
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...

The screenshot shows the Mail Item Database interface. At the top, there are navigation tabs: Campaign Calculator, Mail Categories, Content, Audiences, Actions, Mail Item Database (highlighted in yellow), and Downloads. The JIC MAIL Discovery logo is in the top right. Below the navigation is a search bar with a 'Search Database' button. On the left, there are filter sections: Year (set to 2021), Date Range (2021-01-01 to 2021-04-04), Mail Type (All), Mail Sender (Mail order/online retailer, highlighted in yellow), Mail Content (All), and Advertiser Brand (All). On the right, there is a 'Download Data' button and a search input field. Below these is a table of mail items with columns: Item ID, Mail Type, Mail Sender, Mail Content, Advertiser Brand (highlighted in yellow), Lifespan DAYS, Month Arrived, Frequency, Reach, and Co. The table contains five rows of data.

Item ID	Mail Type	Mail Sender	Mail Content	Advertiser Brand	Lifespan DAYS	Month Arrived	Frequency	Reach	Co
315959	Addressed Mail	Mail order/online retailer	Special offers or discounts; Invitation/information about a specific event	The Feel Good Pharmacy	22	March 2021	4	1	
315529	Addressed Mail	Mail order/online retailer	Information about products/services; Special offers or discounts; Vouchers/coupons	Toolstation	1	March 2021	1	1	
315538	Door drop	Mail order/online retailer	Information about products/services; Special offers or discounts	Ableworld	1	March 2021	3	1	
315658	Addressed Mail; Business	Mail order/online retailer	Financial statement/bill/update; Sender's contact details (e.g. website, phonenumber); Administrative information (e.g. account details)	No Product Identification	10	March 2021	6	1	
315602	Addressed Mail	Mail order/online retailer	Information about products/services; Special offers or discounts; Vouchers/coupons; Sender's contact details (e.g. website, phonenumber)	Healthspan	1	March 2021	5	1	

Research mail campaigns in the Mail Item Database

...or by content type

The screenshot shows the JIC Mail Discovery Mail Item Database interface. The top navigation bar includes links for Campaign Calculator, Mail Categories, Content, Audiences, Actions, Mail Item Database (highlighted), and Downloads. The JIC MAIL Discovery logo is in the top right. A search bar is located below the navigation. On the left, a filter sidebar includes sections for Year (2021), Date Range (2021-01-01 to 2021-04-04), Mail Type (All), Mail Sender (All), Mail Content (Request for a donation, highlighted), and Advertiser Brand (All). The main area shows a table of mail items with columns: Item ID, Mail Type, Mail Sender, Mail Content, Advertiser Brand (highlighted), Lifespan DAYS, Month Arrived, Frequency, Reach, Commercial Actions, and Item ID. The table lists five items, all with 'Request for a donation' as the Mail Content and 'Charity' as the Mail Sender. The Advertiser Brand for the first three items is 'Save the Children', and for the last two, it is 'Al-Khair Foundation' and 'No Product Identification' respectively. A 'Download Data' button is in the top right of the main area. At the bottom, it shows 'Showing 1 to 5 of 257 entries' and a pagination control with 'Previous', '1', '2', '3', '4', '5', '...', '52', and 'Next'.

Item ID	Mail Type	Mail Sender	Mail Content	Advertiser Brand	Lifespan DAYS	Month Arrived	Frequency	Reach	Commercial Actions	Item ID
315716	Addressed Mail	Charity	Request for a donation	Save the Children	2	March 2021	4	1	0	Mi
315753	Addressed Mail	Charity	Request for a donation	Save the Children	3	March 2021	3	1	0	Ce Sc
315344	Addressed Mail	Charity	Request for a donation	Samaritan's Purse	15	March 2021	4	1	0	Me So
314991	Door drop	Charity	Request for a donation	Al-Khair Foundation	1	March 2021	2	1	0	Mi
314810	Addressed Mail	Charity	Request for a donation	No Product Identification	1	March 2021	4	1	0	No We

