
4. Client Review Meetings



Mail Media Metrics

Show clients and prospects the wider impact of their mail

X2.8 mail items to impressions multiplier:
For TV/Broadband/Landline/Mobile Door Drops, 1,000,000 items generate **2,881,560 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 **5.38 days**.

Sector: TV/Broadband/Landline/Mobile

Mail Type: Addressed Mail Door Drop Business Mail

Select Demographic: Total

Select Target: Adults 17+

Select Commercial Objective: Any Commercial Action

Door Drop in the TV/Broadband/Landline/Mobile sector: [i](#)

1.03 Item Reach	2.8 Frequency	5.38 days Lifespan
Input number of Door Drop Items 1000000	1,032,817 Campaign Reach	2,881,560 Campaign Impacts

Commercial Actions [i](#)

Source: JICMAIL Audience Data Q2 2020 to Q1 2021; TV/Broadband/Landline/Mobile Door Drop Adults 17+ sample size = 343 Source: JICMAIL Item Data Q2 2017 to Q1 2021; TV/Broadband/Landline/Mobile Door Drop Adults 17+ sample size = 1191

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

JIC MAIL
Discovery

[Users Guide](#)

What is the predicted reach of your mail campaign?

Show clients what happened with their mail

This Santander example from December 2020 shows the recipient discussed the pack with someone else in the household, filed the item for reference, kept the item for two weeks and bought something.

Item Information

Advertiser Brand: Santander

Sender: Financial and insurance services

Format: Business

Content: Financial statement/bill/update

Reach: 2

Frequency: 7

Commercial Actions: 2

Household Information

Region: London

Social Grade: B

Household Size: Live with others (HH size = 2+)

People in Household: Couple, Household With Children, Lives Parent

Tenure Length: Over 10 years

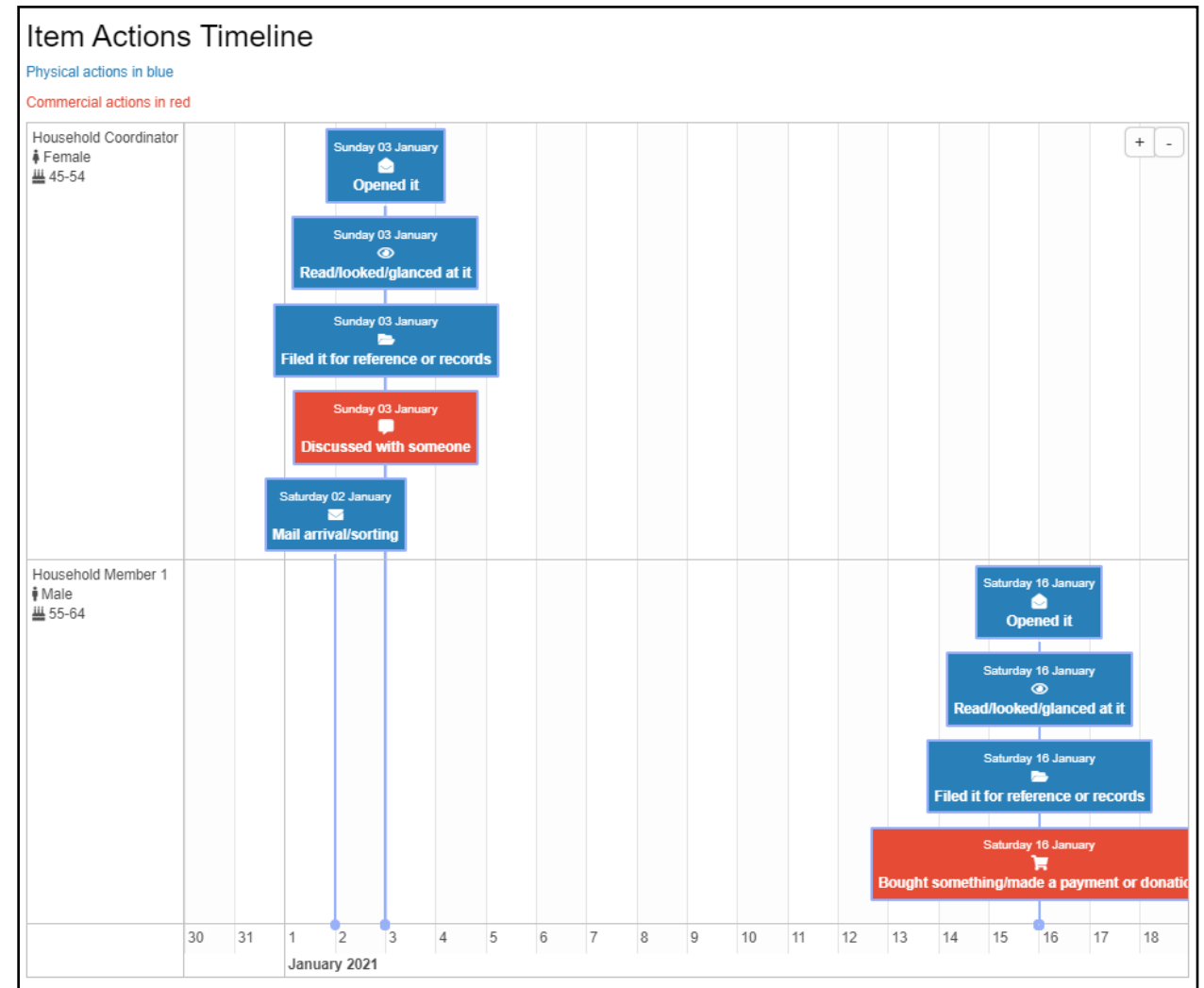
Tenure Type: Owned/mortgaged

Mosaic Group: B: Prestige Positions

Acorn Group: B: Executive Wealth

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JIC MAIL Discovery



Show clients some competitive analysis

Aldi Door Drops stay in the home 2 days longer than Lidl.

Sharing some competitive analysis with your client may encourage changes in content, format or targeting.

