1. Lead generation

Research mail campaigns in the Mail Item Database

You can use the Mail Item Database to research specific branded examples of mail.

This can be by sector…

…or by content type

Research mail campaigns in the Mail Item Database

…or the specific advertiser themselves

Interest prospects with information on their sector

Here we can see how mail stays in the home and supports the wider marketing mix consistently promoting offers and brand – in this instance for families.

This chart shows TV / Broadband / Landline / Mobile DM is kept in the home for over a week, rising to almost 10 days for Households with children 17 – 34.

Item Lifespan: How many days does your mail stay in the home for?

Addressed Mail - TV/Broadband/Landline/Mobile

Source: JICMAIL Item Data Q2 2017 to Q4 2020; TV/Broadband/Landline/Mobile Addressed Mail sample size = 4135
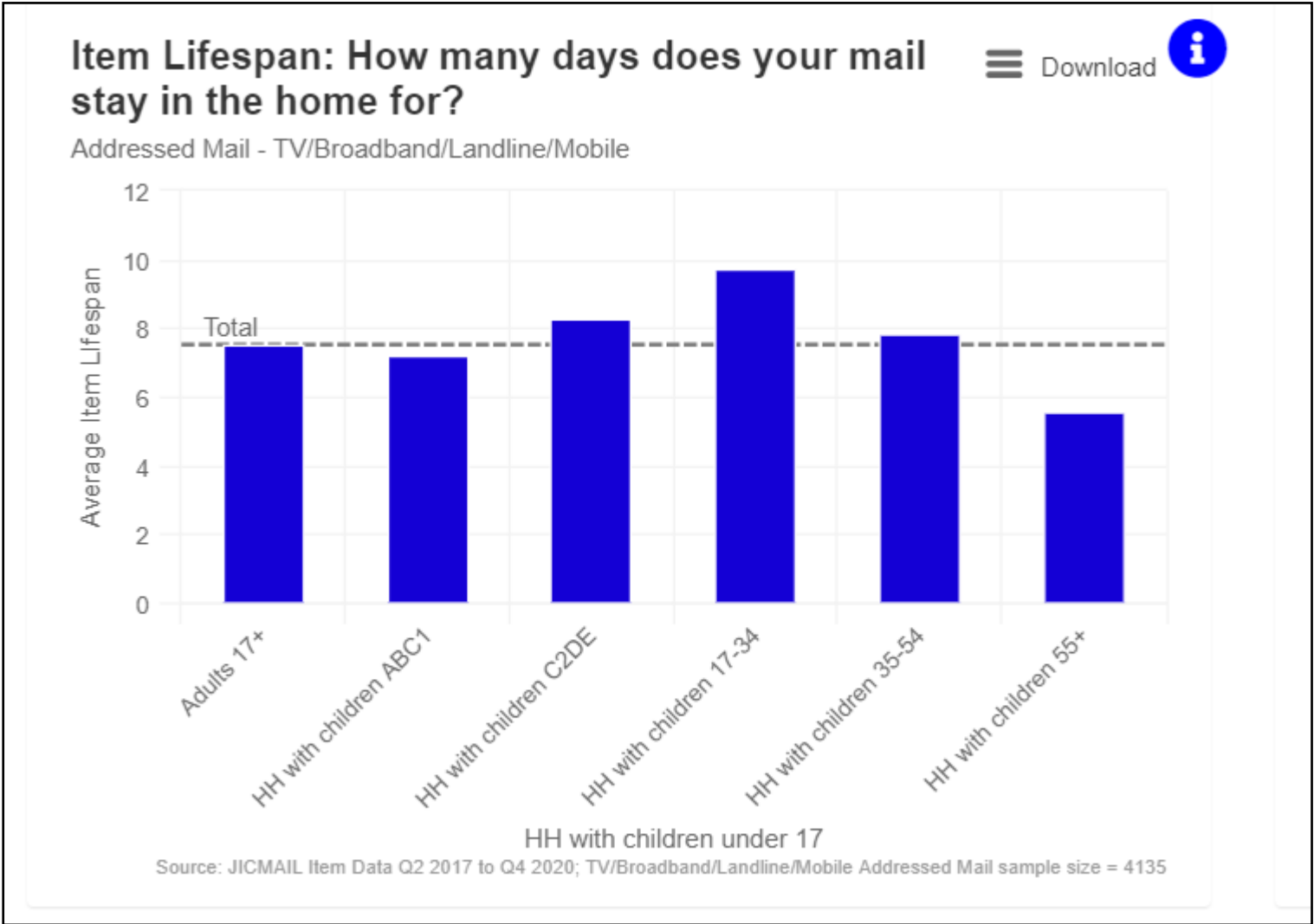
Campaign Calculator | Mail Categories | Content | Audiences | Actions | Mail Item Database | Downloads

