
3. Proactive and Reactive Proposals

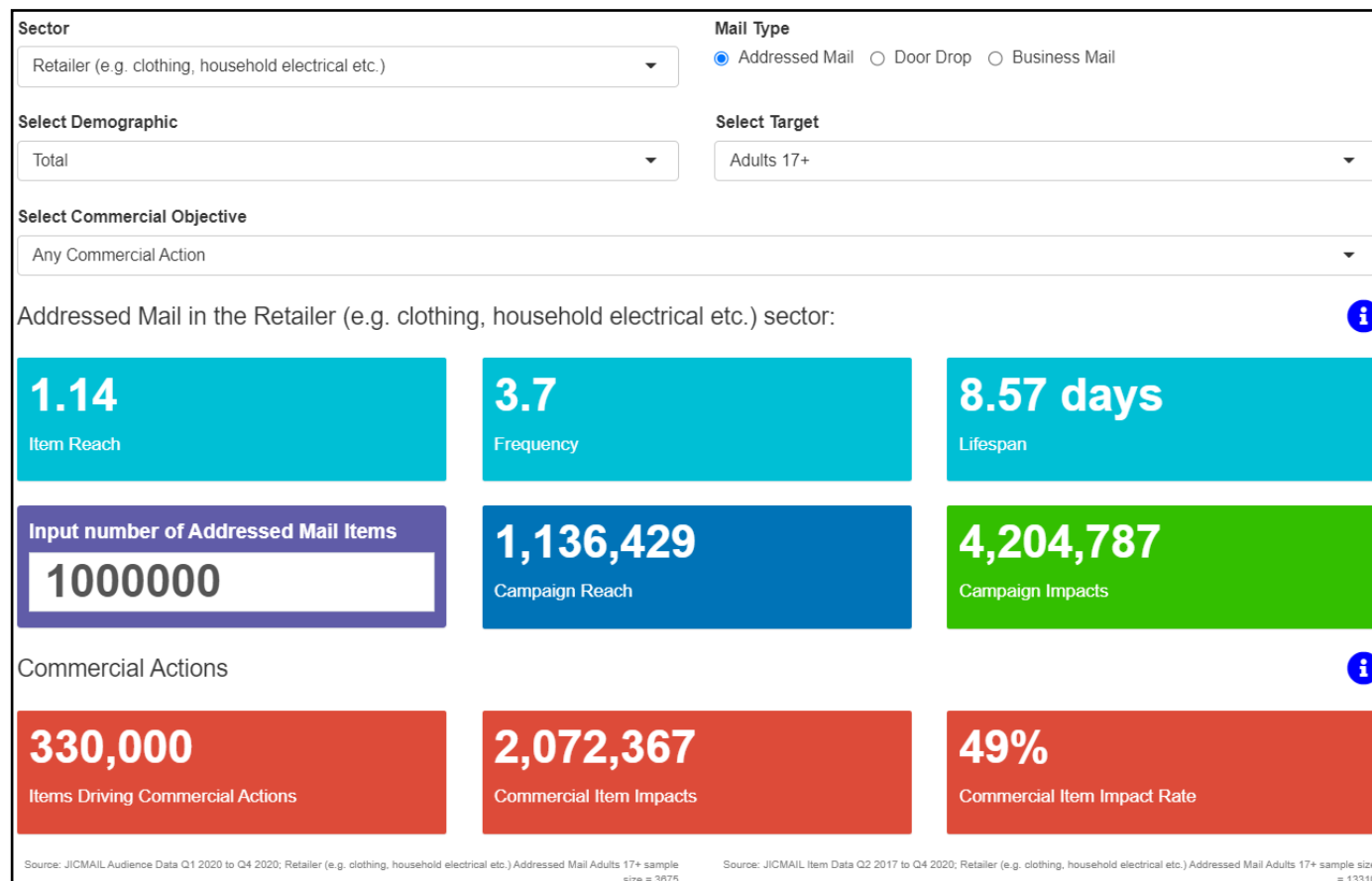


Mail Media Metrics

Show clients and prospects the wider impact of their mail

x4 mail items to impressions multiplier:
For Retail DM, 1,000,000 items generate **4,204,787 impressions** due to the fact that they are shared with more than one person per household and are interacted with frequently. In addition they are live in the home for over **8.5 days**.

Almost half of those impacts will be responsible for driving some kind of commercial actions – an astonishing efficiency to drive interest and purchase.



