

# Test and Learn with JICMAIL for Mail Order / Online Retail

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A/B testing toolkit for mail performance  
optimisation

October 2021

**JIC  
MAIL**

Mail Media Metrics



# The era of effectiveness measurement



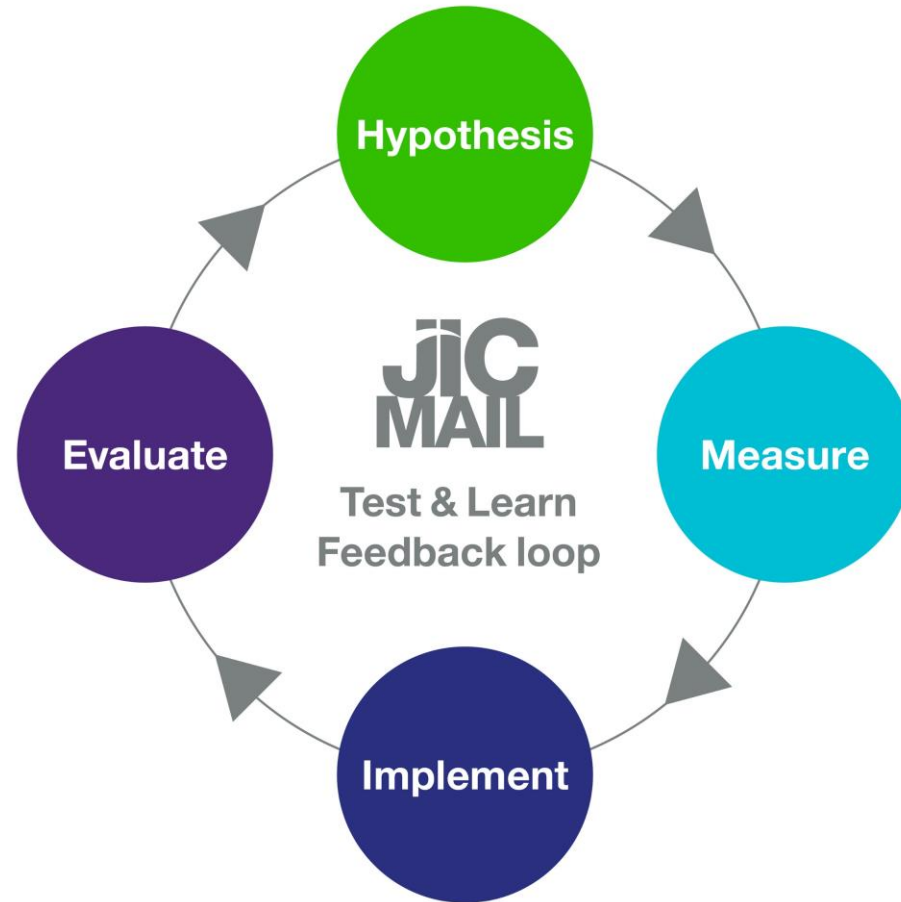
IPA: spending 40-50% media on digital is optimal



**[ 65% ]** of marketing executives either can't measure or only have a 'good sense' of the impact of their marketing campaigns.

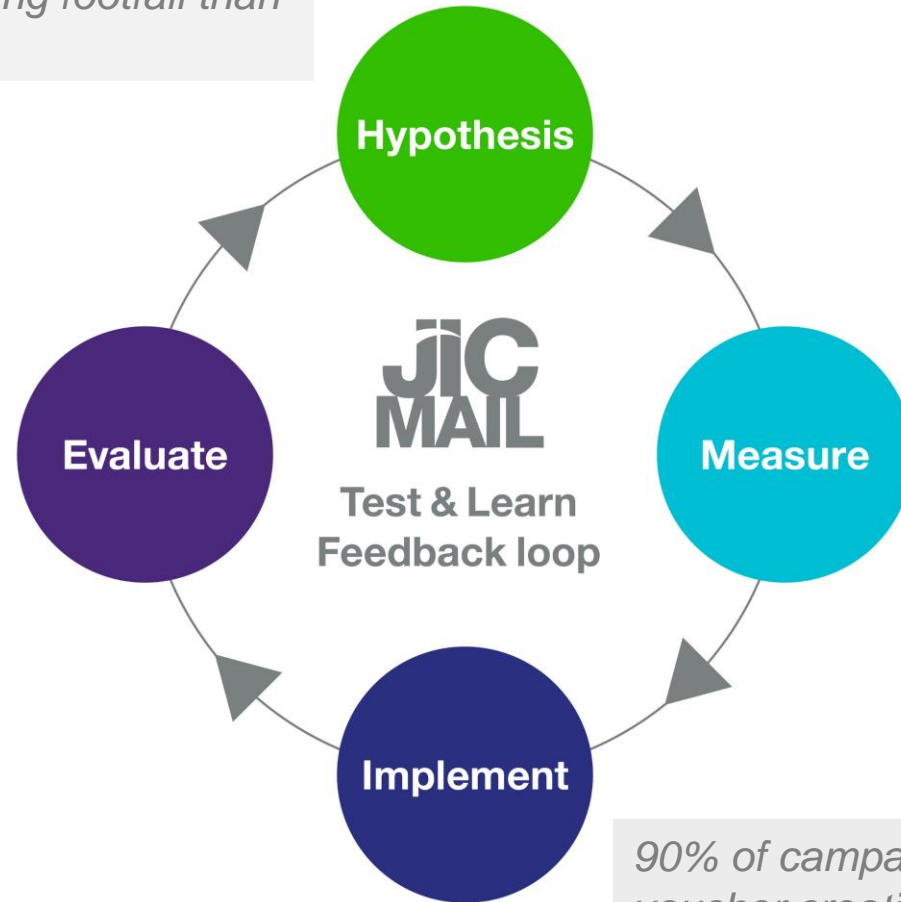
# The more you measure, the more you grow

