

# Test and Learn with JICMAIL for Telecoms

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A/B testing toolkit for mail performance  
optimisation

October 2021

**JIC  
MAIL**

Mail Media Metrics



# The era of effectiveness measurement



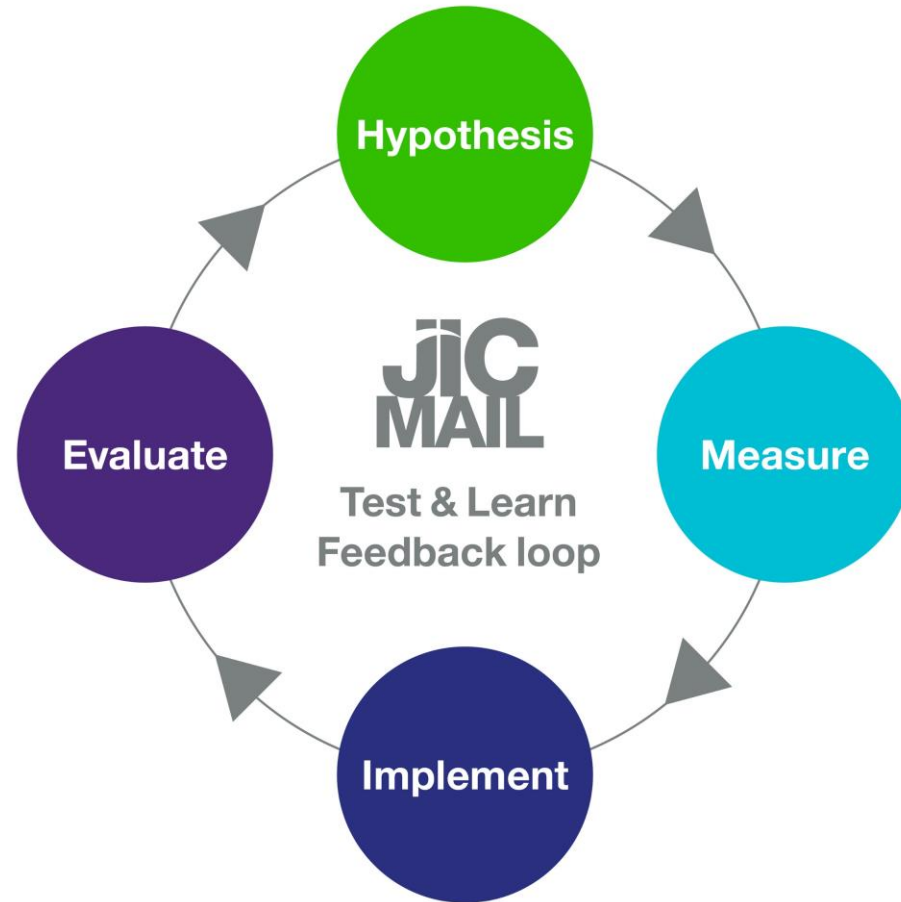
IPA: spending 40-50% media on digital is optimal



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

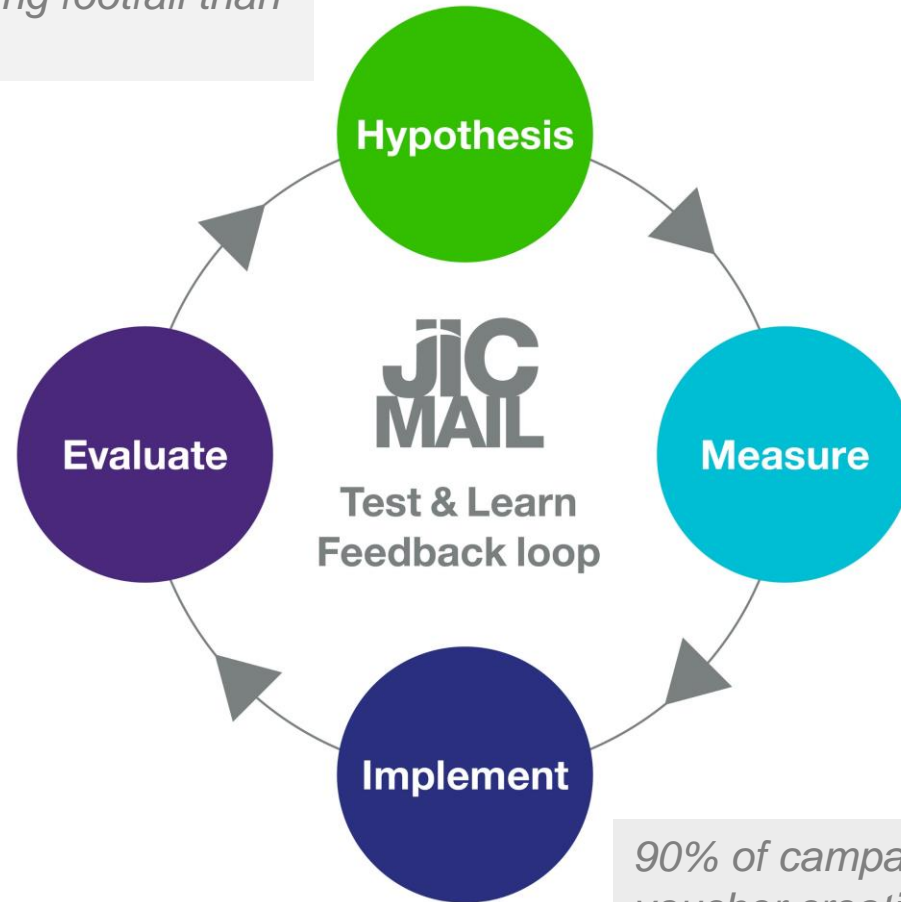
# The more you measure, the more you grow

