

JICMAIL

GOLD

User Engagement Tasks - Advertisers

**JIC
MAIL**

Mail Media Metrics



Gold certification: Advertisers

KEY TASKS

CRM

MARKETING

INSIGHT

primary application for:



GOLD

EXPERT



Mail Media Metrics

KEY TASKS
to be completed
within 6 months
of initial training
session

- 1) Employ JICMAIL data in to your econometric models INSIGHT MARKETING
or
- 2) Conduct a custom audience insight or mail effectiveness research project with JICMAIL data INSIGHT MARKETING CRM
or
- 3) Uncover hidden audience or channel insight using JICMAIL with Touchpoints, TGI or YouGov INSIGHT MARKETING
- 4) Create a JICMAIL use case / case study

**LEARNING
OUTCOMES**

- Create detailed media schedules and reach and mail frequency curves using IPA Touchpoints
- Strategically assess mail's role in the media mix through TGI, YouGov or Touchpoints
- Analyse custom JICMAIL datasets to create specific insight bespoke to your competitive set

Certification based on delivered proof of task completion to JICMAIL via email

How to get Gold webinar

View the How to Get Gold webinar for help with achieving your JICMAIL Gold.



GOLD
EXPERT



<https://www.jicmail.org.uk/news/webinar-recording-how-to-get-gold-with-jicmail-parts-1-2/>

Gold – to complete within six months

GOLD
EXPERT



COMPLETE WITHIN

6 months

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

1) Employ JICMAIL data in to your econometric models

2) Conduct a custom audience insight or mail effectiveness research project with JICMAIL data

3) Uncover hidden audience or channel insight using JICMAIL with IPA TouchPoints or TGI

OR

OR

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



Mail Media Metrics



1) ADVERTISER MAIL DEEP DIVE ANALYSIS

KEY QUESTIONS ANSWERED:

- ✓ How are consumers interacting with your DM and Door Drops specifically?

FOR CLIENTS WHO...

...want to move beyond industry category level reach and frequency data



2) ADVERTISER MAIL TRACKING

- ✓ How are consumers interacting with yours and your competitors' DM and Door Drops over time?

✓ ...require more sample for brand level tracking than is currently available in JICMAIL



3) MAIL ECONOMETRICS

- ✓ How do DM and Door Drops drive short term and long term marketing effectiveness?

✓ ...want to harness a more accurate view on mail effectiveness combining JICMAIL data and econometric modelling

Mail delivers reach and frequency to multi-channel campaigns

