

# Test and Learn with JICMAIL for Travel

---

A/B testing toolkit for mail performance  
optimisation

October 2021

**JIC  
MAIL**

Mail Media Metrics



# The era of effectiveness measurement



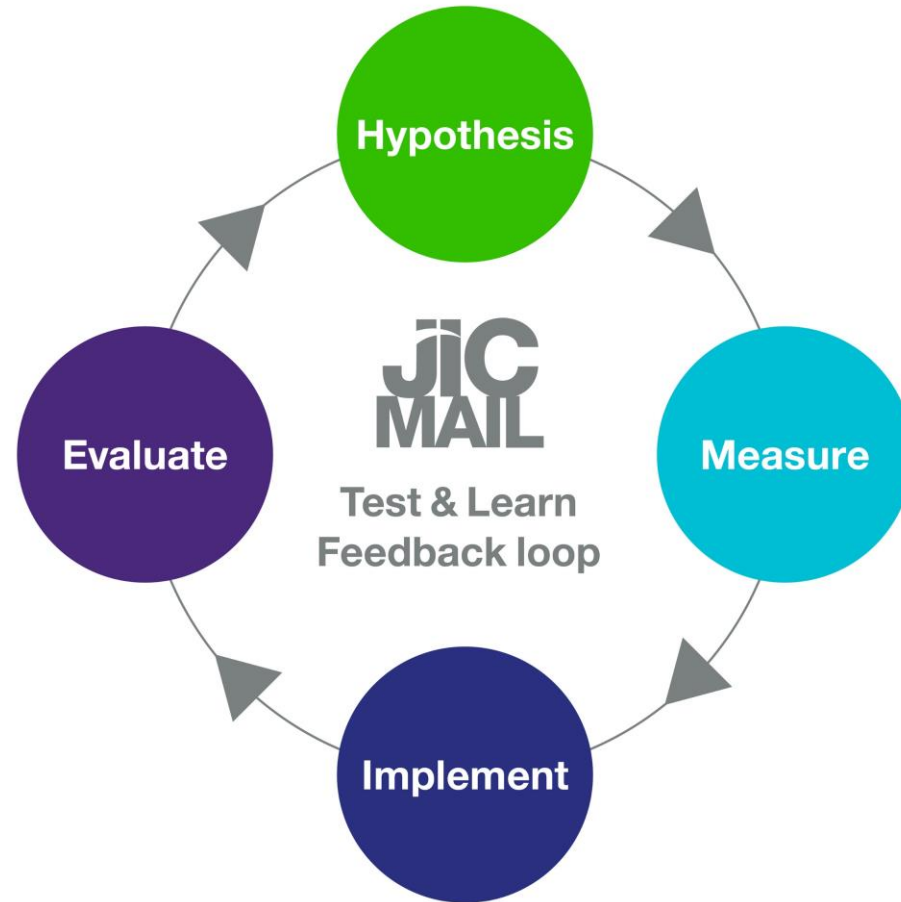
IPA: spending 40-50% media on digital is optimal



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

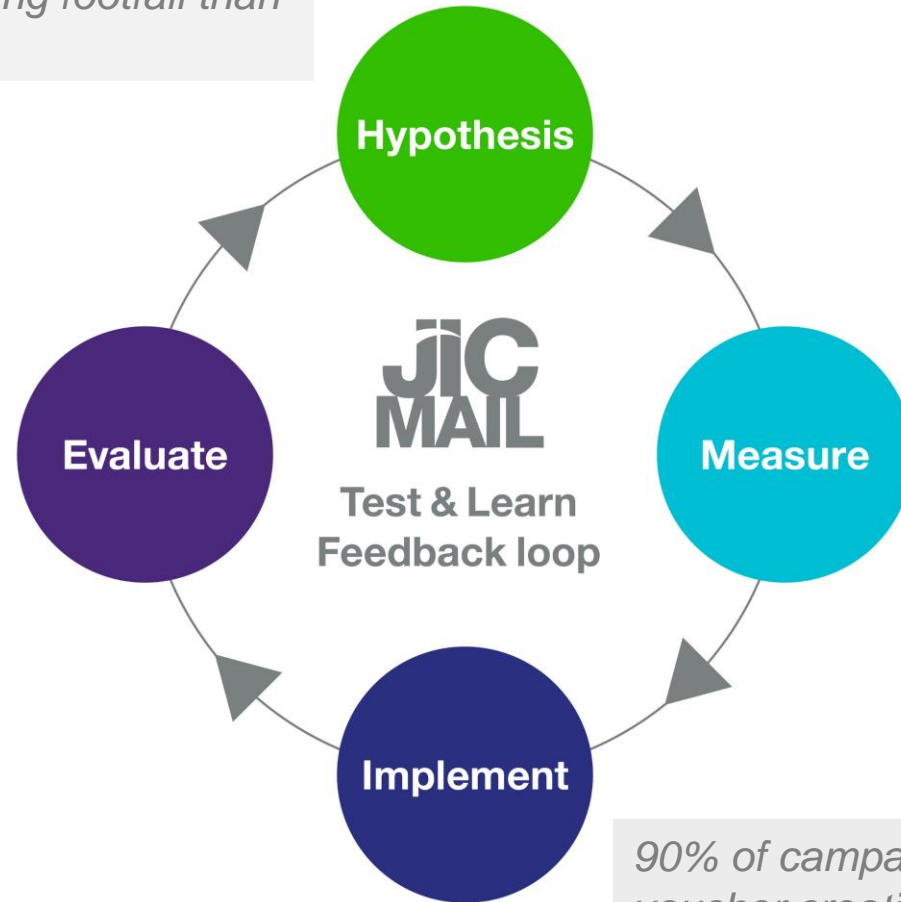
# The more you measure, the more you grow

