JICMAIL

GOLD
User Engagement Tasks - Advertisers

JIC MAIL
Mail Media Metrics

Gold certification: Advertisers

KEY TASKS   CRM   MARKETING   INSIGHT

primary application for:

GOLD

EXPERT

JIC MAIL
Mail Media Metrics

KEY TASKS to be completed within 6 months of initial training session	**1) Employ JICMAIL data in to your econometric models** *or* **2) Conduct a custom audience insight or mail effectiveness research project with JICMAIL data** *or* **3) Uncover hidden audience or channel insight using JICMAIL with Touchpoints, TGI or YouGov** **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

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WEBINAR

How to get Gold with JICMAIL Parts 1 & 2

https://www.jicmail.org.uk/news/webinar-recording-how-to-get-gold-with-jicmail-parts-1-2/
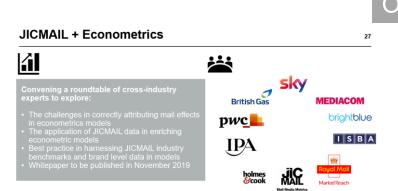
Gold – to complete within six months

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COMPLETE WITHIN

6 months

Gold tasks must relate to an actual revenue opportunity. Producing a JICMAIL case study / use case is strongly recommended
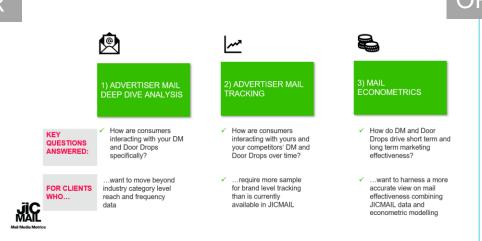
1) Employ JICMAIL data in to your econometric models

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