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# The more you measure, the more you grow

*Direct Mail containing vouchers is more effective at driving footfall than DM that does not*



*Results tell us that vouchers are x3 as effective at driving footfall. Vouchers usage will be upweighted next campaign*

*We will run an A/B test, evaluating creative that contains vouchers vs mail that does not simultaneously*

*90% of campaign delivered using non-voucher creative. 10% delivered to a matched audience using voucher creative*



# Where JICMAIL can help

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Hypothesis

Generate audience and content testing hypotheses in JICMAIL Discovery



Measure

1. Test using standard measurement
2. OR work with JICMAIL to develop custom test methodology



Implement

Apply for Royal Mail testing innovation incentive



Evaluate

Assess relative impact of different testing hypotheses using JICMAIL benchmarks

# 15%-30% savings through Royal Mail testing and innovation incentives

[Home](#) > [Customer Incentives](#) > Testing & Innovation

## Advertising Mail Testing & Innovation

Save up to 15% when you test new mail activity

Earn up to 15% discount on access prices

Test a new mailing or innovations on an existing mail campaign

See our useful technical guide below for more information about this incentive

[Apply online](#)

SAVE  
UP  
TO **15%** OFF

## Business Mail Testing & Innovation

Save up to 30% when you test new mail activity

Earn up to 30% discount on access prices

Test a new mailing or innovations on an existing mail campaign

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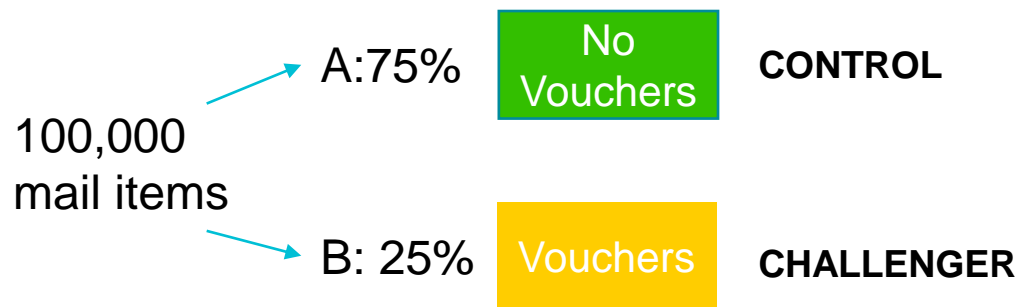
SAVE  
UP  
TO **30%** OFF



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# A/B Testing Checklist

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- ✓ Minimise noise from other channels
- ✓ Pick one variable to test
- ✓ Keep all other variables the same
- ✓ Identify a goal
- ✓ Pick a control scenario and pick a challenger scenario
- ✓ Assign distribution between control and challenger
- ✓ Determine sample sizes
- ✓ Decide how significant results need to be
- ✓ Only run one test at a time on the same campaign
- ✓ Test the new challenger variation simultaneously with the control cell
- ✓ Decide on implications of results
- ✓ Take action based on results



