

# Test and Learn with JICMAIL for Retail & Grocers

---

A/B testing toolkit for mail performance  
optimisation

October 2021



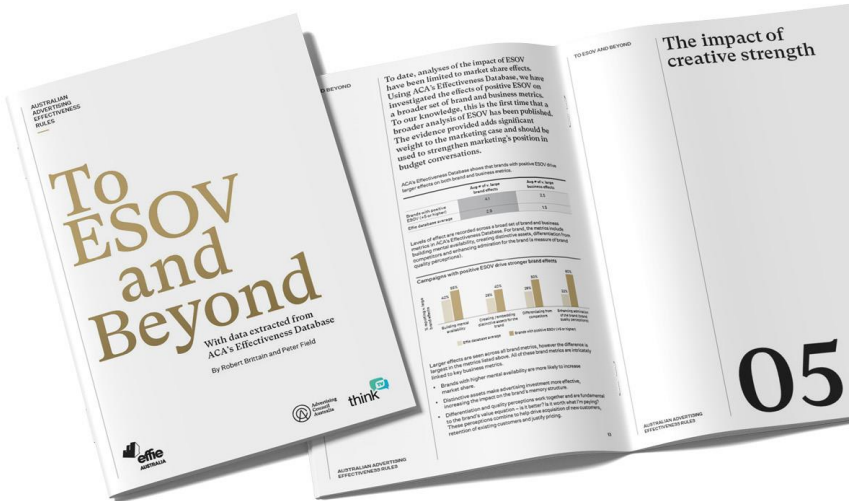
Mail Media Metrics



# The era of effectiveness measurement



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



# Marketers struggle to measure effectiveness

---

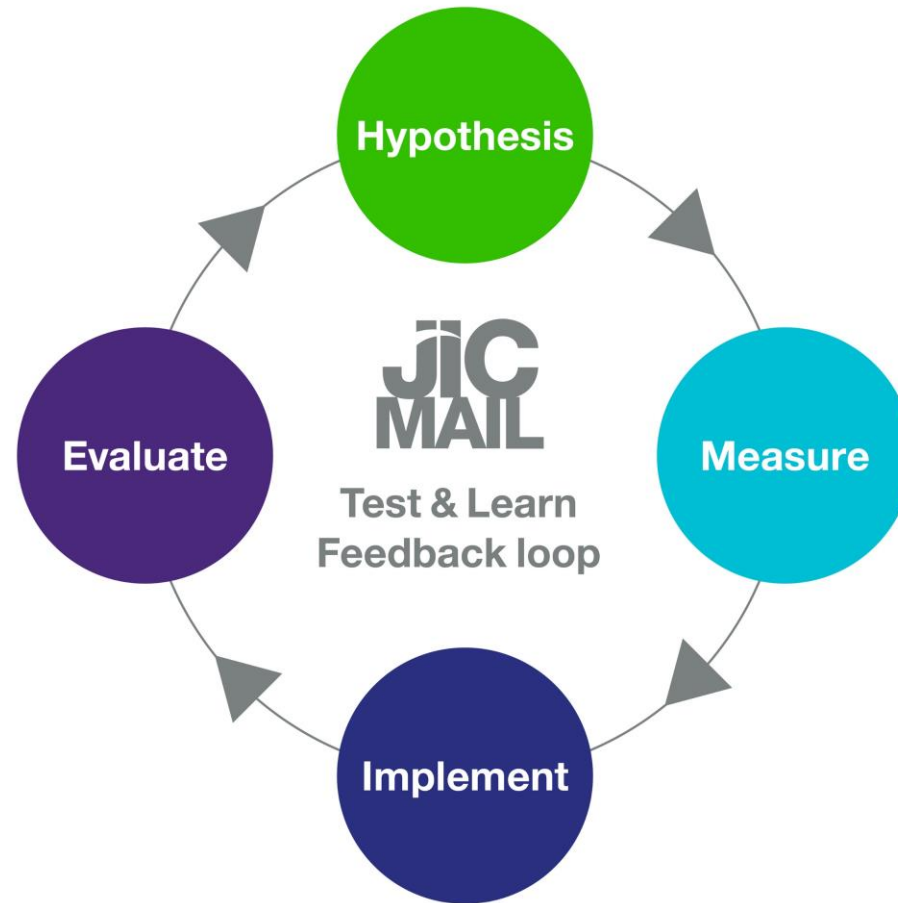
3

[ 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

