
2. Sales presentations

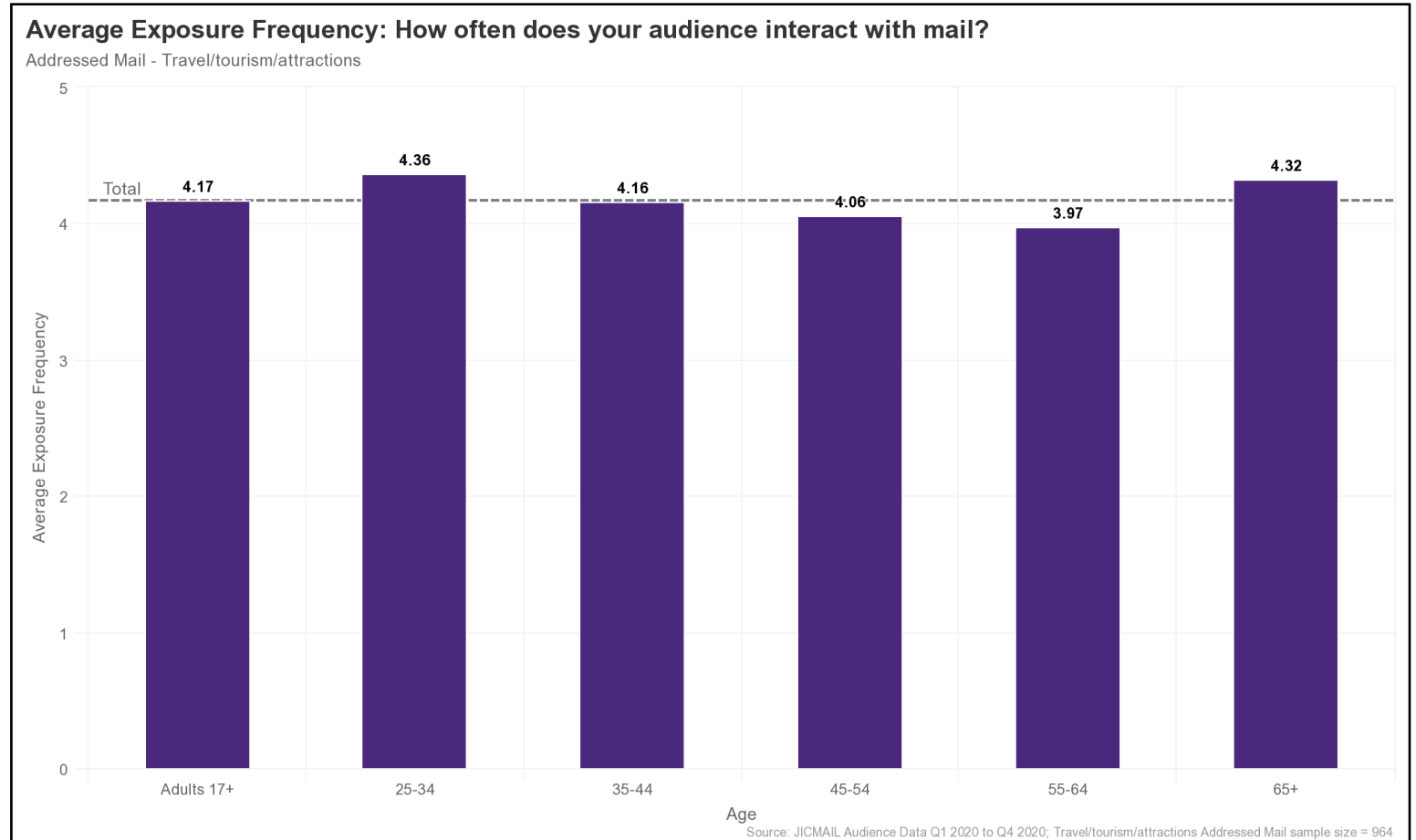


Mail Media Metrics

Surprise clients with new insight about mail

Travel DM is interacted with across all age groups at almost the same level.