Research mail campaigns in the Mail Item Database

...or the specific advertiser themselves

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

JICMAIL Academy

Search Database

Year: 2021

Date Range: 2021-01-01 to 2021-04-04

Mail Type: All

Mail Sender: All

Mail Content: All

Advertiser Brand: Tesco

Show 5 entries

Build Excel | Download Excel

Item ID	Mail Type	Mail Sender	Mail Content	Advertiser Brand	Lifespan DAYS	Month Arrived	Frequency	Reach	Comments
314764	Business	Financial and insurance services	Financial statement/bill/update	Tesco	13	March 2021	5	1	
312594	Addressed Mail; Business	Financial and insurance services	Financial statement/bill/update; Sender's contact details (e.g. website, phonenumber); Administrative information (e.g. account details)	Tesco	20	March 2021	6	1	
311643	Business	Financial and insurance services	Financial statement/bill/update	Tesco	2	March 2021	4	1	
310499	Addressed Mail	Tv/broadband/landline/mobile	Information about products/services; Sender's contact details (e.g. website, phonenumber)	Tesco	22	March 2021	6	1	
307688	Business	Financial and insurance services	Administrative information (e.g. account details)	Tesco	1	February 2021	3	1	

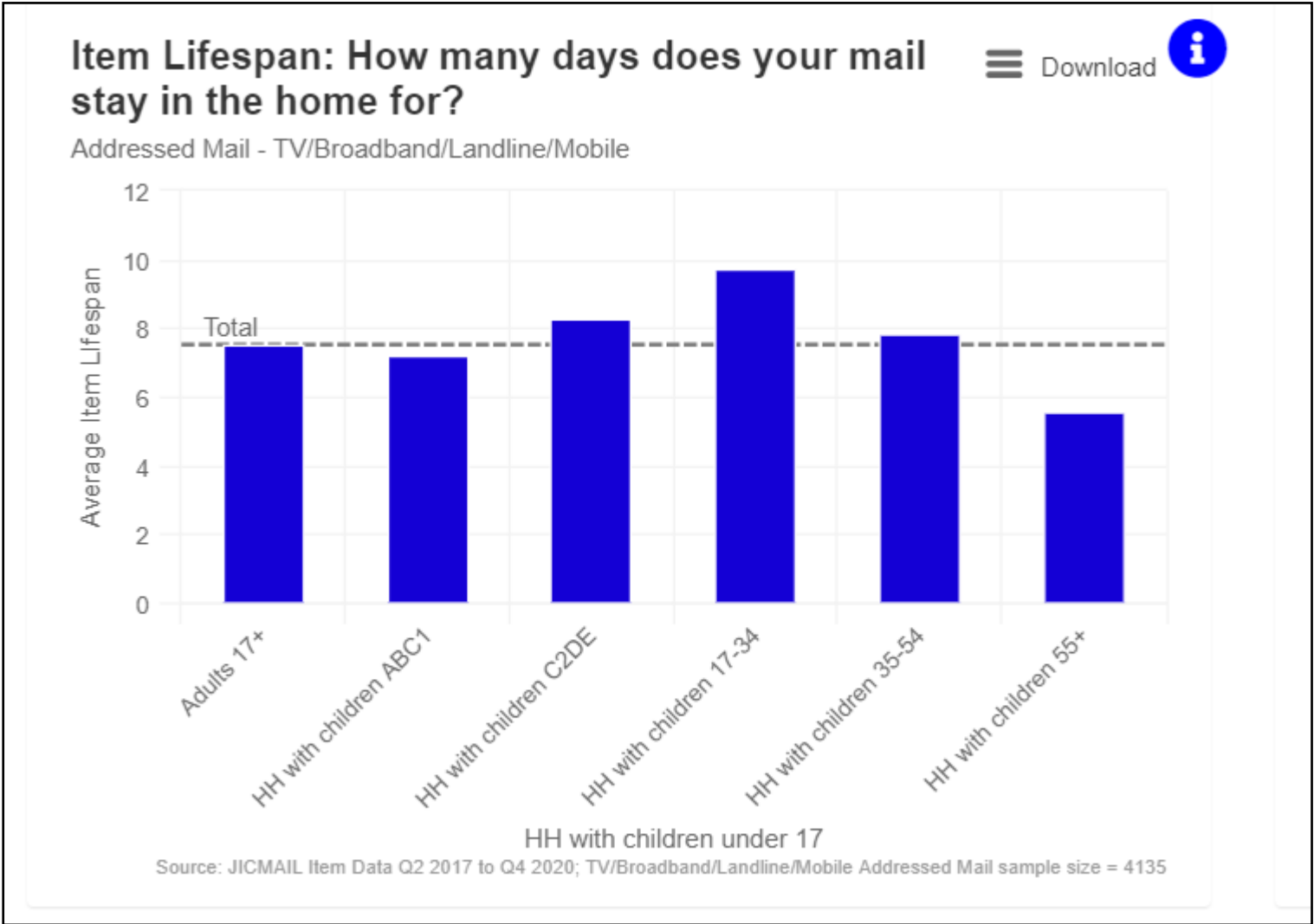
Showing 1 to 5 of 20 entries

Previous | 1 | 2 | 3 | 4 | Next

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.



☰ 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.


Item Information

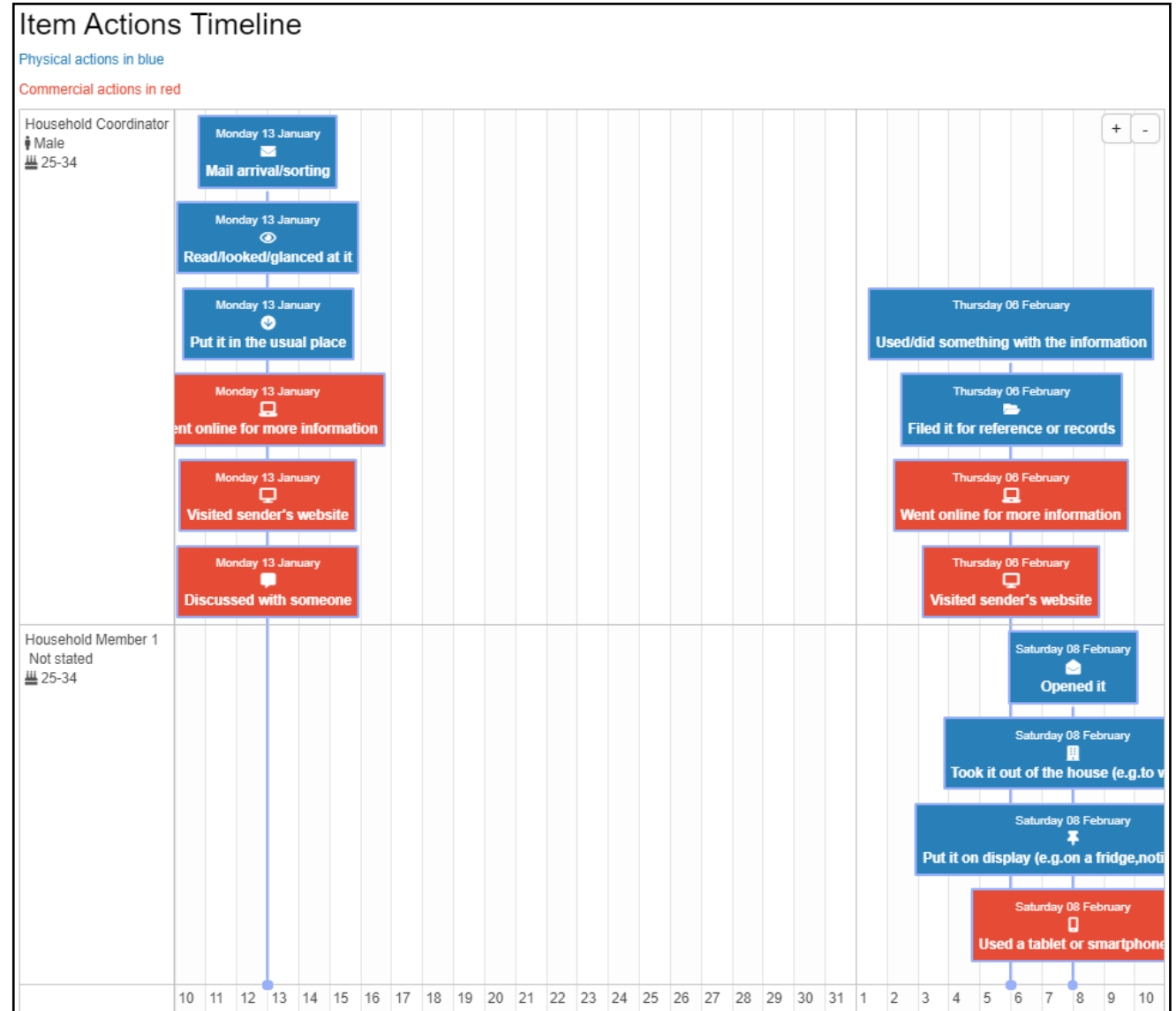
- Advertiser Brand: National Trust
- Sender: Charity
- Format: Business
- Content: Administrative information (e.g.account details)
- Reach: 2
- Frequency: 8
- Commercial Actions: 6