☰ Campaign Calculator ☰ Mail Categories 📄 Content 👤 Audiences 🗑️ Actions 📧 Mail Item Database 📄 Downloads

JIC MAIL
Discovery

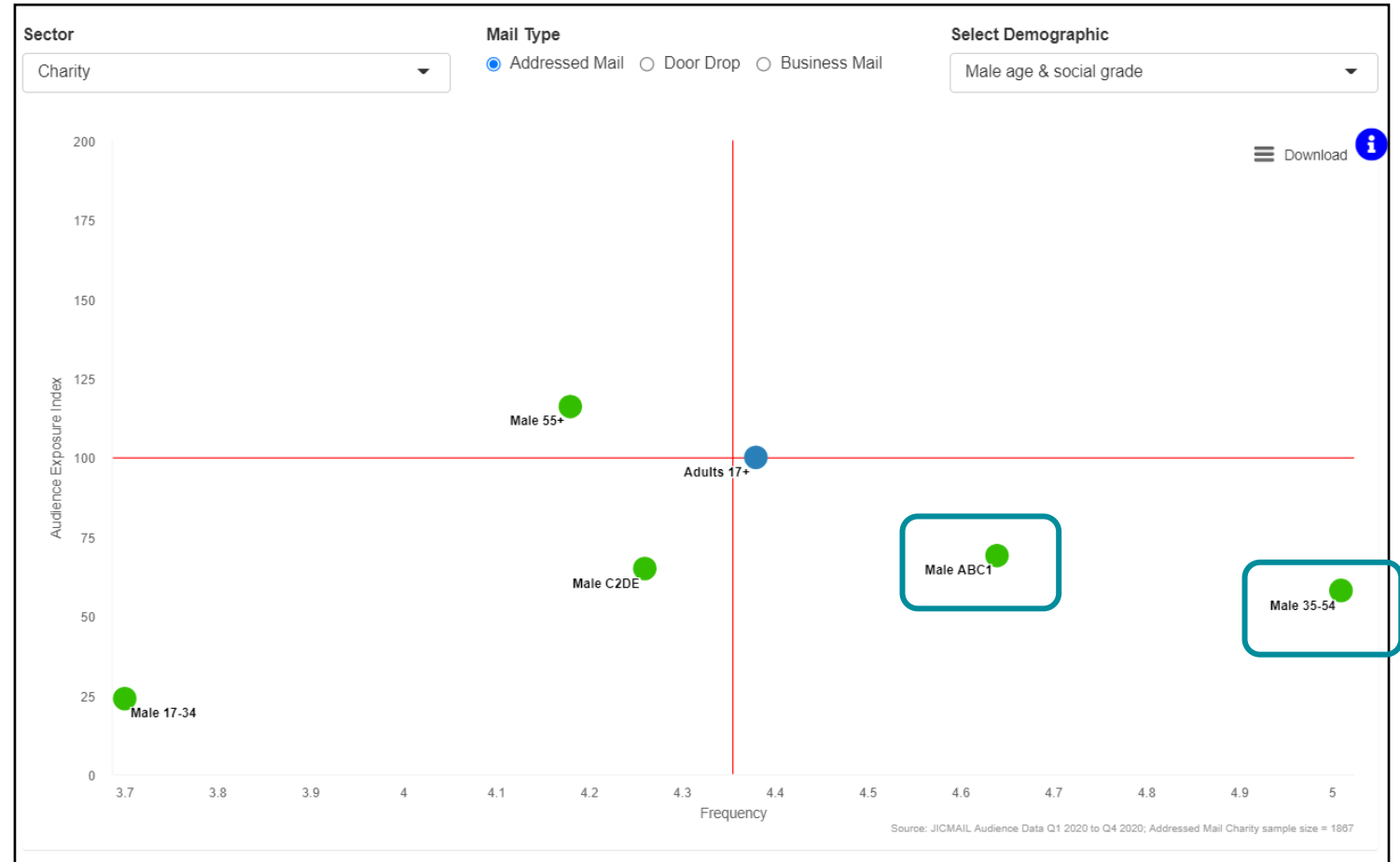
What is the predicted reach of your mail campaign?