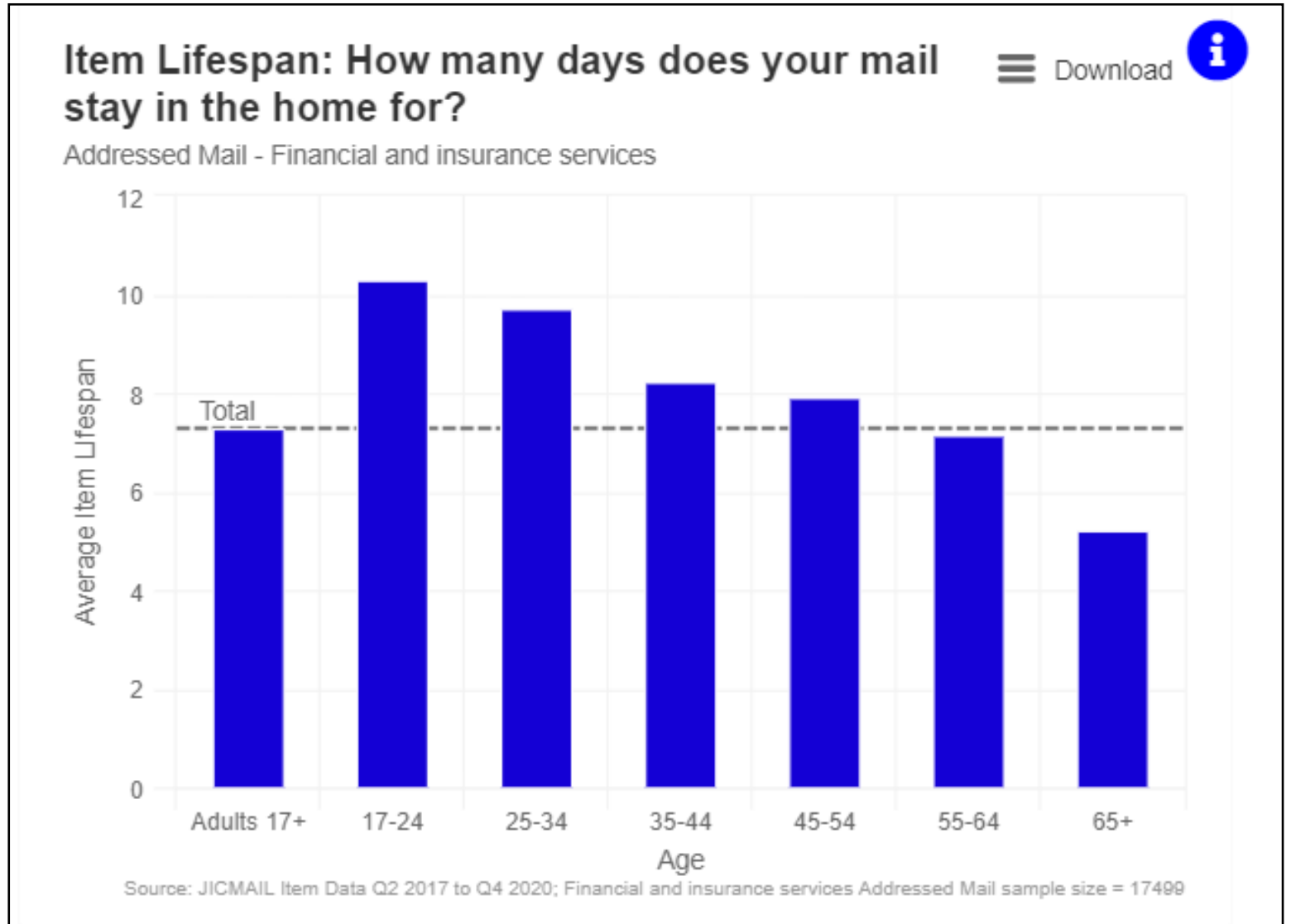
Interesting insight for Travel companies wanting to know more about how well their mail campaigns will work.



Show how long your client's mail stays in the home

Mail complements digital marketing and the wider marketing mix through being kept in the home.

Here, financial and insurance mail is kept for over a week, with younger audiences keeping it significantly longer.



