

# JICMAIL

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GOLD

User Engagement Tasks - Agencies

**JIC  
MAIL**

Mail Media Metrics



# Gold certification: Agencies



**GOLD**

**EXPERT**



Mail Media Metrics

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

- 1) Plan a mail campaign using Touchpoints Channel Planner  
*or*
- 2) Uncover hidden mail audience insight using the TGI + JICMAIL fusion  
(please see separate notes for agencies without access to TGI  
*and*
- 3) Perform a piece of custom analysis on the Mail Item Database (or other  
custom JICMAIL dataset)
- 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 or IPA Touchpoints
- Analyse custom JICMAIL datasets to create client specific insight bespoke to your accounts



= 10 hours

*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 – to complete within six months

GOLD  
EXPERT



COMPLETE WITHIN



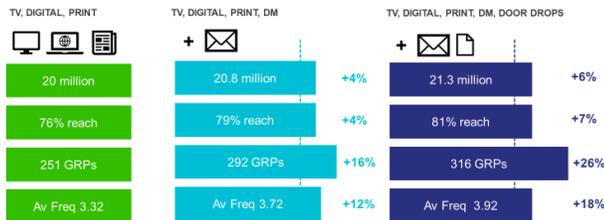
6 months

10 hours

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

1) Plan a mail campaign using IPA TouchPoints Channel Planner

Mail delivers reach and frequency to multi-channel campaigns



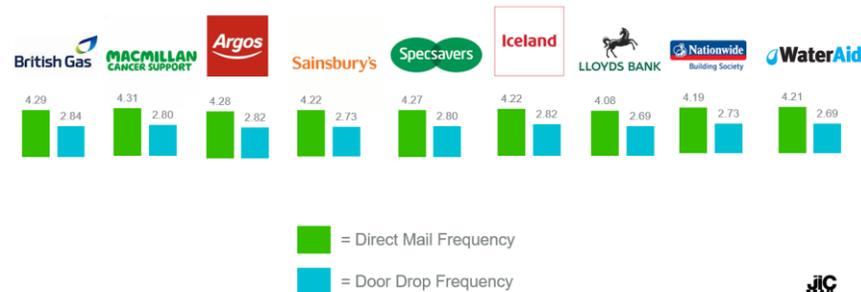
Schedule: details: 2 print ads in Daily Mirror, 2 in Daily Mail 10 mil digital impression, 4.8 mil female targeted, 200 TV/RA ALL commercial TV, DM targeting 10% of the population, Door Drops targeting 15% of the population



Mail Media Metrics

OR

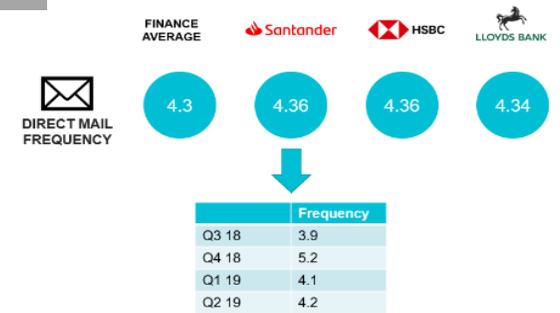
2) Uncover hidden mail audience insight using the TGI + JICMAIL fusion and apply to a campaign planning document



■ = Direct Mail Frequency  
■ = Door Drop Frequency

AND

3) Perform a piece of in-depth custom analysis on the Mail Item Database (e.g. custom analysis)



	Frequency
Q3 18	3.9
Q4 18	5.2
Q1 19	4.1
Q2 19	4.2

# For those who don't have TGI or IPA TouchPoints

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

Instructions:

OR

### Audience Comparison Tool

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

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

- 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.