JIC MAIL Discovery

Users Guide

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

Interest prospects with their mail examples

In this example for National Trust, this item is read, shared, prompts conversations and sends members online. It is still live in the home after 28 days.

This shows the levels of interest, engagement and interaction driven by this item of mail.

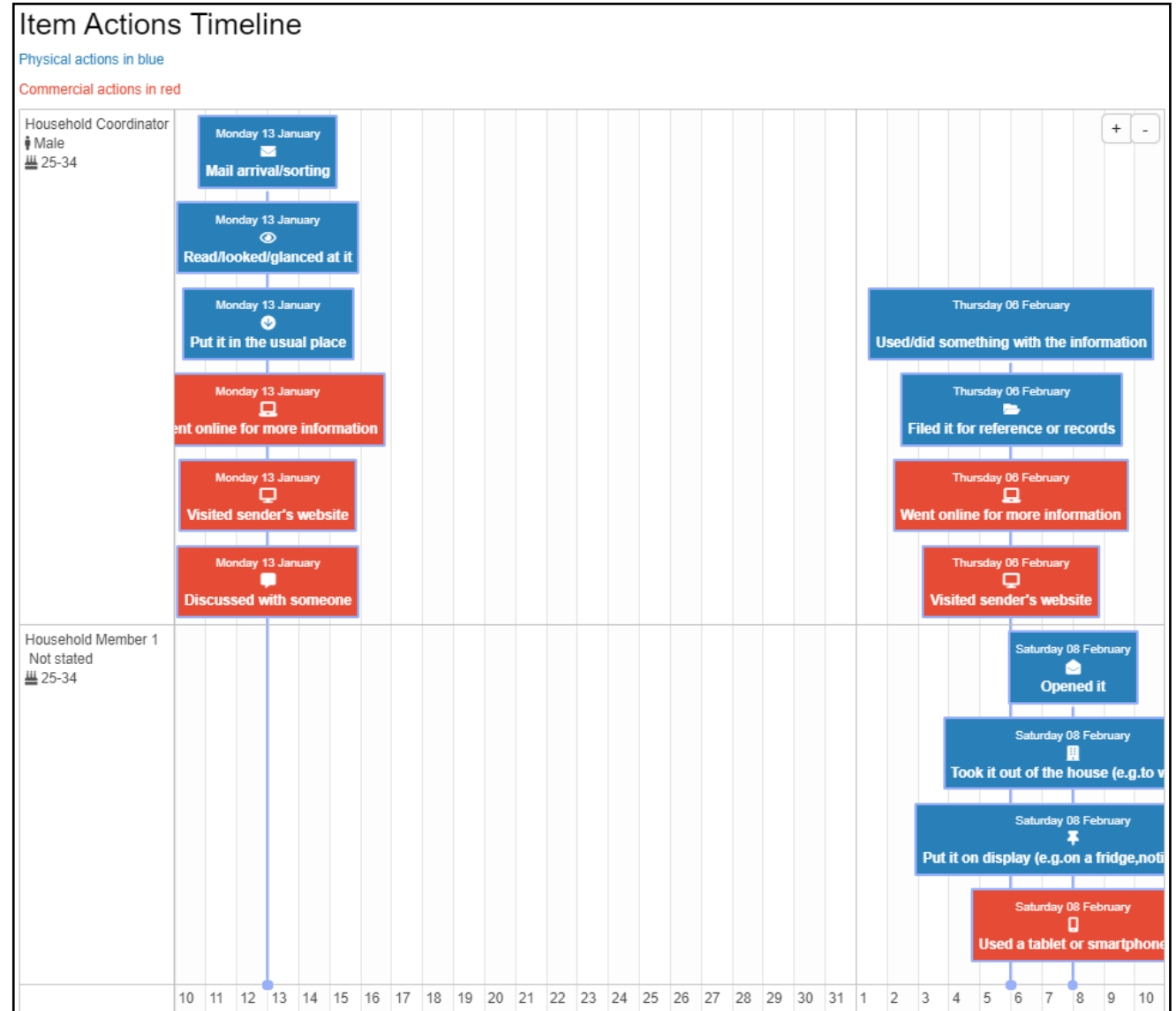# Show prospects potential campaign results