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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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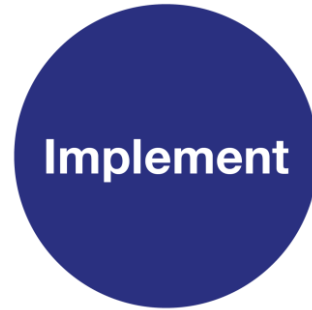
Hypothesis

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

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SAVE  
UP  
TO **15%** OFF

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Test a new mailing or innovations on an existing mail campaign

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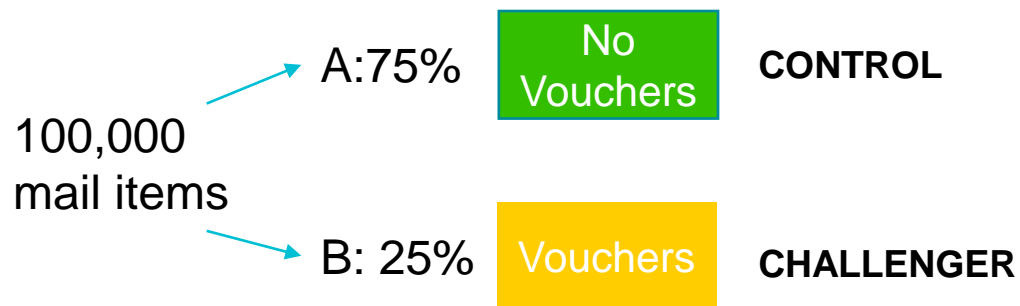
SAVE  
UP  
TO **30%** OFF



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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



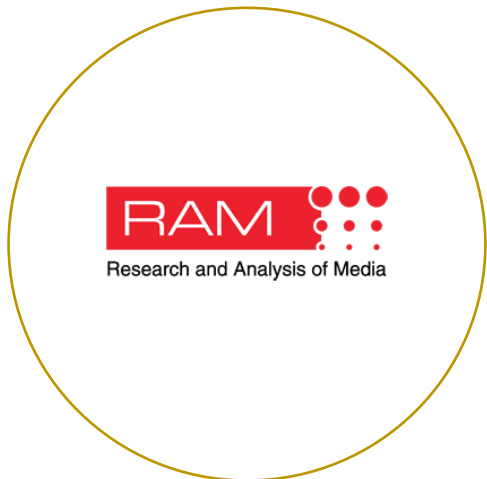
## SALES IMPACT



# 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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# Telecoms



Mail Media Metrics

# Scenario 1: Let telecoms customers know what's on

**A.**

PRODUCT / SERVICE  
INFO

**B.**

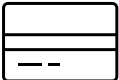
PRODUCT / SERVICE  
INFO

ENTERTAINMENT  
RELATED INFO

e.g. UPCOMING  
SHOWS AND  
MOVIES

e.g. HOW TO  
WATCH YOUR  
SHOWS ON  
THE GO

PRIMARY OBJECTIVE: - PURCHASE  
SECONDARY OBJECTIVE: - ONLINE DISCOVERY



# Product and service information for telecoms



# Scenario 1 effectiveness benchmarks

**A.**

**B.**

Performance Indices	Product / Service Info	Product / Service info plus Entertainment info
PURCHASE*	100	159
GO ONLINE FOR MORE INFO	100	163

Up to:

59% more likely

63% more likely

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

# Scenario 2: Tailor message to customer's own account info

**A.**

PRODUCT / SERVICE  
INFO

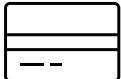
**B.**

PRODUCT / SERVICE  
INFO

PERSONAL ADMIN INFO.

↓  
e.g. NEW  
SHOWS YOU  
MIGHT LIKE

↓  
e.g. NEW SHOWS  
AVAILABLE ON  
YOUR  
SUBSCRIPTION





# Scenario 2 effectiveness benchmarks

**A.**

**B.**

Performance Indices	Product / Service Info	Product / Service info plus Admin info
PURCHASE*	100	418
GO ONLINE FOR MORE INFO	100	473

Up to:

x4 more likely

x5 more likely

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

# Personal offers from entertainment brands



# Scenario 3: Rural audience are more likely to purchase

A.

**M** | Mosaic UK  
Modest Traditions

**Modest Traditions are likely to be in their mid-fifties**

With older children that live elsewhere



**They are likely to live in terraced homes they own outright**

**37%** earn between £20,000 and £30,000 a year

They are likely get a lift or bus to work



28 | Mosaic Notebook | www.experian.co.uk/mosaic

B.

**C** | Mosaic UK  
Country Living

**Country Living are most likely to live in rural areas**



**They are the most likely to work in the agricultural, forestry, and fishing industry**

**38%** use central oil heating

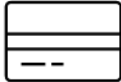
**18%** are self-employed



**68%** own a pet

8 | Mosaic Notebook | www.experian.co.uk/mosaic

PRIMARY OBJECTIVE: - PURCHASE  
SECONDARY OBJECTIVE: - CALL VOLUMES



# Scenario 3 effectiveness benchmarks

**A.**

**B.**

Performance Indices	Modest Traditions	Country Living
PURCHASE	100	202
CALLS	100	118

Up to:

Twice as likely

18% more likely

# Thank you

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