

Test and Learn with JICMAIL for Telecoms

A/B testing toolkit for mail performance
optimisation

October 2021



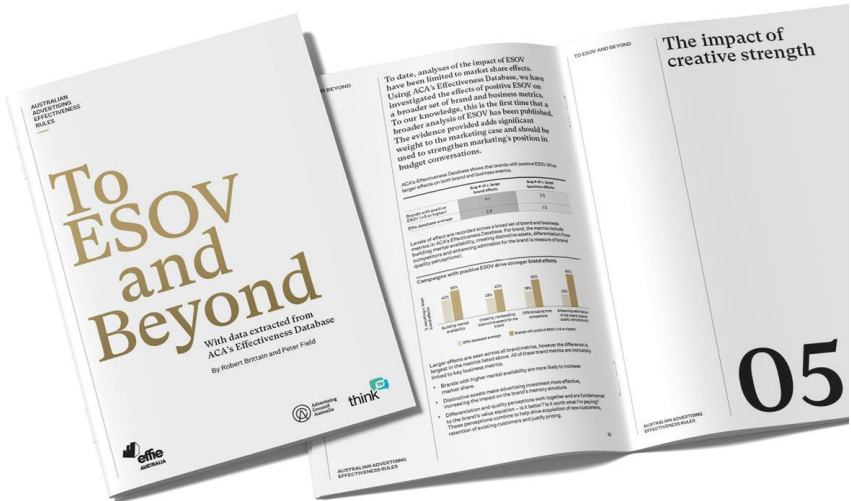
Mail Media Metrics



The era of effectiveness measurement



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



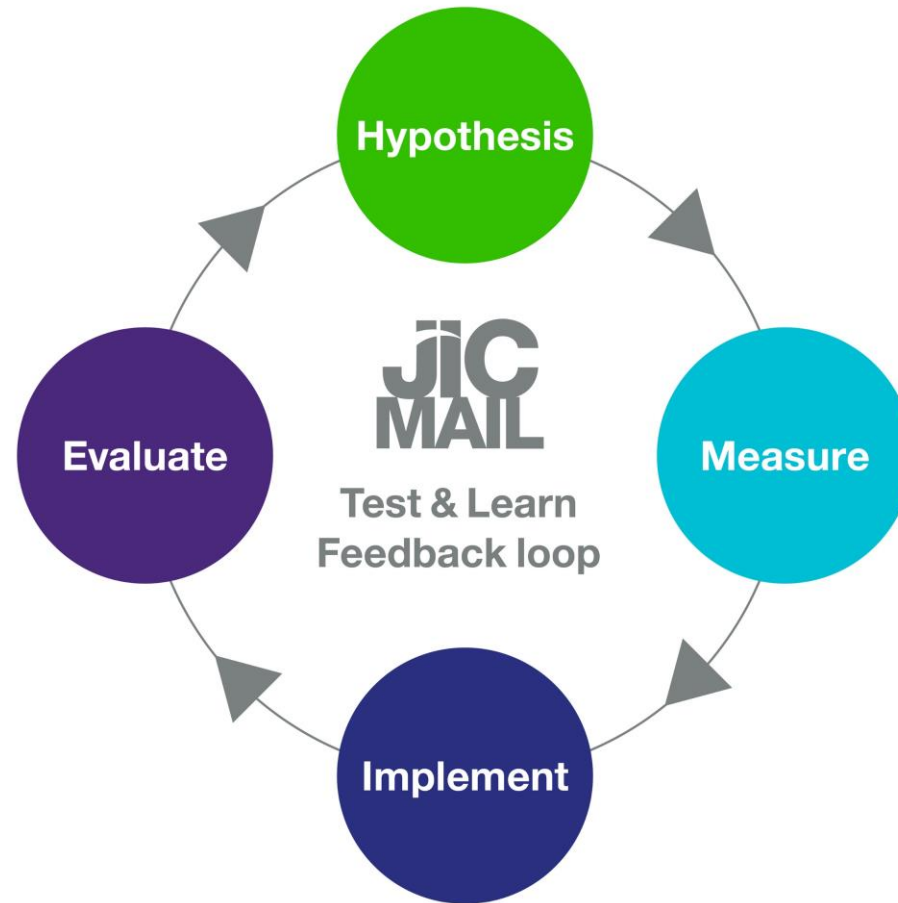
Marketers struggle to measure effectiveness