The most common action recorded by recipients of ecommerce direct mail is that they visit the sender's website – 12%. This complements digital marketing by driving traffic to the sender's website.
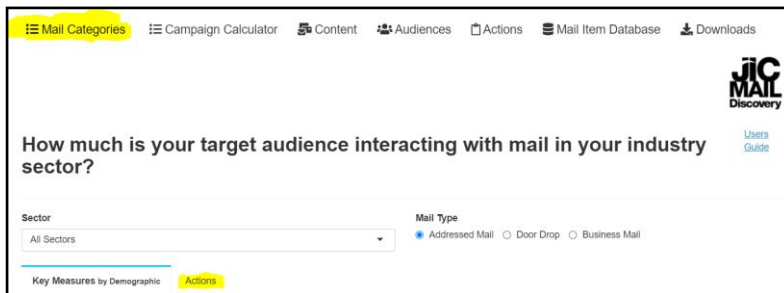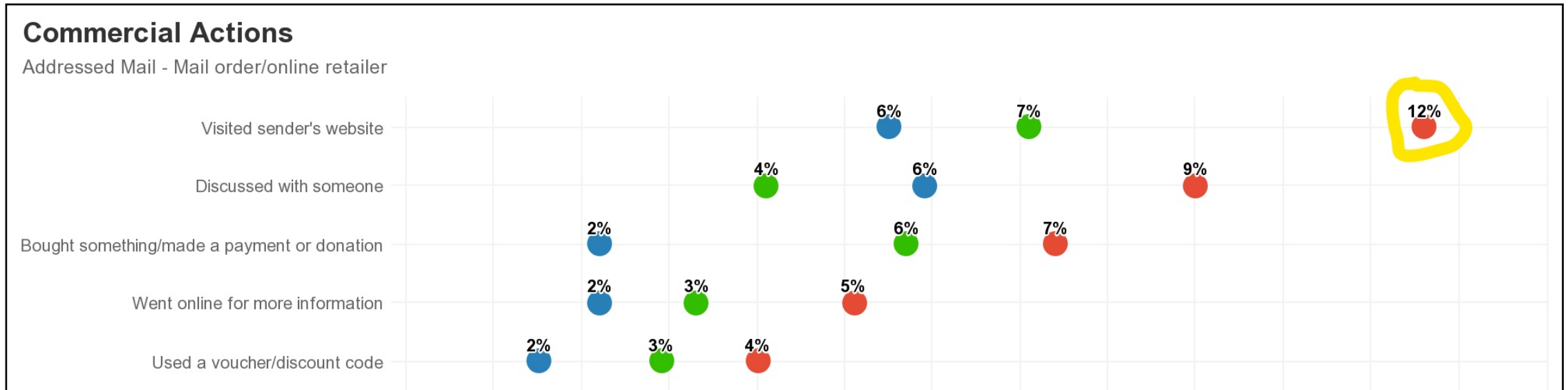
Source: JICMAIL Item Data Q2 2017 to Q1 2021; Mail order/online retailer Addressed Mail sample size = 13270