

JICMAIL

GOLD

**User Engagement Tasks – Mailing Houses, Printers
and Print Management**

**JIC
MAIL**

Mail Media Metrics



Gold certification: Sell side

Gold tasks must relate to an actual revenue / client opportunity. Producing a JICMAIL case study / use case is strongly recommended

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GOLD

EXPERT

KEY TASKS

to be completed within 6 months of initial training session

- 1) Create a JICMAIL ROI case for mail for a specific client OR
- 2) Create a mail impressions efficiency case for a specific client using ACT
- 3) Uncover & apply a piece of creative insight
- 4) Conduct a competitor analysis review
- 5) Share a JICMAIL campaign with customer OR
- 6) Produce a JICMAIL Use Case

LEARNING OUTCOMES

You will be able to:

- Analyse custom JICMAIL datasets to create specific insight bespoke to your competitive set
- Be confident in JICMAIL's usage in the econometric measurement process
- OR be confident talking about the relative value or ROI of mail to clients

**JIC
MAIL**

Mail Media Metrics

Certification based on delivered proof of task completion to JICMAIL via email

How to get Gold webinar

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View the How to Get Gold webinar for help with achieving your JICMAIL Gold.



Gold – to complete within six months

GOLD
EXPERT



COMPLETE WITHIN

6 months

Gold tasks must relate to an actual revenue / client opportunity. Producing a JICMAIL case study / use case is strongly recommended

1) Create a JICMAIL ROI case for mail for a specific client

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MAIL ROI Calculator

Channel: ALL | Industry: ALL | Mosaic: ALL | Response Weighting: 100%

| | | | | |
|-------|-----------|------------------|------------------|-------------|
| 1.13 | 4.05 | 7% | 7.73 | 142784 |
| Reach | Frequency | Buying Behaviour | Lifespan in days | Sample Size |

Instructions:

OR

Audience Comparison Tool

Input Budget £: 100000 | Select Demographic: ABC1 Adults | Compare to: Online Channels

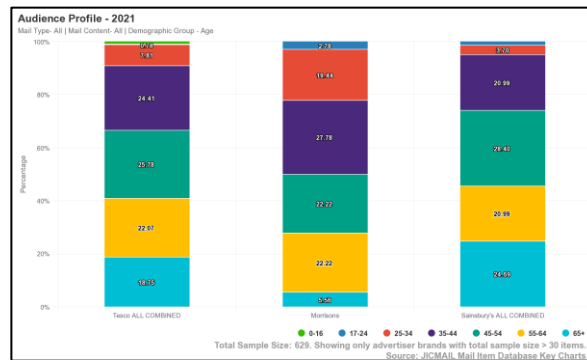
| Mail | CPT £ | Purchased Impacts | Delivered Impacts | Audience Impacts CPT | Difference vs Buy |
|-----------------------|-------|-------------------|-------------------|----------------------|-------------------|
| Door Drop | 50 | 2,000,000 | 5,616,000 | £17.81 | -64% |
| Partially Addressed | 170 | 588,235 | 2,303,647 | £43.41 | -74% |
| Cold Acquisition (DM) | 210 | 476,190 | 2,087,857 | £47.9 | -77% |

Gold (continued)

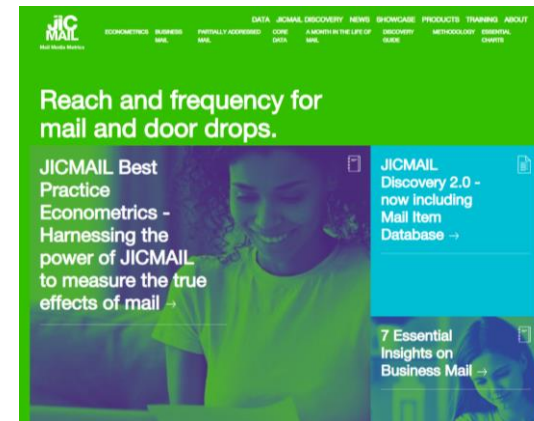
3) Uncover & apply a piece of creative insight



4) Conduct a competitor review



5) Share a JICMAIL campaign with customer



6) Produce a JICMAIL Use Case

OR

Client: Jaguar Land Rover
Range Rover Evoque
Agency: Edell and Sparks44

The Challenge
 The test drive is the pivotal moment in converting potential car buyers into new car owners. For the Land Rover Range Rover Evoque – a leading luxury subcompact SUV – the unique nature of its target audience versus traditional car buyers means that this challenge is ever more pressing.

The Approach
 Direct Mail provided Jaguar Land Rover with a golden opportunity to harness the power of a channel which was simultaneously being under-utilised for young tech-savvy audiences, yet shows high level of audience engagement when it does appear on the media plan. In fact, data from a fusion of JICMAIL, the industry planning currency for mail and TGI shows that while traditional car target audiences who intend to buy a car in the next two years are 17% more likely than the average adult to be targeted with direct mail, young tech-savvy audiences are 39% less likely to be targeted.

Key gold guidelines for competitive analysis review

- A piece of analysis that has been delivered to a client in an appropriate format (e.g. a power point presentation, a word document etc) that provides some specific detail on how that client and/or their competitors mail performs in terms of key JICMAIL metrics.
- This work will likely have to be conducted on either the MID Key Charts tools in JICMAIL Discovery, or on the excel output of the Mail Item Database - assessing the data using pivot tables.
- The analysis could draw on any of the following different types of data comparisons for example:
 - Reach, frequency and lifespan over time.
 - Reach, frequency and lifespan by audience segment (e.g. MOSAIC group, or gender).
 - Audience profile of client vs competitor mail - i.e. who they are targeting.
 - Specific action response rates over time using key physical or commercial actions.
 - Insight drawing out the observed trends and actionable recommendations should all be part of the analysis.