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[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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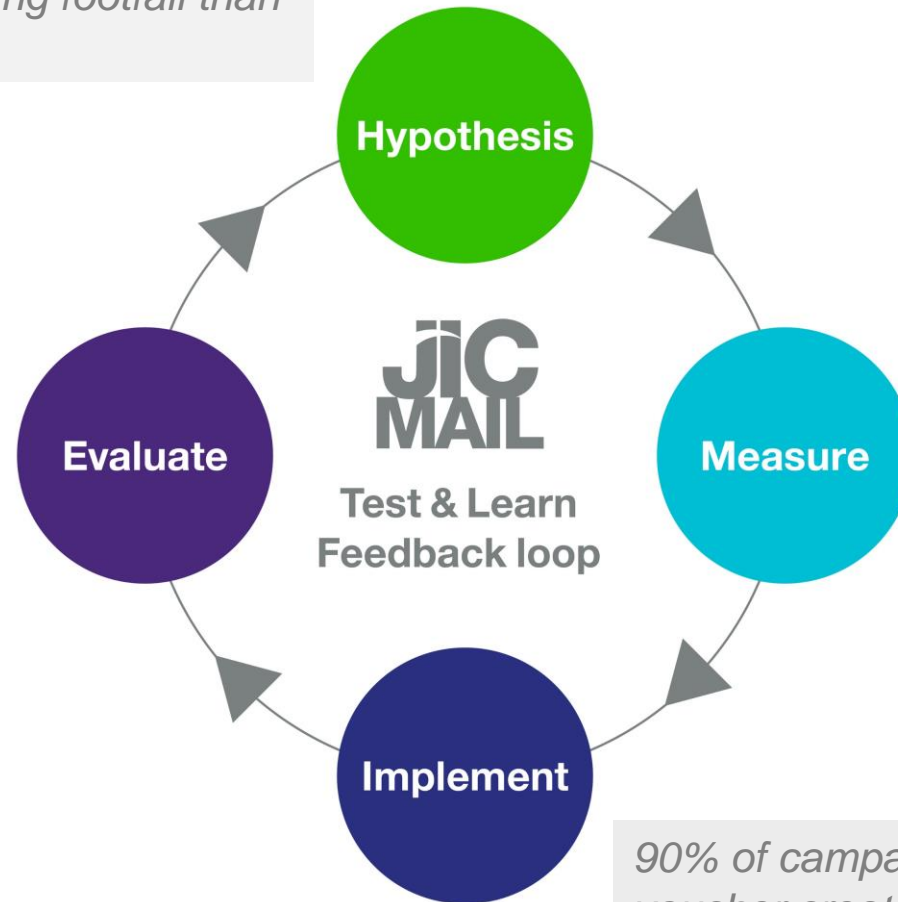


The more you measure, the more you grow

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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



Mail Media Metrics

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

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[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

Business Mail Testing & Innovation

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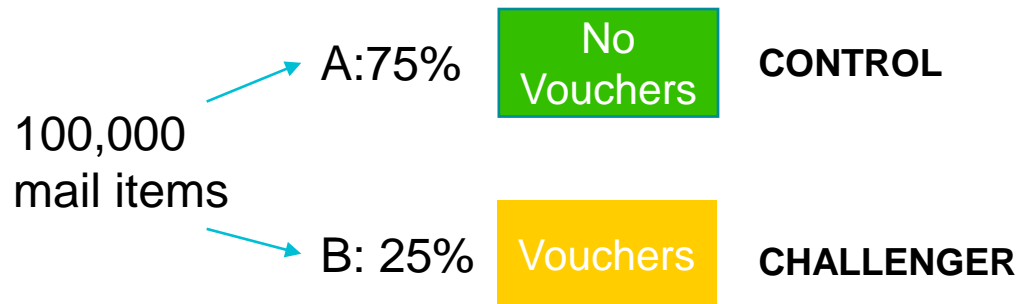
SAVE
UP
TO **30%** OFF



