

# JICMAIL

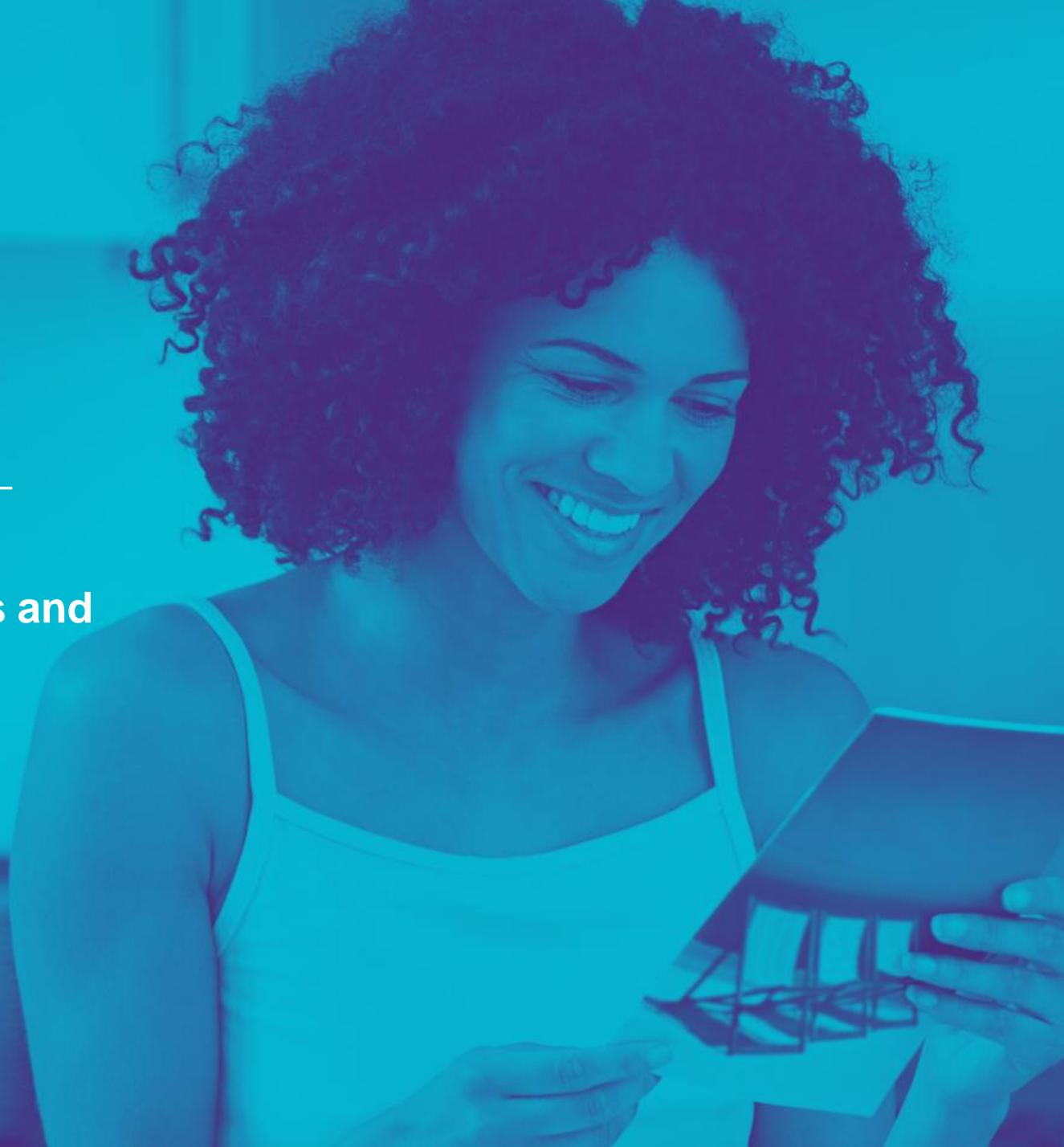
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**GOLD**

**User Engagement Tasks – Postal Operators and Distributors**



**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



**GOLD**

**EXPERT**

**KEY TASKS**  
to be completed within 6 months of initial training session

- 1) Reach agreement with client to adopt JICMAIL data in to their measurement / econometric models OR
- 2) Use the ACT or ROI calculator to make a case for mail in a client presentation
- 3) Produce a piece of competitor insight - comparing key reach and frequency variables for your client and competitors.
- 4) Create a JICMAIL use case / case study

**LEARNING OUTCOMES**

- 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



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) Work with a client to on board JICMAIL data in to their econometric models

OR

2) Use the ACT or ROI calculator to make a case for mail in a client presentation

3) Produce a piece of competitor insight - comparing key reach and frequency variables for your client and competitors.

DESIRABLE: Produce a client case study

## JICMAIL + Econometrics

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Convening a roundtable of cross-industry experts to explore:

- The challenges in correctly attributing mail effects in econometrics models
- The application of JICMAIL data in enriching econometric models
- Best practice in harnessing JICMAIL industry benchmarks and brand level data in models
- Whitepaper to be published in November 2019



ABC1 ADULTS

Input Budget	£100,000.00
Channel	Media CPT
<b>MAIL</b>	
Door Drop	£50.00
Partially Addressed	£170.00
Cold Acquisition (DM)	£210.00
<b>ONLINE</b>	
Digital Display	£1.90
Social	£4.00
PPC	£50.00
Email	£30.00

## Frequency of exposure / interaction



Client: Swoon  
Agencies: Mailbird

**The Challenge**  
Swoon are a designer-led furniture brand providing a wide range of household items, primarily through their e-commerce website. As an online retailer, they have relied heavily on digital marketing to drive new business and attract customers to their website. However, with their digital acquisition costs on the rise and a knock-on negative impact seen on their marketing return on investment, Swoon made the decision to undergo a strategic review of the channels employed to reverse these trends and drive profitable customer growth.  
Prior to the review, Swoon were not heavy users of the mail channel. However, with mail presenting an almost unrivalled opportunity to offer highly targeted messaging and rich tactile marketing experiences through catalogues (a traditional, yet vital medium in the furniture category), Swoon were willing to review their position providing that the evidence for mail effectiveness was compelling enough to warrant investment.  
Mailbird, Swoon's mailing partner, worked with JICMAIL to provide credible, gold-standard planning metrics to provide a data-driven approach to demonstrating the benefits of the mail channel.

**The Approach**



# Key gold guidelines for competitor analysis on mail item database

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- 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 the excel output of the Mail Item Database - assessing the data using pivot tables(I reattach our pivot table pointer slides for reference).
- 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.