Household Information

- Region: London
- Social Grade: C1
- Household Size: Live with others (HH size = 2+)
- People in Household: Couple
- Tenure Length: 1-2 years
- Tenure Type: Owned/mortgaged
- Mosaic Group: J: Transient Renters
- Acom Group: B: Executive Wealth

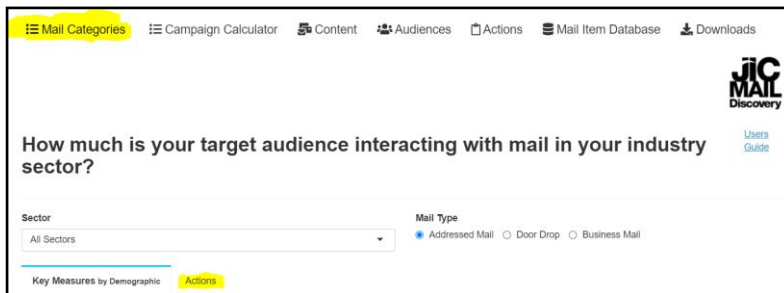
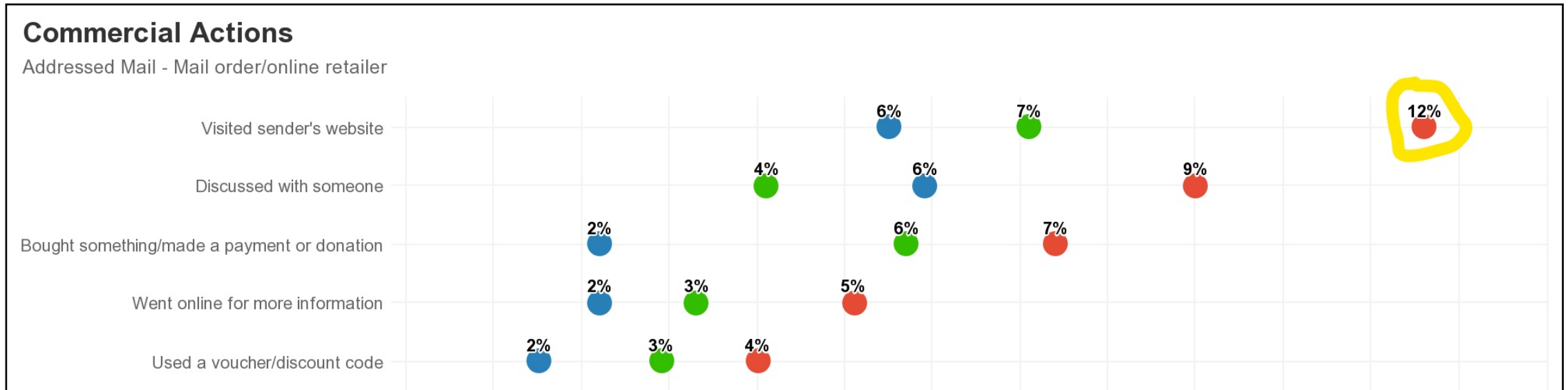
Campaign Calculator
Mail Categories
Content
Audiences
Actions
Mail Item Database
Downloads





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