Mail Media Metrics

A/B Testing Checklist

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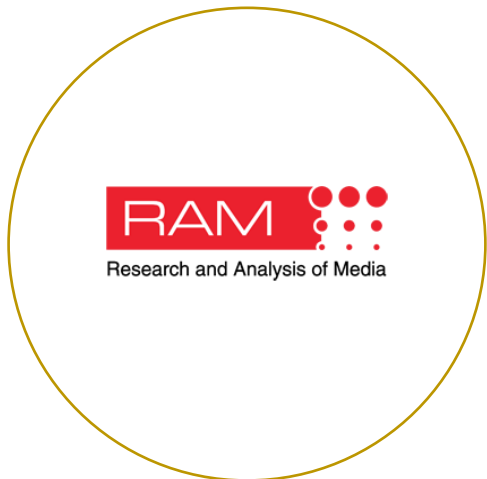


- ✓ Minimise noise from other channels
- ✓ Pick one variable to test
- ✓ Keep all other variables the same
- ✓ Identify a goal
- ✓ Pick a control scenario and pick a challenger scenario
- ✓ Assign distribution between control and challenger
- ✓ Determine sample sizes
- ✓ Decide how significant results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

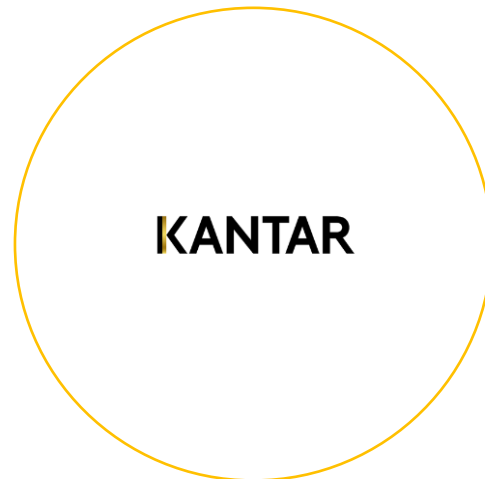
Custom third-party campaign research solutions that integrate JICMAIL data

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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

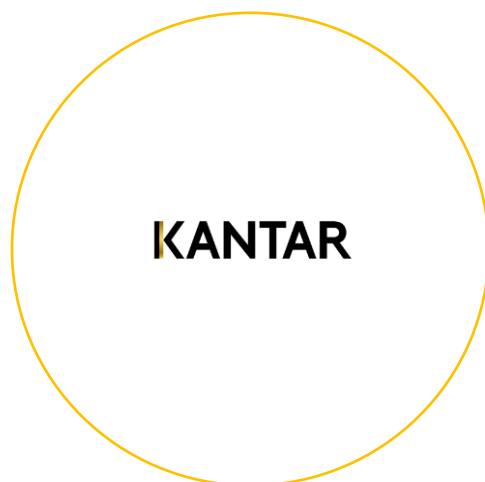
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CREATIVE TESTING