# Custom third-party campaign research solutions that integrate JICMAIL data

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## CREATIVE TESTING



## BRAND IMPACT



## LIVE CAMPAIGN TRACKING



## SALES IMPACT



# Looking for test partners across all solutions. Get in touch with JICMAIL to discuss your measurement needs

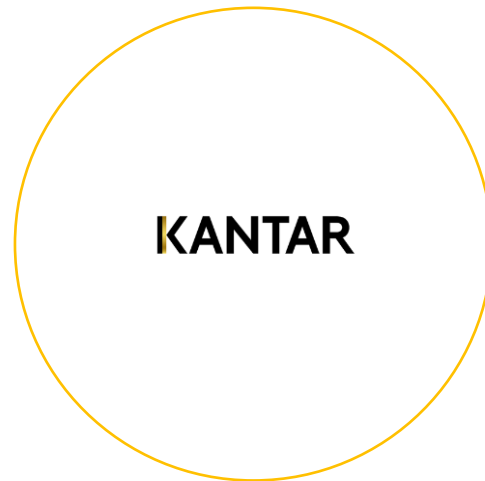
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## CREATIVE TESTING



- Digital mock-up of mail item sent to nationally representative panel.
- Questions relate to ad recall, brand metrics and JICMAIL commercial actions.
- Benchmark results against established JICMAIL norms.
- Cost effective method of choosing between two creative options.

## BRAND IMPACT



- Control vs exposed test used to accurately measure the incremental impact of mail exposure on brand metrics.
- Awareness, consideration and purchase intent measured alongside a range of JICMAIL commercial actions.

## LIVE CAMPAIGN TRACKING



- Combining gold standard industry mail measurement with ad effectiveness tracking.
- Seed the JICMAIL panel with a client campaign to track key JICMAIL metrics at the campaign level.
- Data made available to client only and is removed from the overall quarterly data set.

## SALES IMPACT



- Visualise mail campaign exposure on Kantar's shopper panel.
- Link mail exposure to retail sales and measure impact of JICMAIL frequency and lifespan metrics on sales.
- Suitable for retail and FMCG brands.

A/B Testing Hypotheses and Scenarios

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# Tests and Benchmarks by Category



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# Mail Order / Online Retail



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# Scenario 1: Sign-posting is key to driving traffic

**A.**

PRODUCT / SERVICE  
INFO

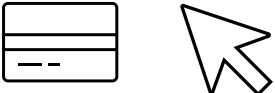
**B.**

PRODUCT / SERVICE  
INFO

CONTACT DETAILS

e.g. PROMINENT  
URL  
INFORMATION

e.g. QR CODE  
SHORT CUTS



# Scenario 1 effectiveness benchmarks

**A.**

**B.**

Performance Indices	Product / Service Info	Product / Service info plus Contact details
MAKE A PURCHASE	100	130
VISIT WEBSITE	100	138

30% more likely

38% more likely



# Scenario 2: Vouchers and sign-posting drive purchase

**A.**

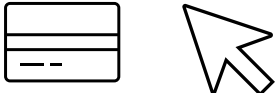
CONTACT DETAILS

**B.**

CONTACT DETAILS

VOUCHERS

↓  
e.g. QR CODE SHORT  
CUTS LINKED TO  
SPECIAL OFFER URLS



# Scenario 2 effectiveness benchmarks

**A.**

**B.**

Performance Indices	Contact details	Contact details plus Vouchers
MAKE A PURCHASE	100	116
VISIT WEBSITE	100	113

16% more likely

13% more likely

\* make a purchase, plan a purchase or redeem a voucher

# Contact details and special offers




# Scenario 3: Younger audiences more likely to respond digitally


A.

**F** | Mosaic UK  
Suburban Stability

**Suburban Stability are most likely to live in semi-detached homes**



**47%** drive to work either by car or van



**65%** of their homes have three bedrooms

**Majority are aged between 56 – 65**

**25%** of them earn between £40,000 and £49,999 a year

B.

**O** | Mosaic UK  
Rental Hubs

**Rental Hubs are the youngest group**

With the vast majority under the age of 35



**68%** are on a mobile contract

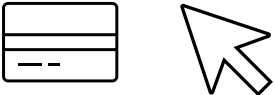


**They are likely to be living in rented accommodation**

Whilst they are studying at University



**PRIMARY OBJECTIVE:** - PURCHASE  
**SECONDARY OBJECTIVE:** - VISIT WEBSITE



# Scenario 3 effectiveness benchmarks

**A.**

**B.**

Performance Indices	Suburban Stability	Rental Hubs
MAKE A PURCHASE	100	195
VISIT WEBSITE	100	172

Up to:

x2 as likely

72% more likely

# Thank you

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