---

4

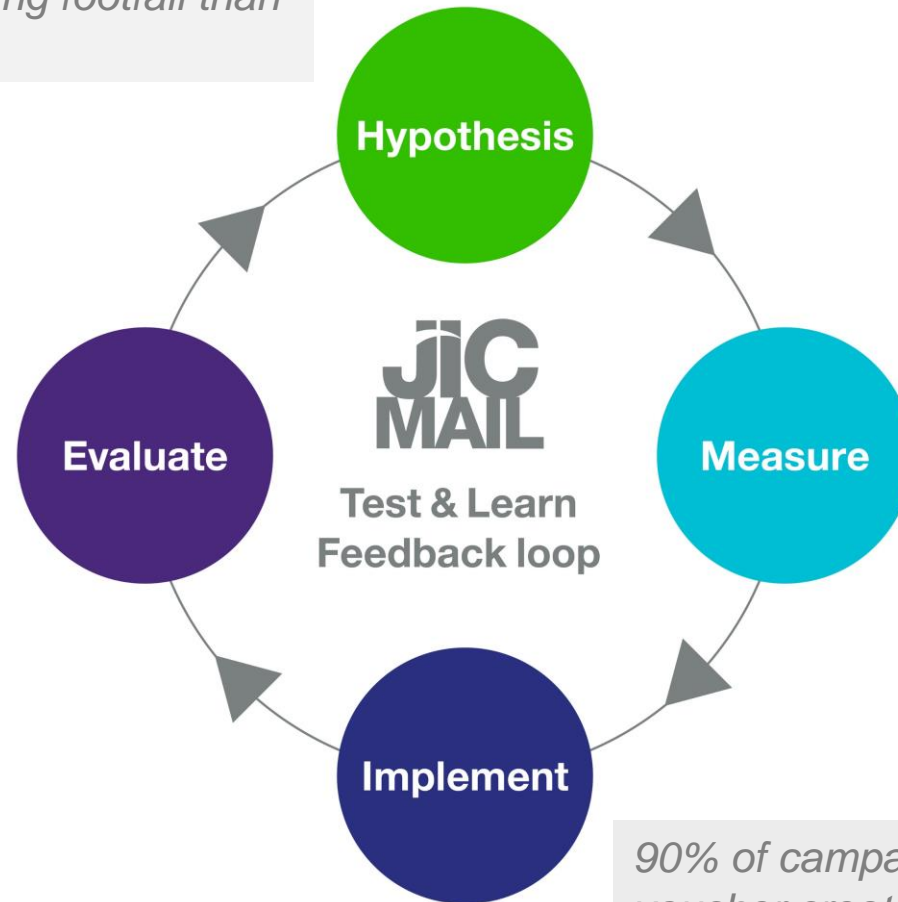


# The more you measure, the more you grow

5

*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

---

6

**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



Mail Media Metrics

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

7

[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

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

[Apply online](#)

