

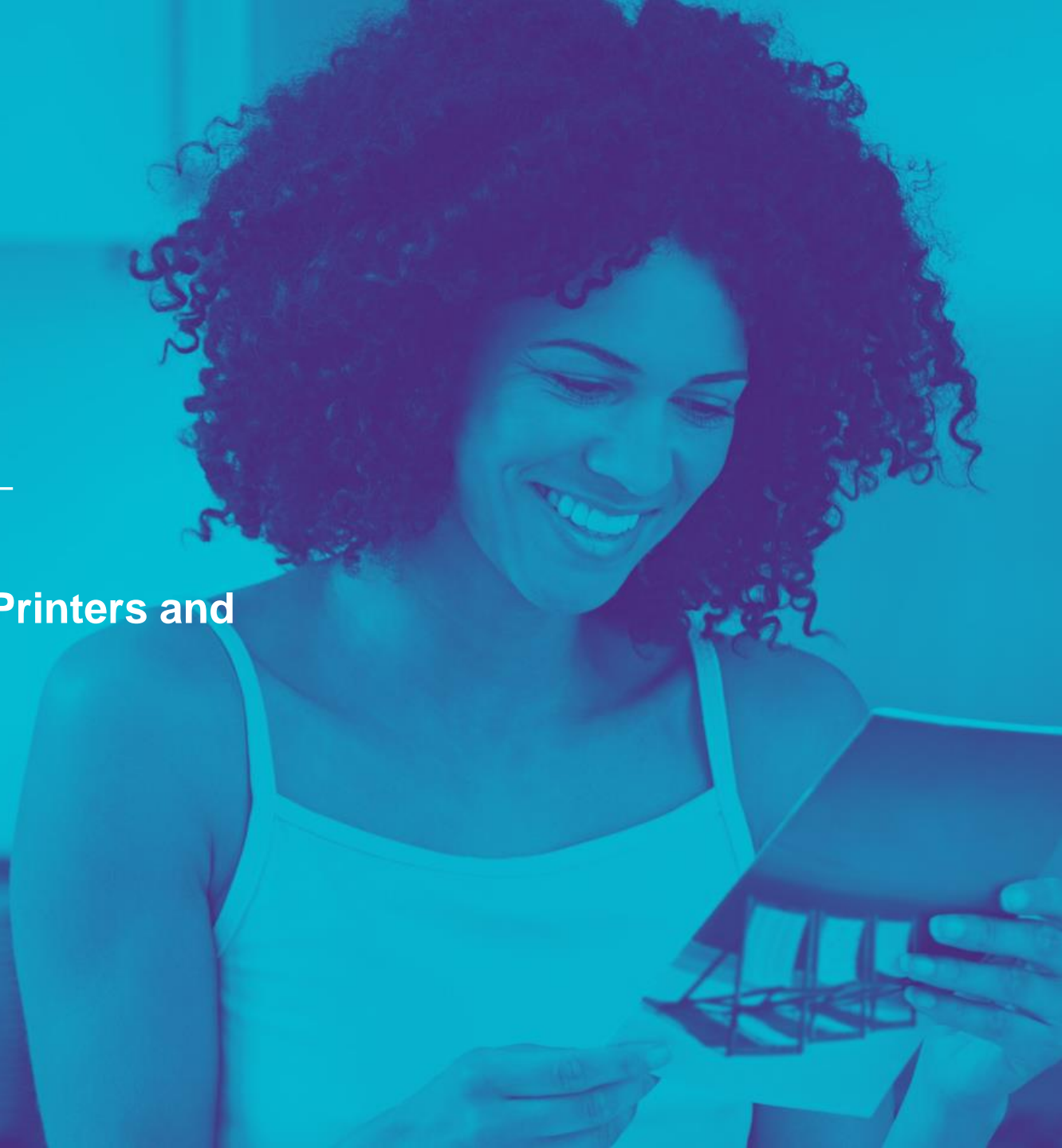
JICMAIL

GOLD

**User Engagement Tasks –Mailing Houses, Printers and
Print Management**

**JIC
MAIL**

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

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GOLD

EXPERT

KEY TASKS

to be completed within 6 months of initial training session

- 1) Create a JICMAIL ROI case for mail for a specific client OR
- 2) Create a mail impressions efficiency case for a specific client using ACT
- 3) Uncover & apply a piece of creative insight
- 4) Conduct a competitor review
- 5) Share a JICMAIL campaign with customer OR
- 6) Produce a JICMAIL Use Case

LEARNING OUTCOMES

You will be able to:

- 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



Mail Media Metrics

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

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

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

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

Gold (continued)

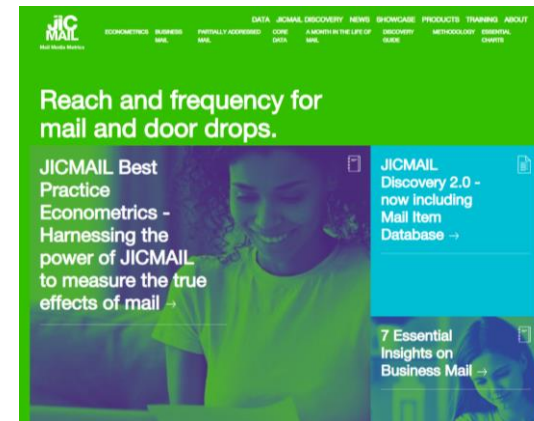
3) Uncover & apply a piece of creative insight



4) Conduct a competitor review



5) Share a JICMAIL campaign with customer



OR

6) Produce a JICMAIL Use Case

Re-imagining the test drive process using direct mail for the digital generation

Client: Jaguar Land Rover Range Rover Evoque
Agency: Edt and Spark44

The Challenge

The test drive is the pivotal moment in converting potential car buyers into new car owners. For the Land Rover Range Rover Evoque – a leading luxury subcompact SUV – the unique nature of its target audience versus traditional car buyers means that this challenge is ever more pressing.

By targeting a young tech-savvy audience who are simultaneously time-poor, bombarded by digital media and unlikely to find out for themselves how to book a test-drive, a re-invention of the new car discovery process was vital. Combined with the fact that less than 40% of this audience are contactable via email post-GDPR and that competition for their attention is more fierce than ever before, a marketing strategy that both engaged consumers creatively while driving commercial action was vital for the ongoing success of Evoque car sales.

The answer to the question of how to cut-through in an age of digital saturation? Enter Direct Mail.

The Approach

Direct Mail provided Jaguar Land Rover with a golden opportunity to harness the power of a channel which was simultaneously being under-utilised for young tech-savvy audiences, yet shows high level of audience engagement when it does appear on the media plan. In fact, data from a fusion of JICMAIL, the industry planning currency for mail and TGI shows that while traditional car target audiences who intend to buy a car in the next two years are 17% more likely than the average adult to be targeted with direct mail, young tech-savvy audiences are 39% less likely to be targeted.

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JIC MAIL Mail Media Metrics

- 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.