Users
Guide

Help clients target new audiences

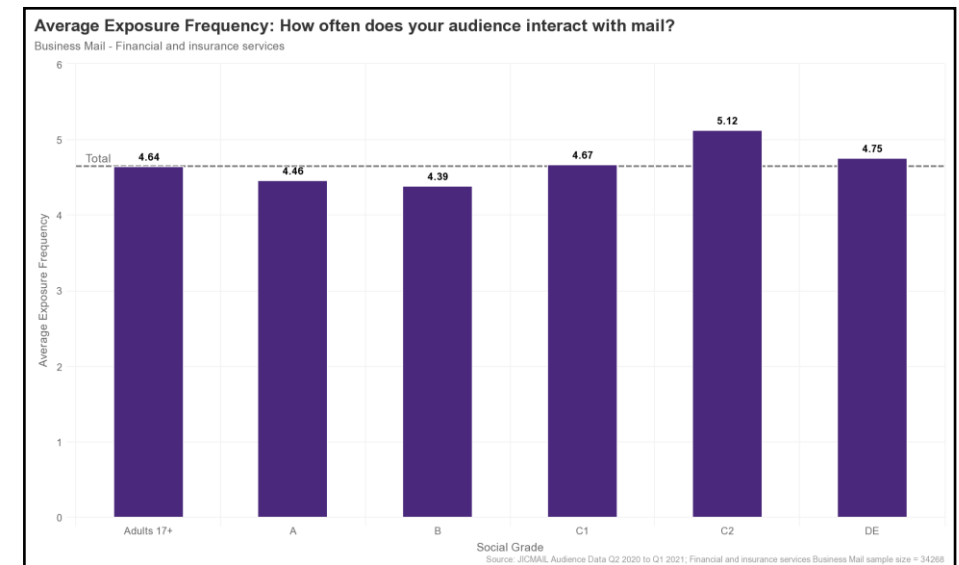
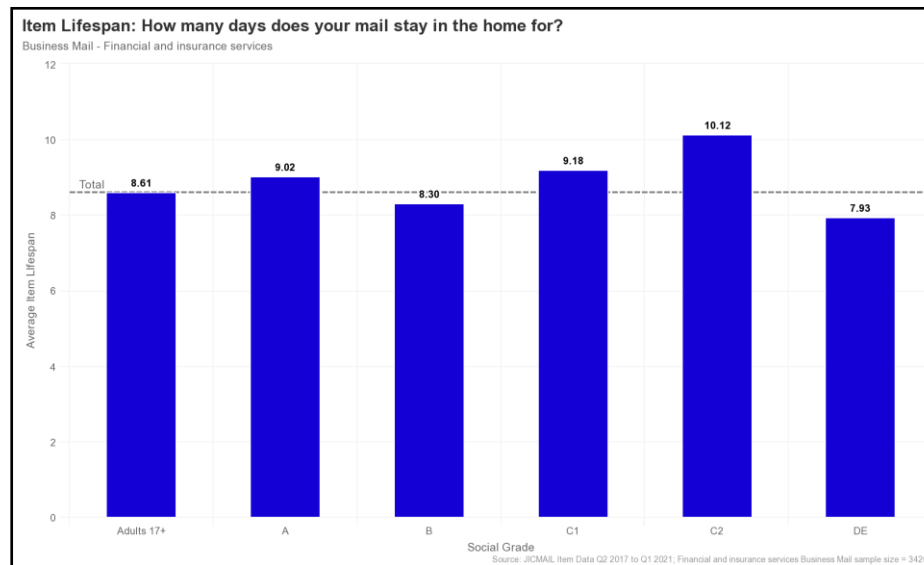
For a charity wanting to target men, we can see that 35 – 54 year old men are targeted with much less charity DM than average but show the highest level of interaction. There is a similar story for ABC1 men.

These are potential target audiences.



Show clients you understand the sector they operate in

Across social grades we see high interaction with business mail from financial and insurance companies. It is also kept in the home on average 8.61 days showing the value of business mail to drive engagement, brand awareness and sales opportunities.



Campaign Calculator Mail Categories Content Audiences Actions Mail Item Database Downloads

