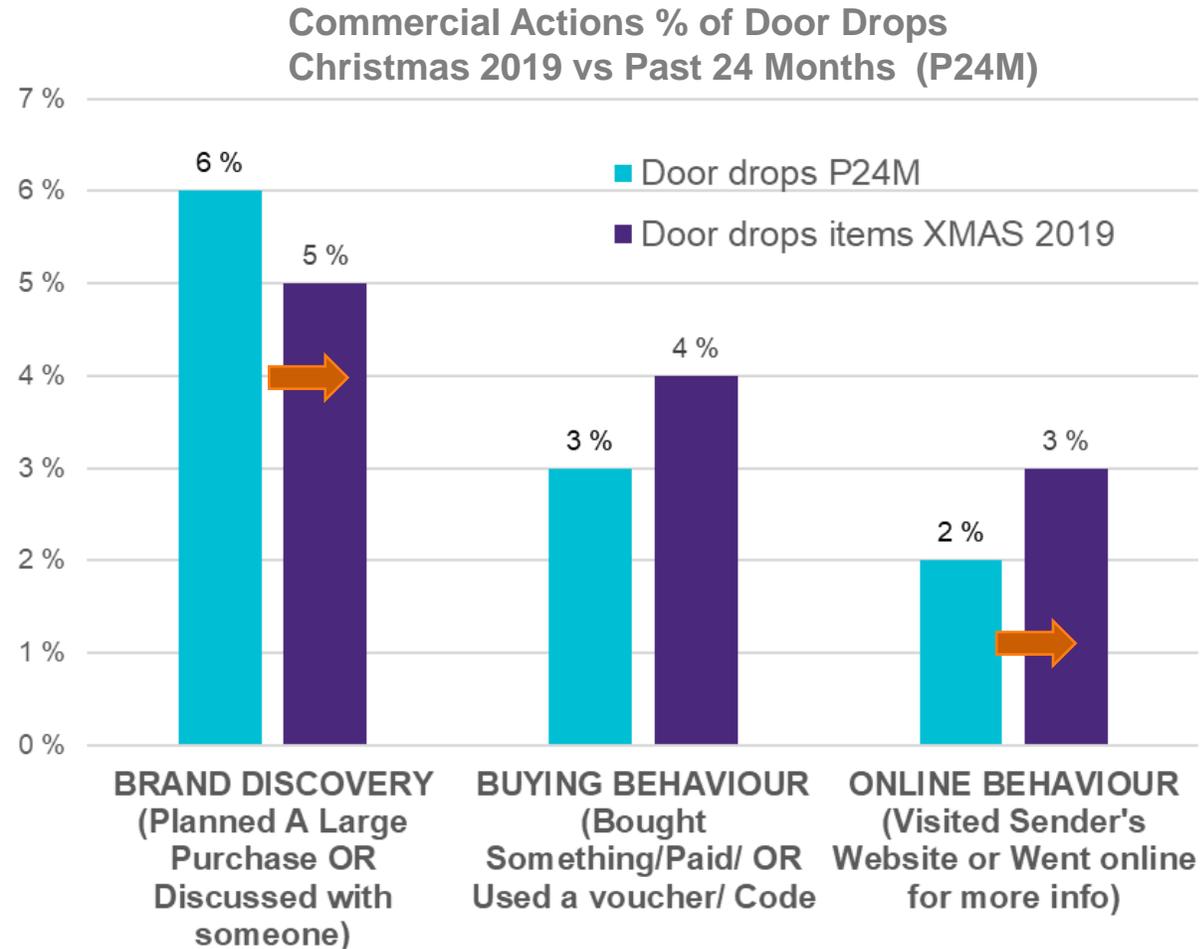
# DM drives effects throughout the AIDA purchase funnel

■ DM XMAS 2019 ■ DM Past 24 Months



Source: Kantar ITEM DATA Q22017-Q42019: n=133627 all items, Brand data 69600 items, Retail n=16199, Online Retail=10557, (Retail/ Online Retail: Door Drops=4808, Addressed Mail=19631), Xmas 2019 DM=2198, Xmas 2019 Door Drops=530

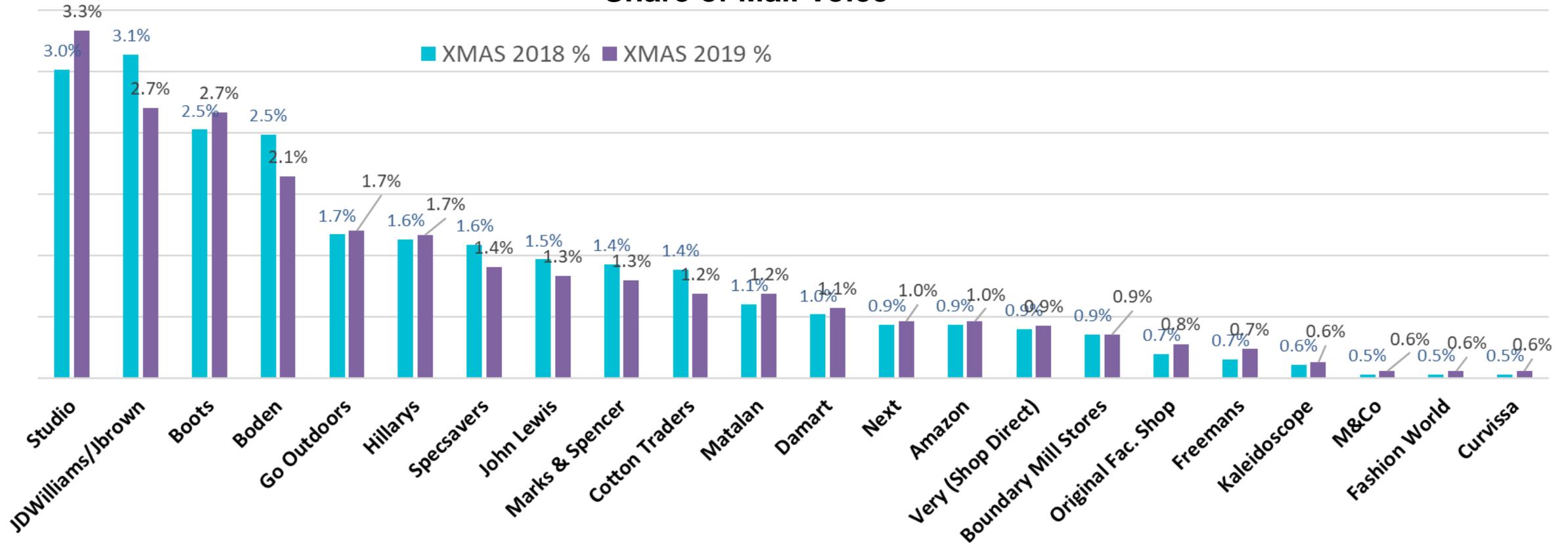
# Despite an intense Christmas media marketplace, 5% of door drops initiated brand conversations/planning, 3% online browsing and 4% buying behaviours



(Amber arrows highlight key journey behaviours )

The retail / online retail sector is highly fragmented with the top brand accounting for only 3.3% share of mail voice and the top 25 brands accounting for 33% of the total.

### Share of Mail Voice



# Thank you

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 [jicmail.org.uk](http://jicmail.org.uk)

 [linkedin.com/company/jicmail](https://www.linkedin.com/company/jicmail)

 [tara@jicmail.org.uk](mailto:tara@jicmail.org.uk)

 [@jicmailuk](https://twitter.com/jicmailuk)

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