Campaign Calculator Mail Categories Content Audiences Actions Mail Item Database Downloads

JIC MAIL Discovery

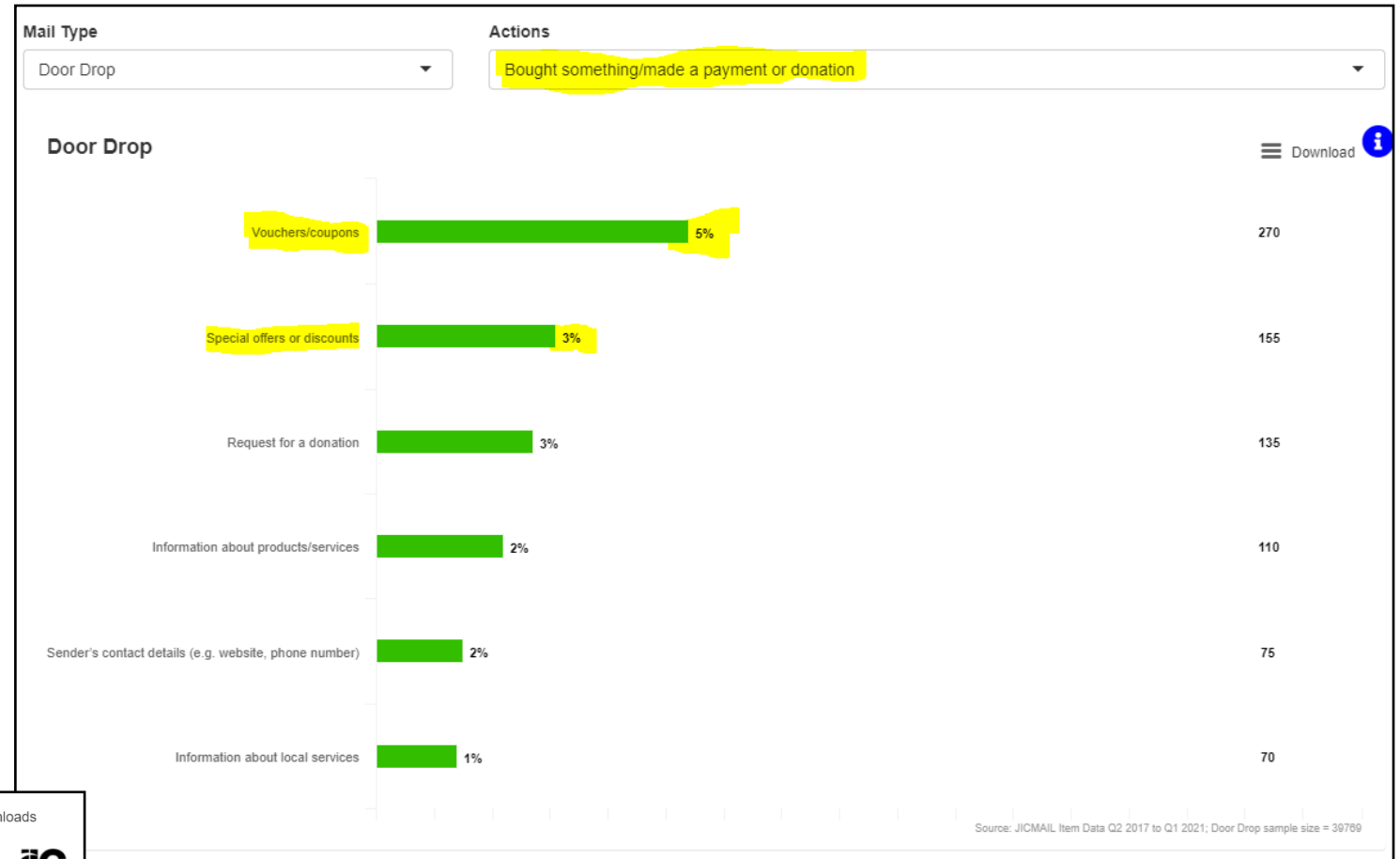
Users Guide

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

Include ideas for DD content

Including vouchers and coupons on a Door Drop is more likely to drive customers to buy something than just special offers or discounts.

Worth knowing when designing or reviewing a Door Drop.



[Campaign Calculator](#) [Mail Categories](#) [Content](#) [Audiences](#) [Actions](#) [Mail Item Database](#) [Downloads](#)



[Users Guide](#)

Compare which mail content is most associated with each action, for different mail types

Include ideas for DM content

Notifications / reminders are the most likely content to drive recipients of DM to the sender's website.

Useful news for insurance companies, subscriptions and appointments.



Navigation menu: Campaign Calculator, Mail Categories, Content, Audiences, **Actions**, Mail Item Database, Downloads

JICMAIL Discovery

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