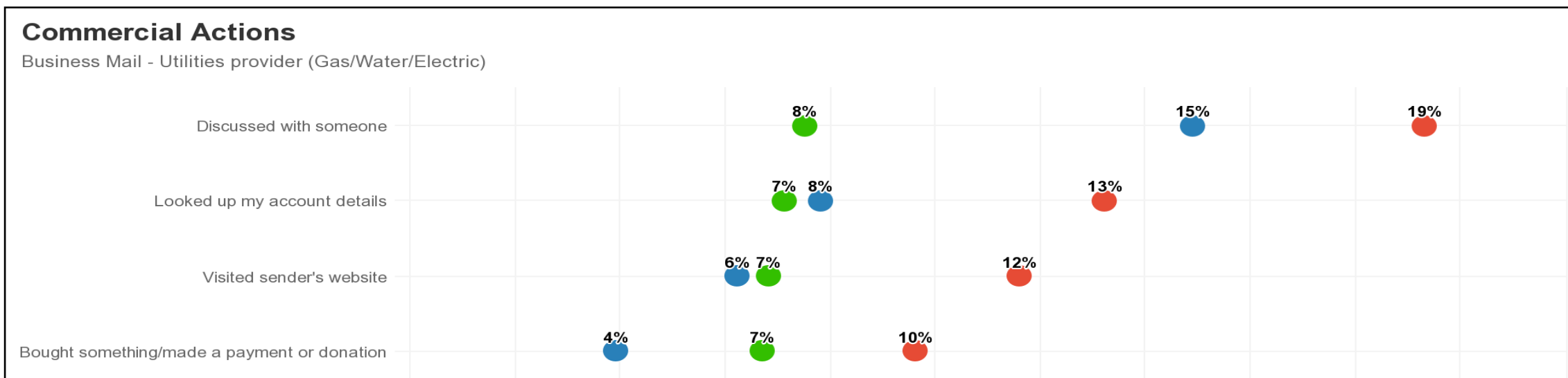


Users Guide

How much is your target audience interacting with mail in your industry sector?

Show clients their predicted response rates

Utilities business critical mail drives significant responses – including 12% of people visiting the sender’s website and 10% of people who buy something. Essential information for utility companies looking to drive sales.



Source: JICMAIL Item Data Q2 2017 to Q1 2021; Utilities provider (Gas/Water/Electric) Business Mail sample size = 3363

Partner Tools

Discover how JICMAIL's key partners are using JICMAIL data to create new tools that demonstrate the efficiency and effectiveness of the mail channel.

Show clients their predicted ROI

Provide clients with both a traditional volume-based approach to ROI measurement (ROI-V), with a JICMAIL-powered audience-based approach to ROI (ROI-A). See the additional predicted results for your client's mailing.

Channel:

Industry:

Mosaic:

Response Weighting %:

1.1
Reach

4.24
Frequency

13%
Buying Behaviour

6.89
Lifespan in days

3919
Sample Size

Instructions:
Input key campaign details in red boxes
View key ROI outputs in green text

	Traditional	Based on JIC	
Test Volume	50000	50000	← Input campaign test volume
Actual Reach	50000	55145	→ Volume x Reach
Response rate %	1.5	3.18	← Response
Number of Responders	750	1588	
Average Order Value £	100	100	← Insert your average order value
Total Exp. Order Value £	75000	158798	
Cost Per Pack £	0.25	0.25	← Insert your cost per pack
Total Cost £	12500	12500	
Profit/Loss £	62500	162637	
ROI-V £	6	14.01	← ROI based on mail volumes
ROI-A £	6	14.01	← ROI based on audience reach
Campaign impacts	50000	211925	→ Test Volume x Frequency
Cost per impact £	0.25	0.05	

Analysis
 Traditional mail campaign measurement which only measures campaign ROI on a per-item basis shows that a campaign volume of 50,000 items with a cost-per-pack of £ 0.25 and a response rate of 1.5 % will deliver an ROI of £ 6
 However, using buying behaviour data from JICMAIL (which includes a claimed purchase or voucher redemption), a more favourable ROI figure of £ 14.01 is evident.
 In addition, as mail is interacted with 4.24 times on average over the course of the month, JICMAIL data proves that the campaign delivered 233 730 campaign impacts at a cost of £ 0.05 per impact.

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Show clients mail cost v online/offline channels

By dividing the Delivered Impacts figure by the campaign budget and multiplying by a thousand, we can generate a Cost Per Thousand impressions (CPT) figure for a comparison to the value other media channels can deliver for the same budget.

Input Budget £

Select Demographic

Compare to

	CPT £	Purchased Impacts	Delivered Impacts	Audience Impacts CPT	Difference vs Buy
Mail 	Door Drop <input type="text" value="50"/>	2,000,000	5,616,000	£17.81	-64 %
	Partially Addressed <input type="text" value="170"/>	588,235	2,303,647	£43.41	-74 %
	Cold Acquisition (DM) <input type="text" value="210"/>	476,190	2,087,857	£47.9	-77 %
	<hr/>				
Online 	Digital Display <input type="text" value="1.9"/>	52,631,579	31,578,947	£3.17	67 %
	Social <input type="text" value="4"/>	25,000,000	15,000,000	£6.67	67 %
	PPC <input type="text" value="50"/>	2,000,000	2,000,000	£50	0 %
	Email <input type="text" value="30"/>	3,333,333	700,000	£142.86	376 %

Compare **to**

Analysis

- 2,000,000 Door Drop will be delivered for a budget of £ 100,000 , for a cost of £ 50 per thousand items delivered.
- 5,616,000 advertising impacts will be generated for a cost of £ 18 per thousand impacts.
- £ 18 vs £ 50 represents a -64 % cost efficiency.
- This compares favourably to Digital Display , which will generate a 67 % difference between Audience Impacts and Media CPTs for the same budget.