- 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

Tests and Benchmarks by Category



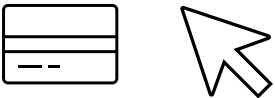
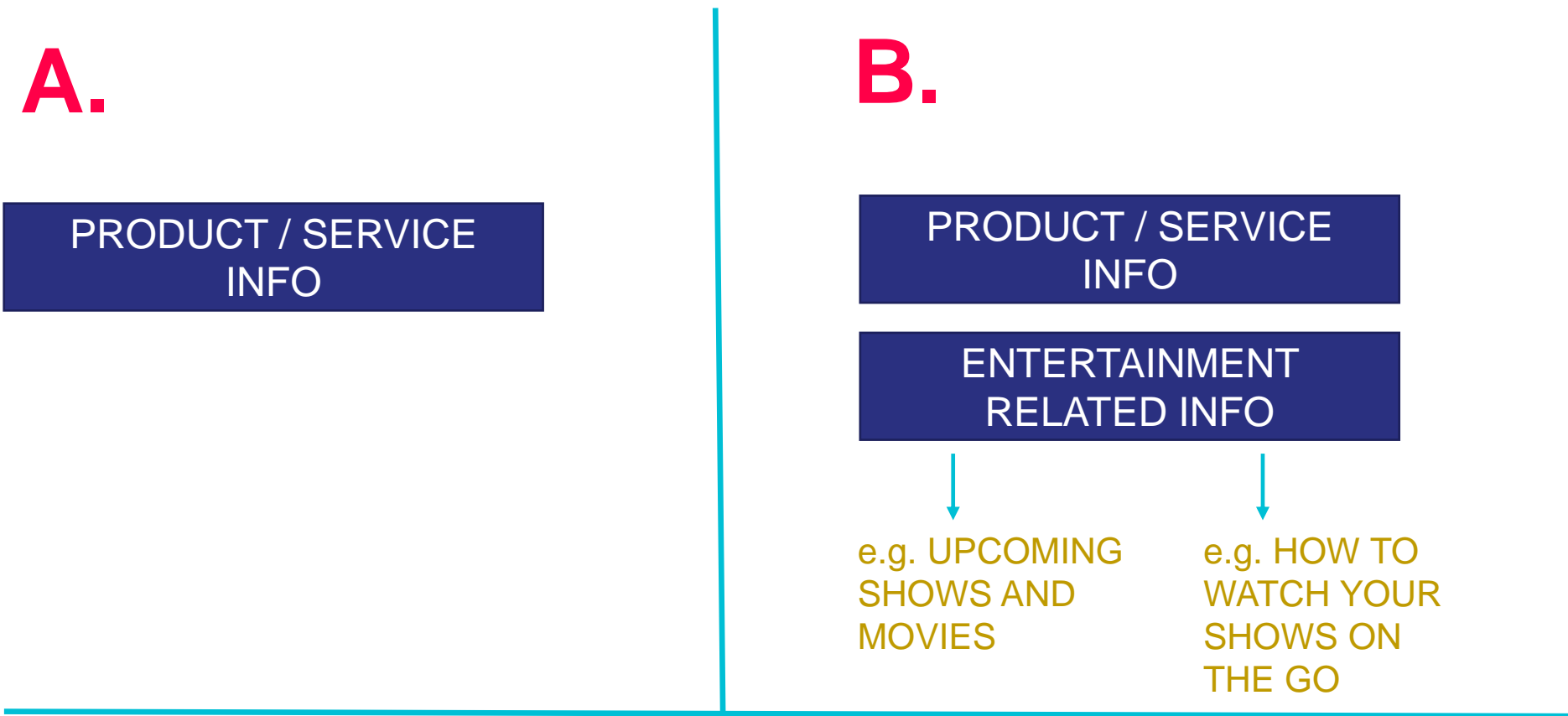
Mail Media Metrics

Telecoms



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Scenario 1: Let telecoms customers know what's on



Product and service information for telecoms

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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

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A.

PRODUCT / SERVICE
INFO

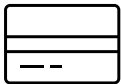
B.

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

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Scenario 3: Rural audience are more likely to purchase

A.

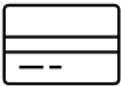


B.



PRIMARY OBJECTIVE:
SECONDARY OBJECTIVE:

- PURCHASE
- 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

 jicmail.org.uk

 linkedin.com/company/jicmail

 ian@jicmail.org.uk

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

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