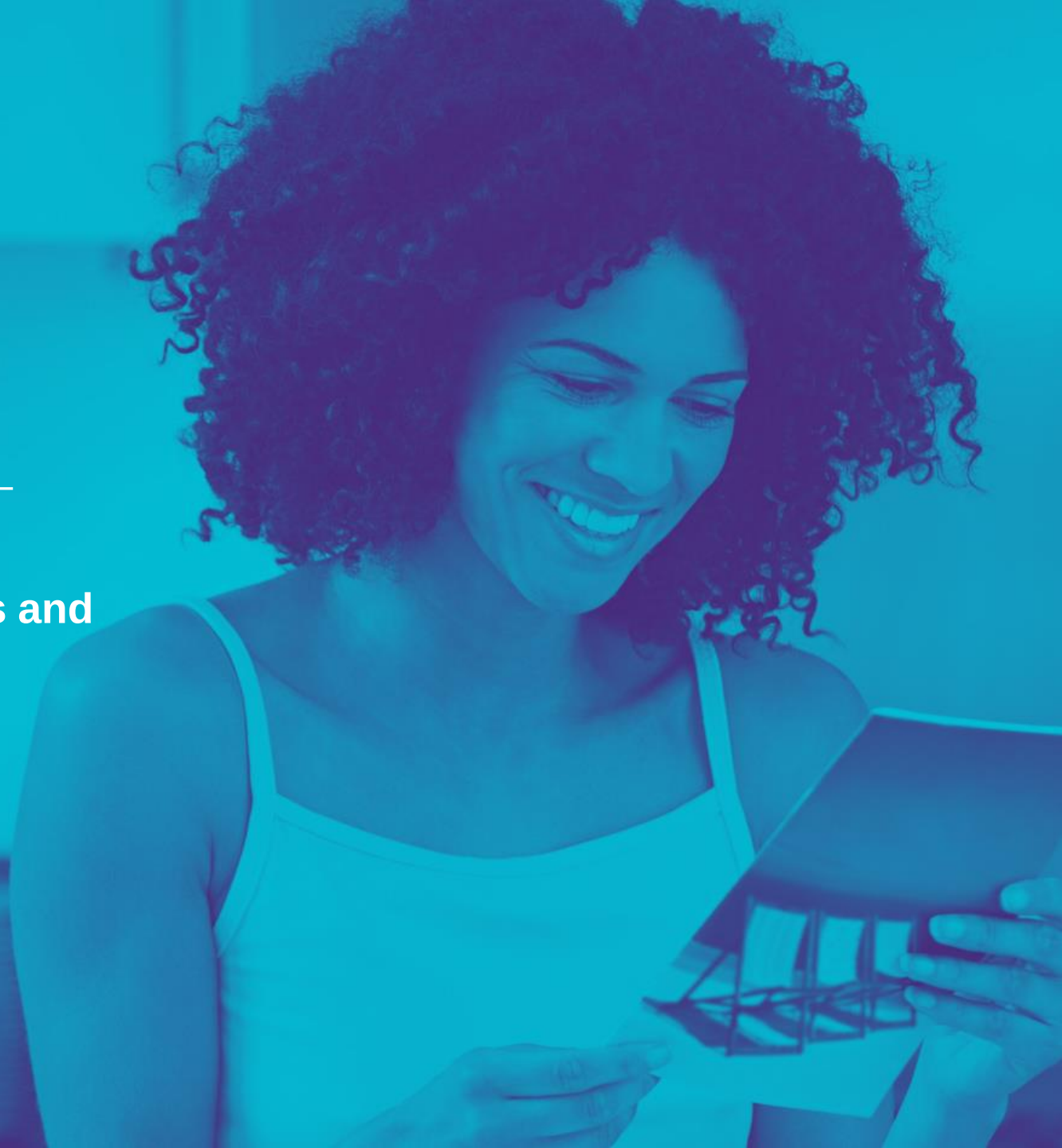
JICMAIL

GOLD
User Engagement Tasks – Postal Operators and Distributors



JICMAIL
Mail Media Metrics

Gold certification: Sell side

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

GOLD

EXPERT

KEY TASKS to be completed within 6 months of initial training session	**1) Reach agreement with client to adopt JICMAIL data in to their measurement / econometric models OR** **2) Use the ACT or ROI calculator to make a case for mail in a client presentation** **3) Produce a piece of competitor insight - comparing key reach and frequency variables for your client and competitors.** **4) Create a JICMAIL use case / case study**
LEARNING OUTCOMES	• **Analyse custom JICMAIL datasets to create specific insight bespoke to your competitive set** • **Be confident in JICMAIL's usage in the econometric measurement process** • **OR be confident talking about the relative value or ROI of mail to clients**

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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.

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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

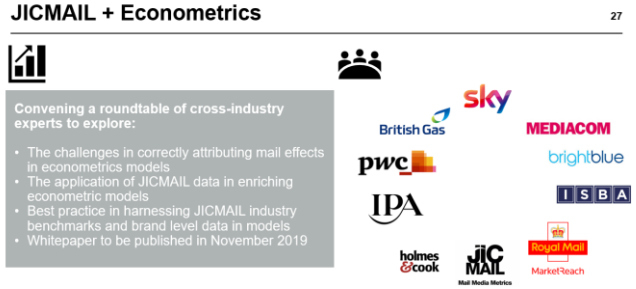
6 months

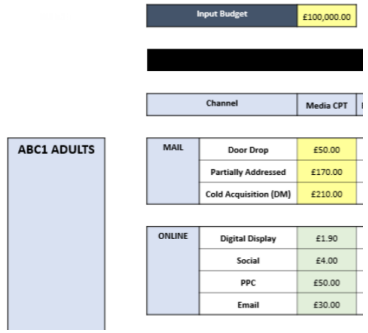
Gold tasks must relate to an actual revenue / client opportunity. Producing a JICMAIL case study / use case is strongly recommended

1) Work with a client to on board JICMAIL data in to their econometric models

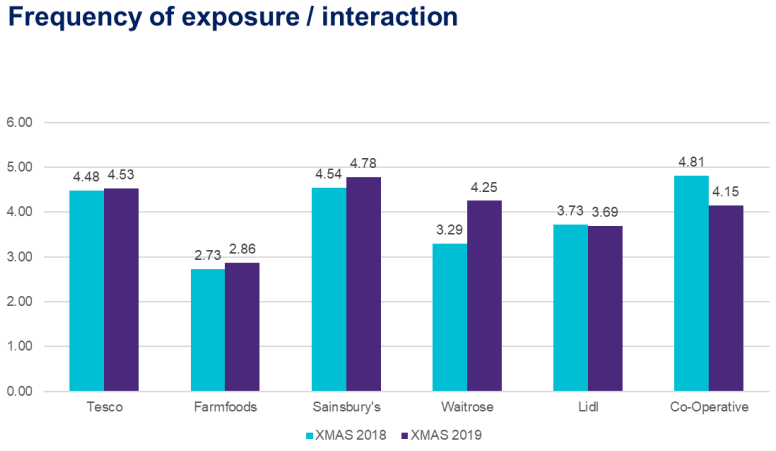
OR

2) Use the ACT or ROI calculator to make a case for mail in a client presentation





3) Produce a piece of competitor insight - comparing key reach and frequency variables for your client and competitors.



DESIRABLE: Produce a client case study

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Key gold guidelines for competitor 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.