SAVE  
UP  
TO **30%** OFF

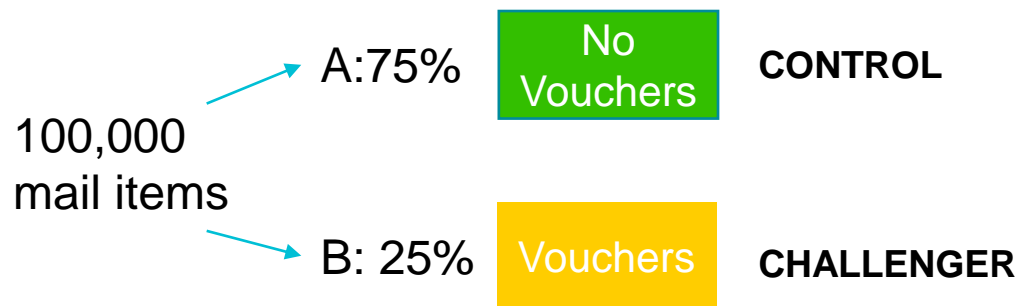


Mail Media Metrics

# A/B Testing Checklist

---

8



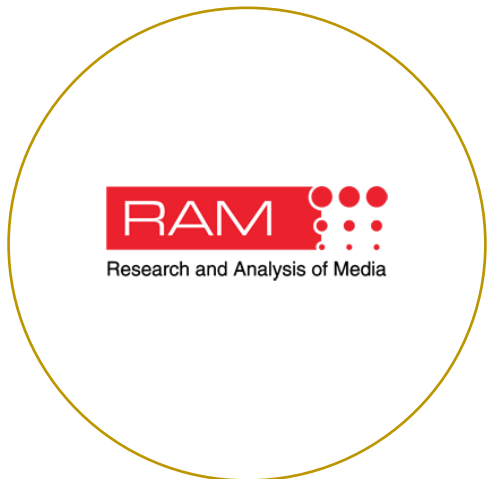
- ✓ Minimise noise from other channels
- ✓ Pick one variable to test
- ✓ Keep all other variables the same
- ✓ Identify a goal
- ✓ Pick a control scenario and pick a challenger scenario
- ✓ Assign distribution between control and challenger
- ✓ Determine sample sizes
- ✓ Decide how significant results 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

---

9

## 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

---

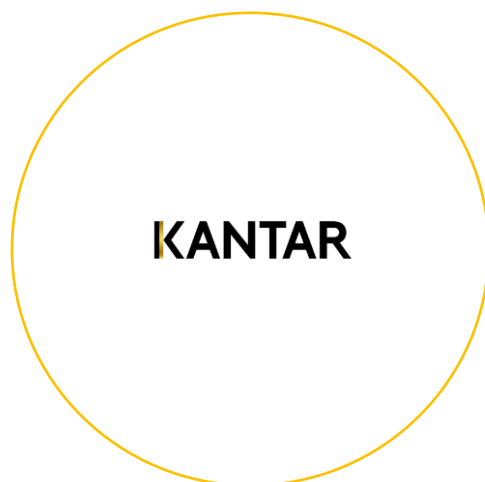
10

## 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

---

# Tests and Benchmarks by Category



Mail Media Metrics

---

# Retail and Grocers

# Scenario 1: Measure the impact of local content

**A.**

VOUCHERS ONLY

**B.**

VOUCHERS

LOCAL CONTENT

e.g. MEET  
YOUR LOCAL  
STORE  
MANAGER

e.g. LOCAL  
STORES  
MAP

PRIMARY OBJECTIVE:  
SECONDARY OBJECTIVE:

- STORE FOOTFALL
- PLAN LARGE PURCHASE



# An example of what “local” looks like

14



JIC  
MAIL

# Scenario 1 effectiveness benchmarks

A. B.

Performance Indices	Vouchers/coupons	Vouchers/coupons plus Information about local services
VISIT A STORE	100	247
PLAN A LARGE PURCHASE	100	193

Up to:  
x2.5 more likely  
93% more likely

# Scenario 2: Measure the impact of event invitations

**A.**

DISCOUNTS ONLY

**B.**

DISCOUNTS

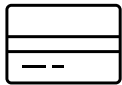
EVENT INVITATION

↓  
e.g. NEW  
STORE  
OPENING

↓  
e.g. STORE  
REFURBISHMENT

PRIMARY OBJECTIVE:  
SECONDARY OBJECTIVE:

- STORE FOOTFALL
- MAKE A PURCHASE



# Scenario 2 effectiveness benchmarks

A.

B.

Performance Indices	Discounts	Discounts plus Event invitation
VISIT A STORE	100	214
MAKE A PURCHASE	100	158

Up to:  
  
x2 more likely  
  
58% more likely

# Scenario 3: Expand your targeting to drive digital effects

A.



B.



PRIMARY OBJECTIVE:  
SECONDARY OBJECTIVE:

- STORE FOOTFALL
- WEBSITE TRAFFIC



# Scenario 3 effectiveness benchmarks

A.

B.

Performance Indices	Domestic Success	Family Basics
STORE FOOTFALL	100	105
WEBSITE TRAFFIC	100	121

Up to:  
5% more likely  
21% more likely

# Thank you

---

 [jicmail.org.uk](https://jicmail.org.uk)

 [linkedin.com/company/jicmail](https://linkedin.com/company/jicmail)

 [ian@jicmail.org.uk](mailto:ian@jicmail.org.uk)

 [@jicmailuk](https://twitter.com/jicmailuk)

**JIC  
MAIL**

Mail Media Metrics