---



# 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

---



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

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

[Apply online](#)

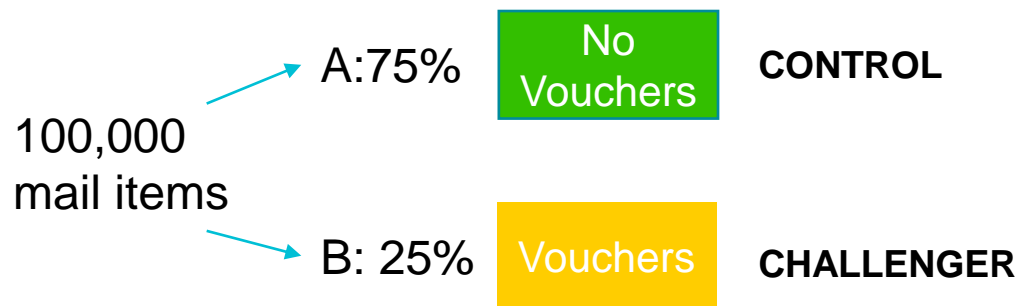
SAVE  
UP  
TO **30%** OFF



Mail Media Metrics

# A/B Testing Checklist

---



- ✓ 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

---

## 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

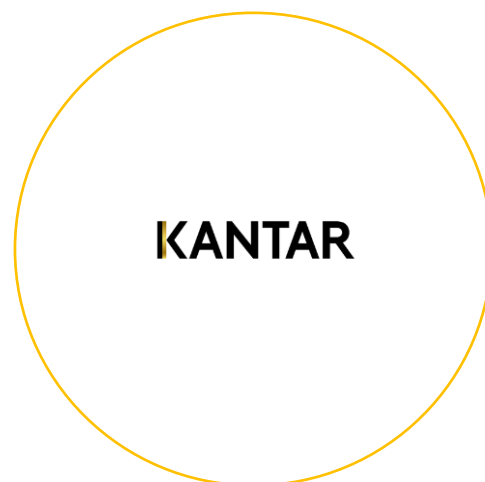
10

## 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

---

# Travel



Mail Media Metrics

# Scenario 1: Incentivise holiday makers with special offers

**A.**

INFO ABOUT SPECIFIC  
EVENT

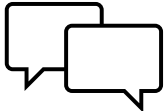
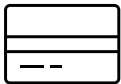
**B.**

INFO ABOUT SPECIFIC  
EVENT

VOUCHERS or  
DISCOUNTS

e.g. FLY TO  
NEW YORK  
THIS  
CHRISTMAS

e.g. EARN  
TRAVEL  
REWARDS



# Vouchers and discounts at home and abroad

**Jet2holidays**  
Package holidays you can trust

It's fair to say that this year's been a bit of a washout. If yours hasn't gone quite to plan, it's time to make up for lost sunshine with a voucher for **£60 off your Summer 21 holiday!**

We've thrown in some extras too, so you can share the savings with your friends, family or neighbours – because nothing beats a good old holiday to look forward to. You can only use one voucher per booking, so why not treat yourself to more than one holiday?

You can even use these vouchers with our amazing **£100 per person off promo** – but be quick, there are only 18,000 of these deals left to snap up and they're selling fast! That's not all – turn over to see how we're working hard to give you the summer you deserve next year.

When you're ready to book, just visit [Jet2holidays.com](http://Jet2holidays.com), call 0800 408 0778 or pop into your local independent travel agent. But you've **only got until 11 October 2020** to use your voucher!

*Steve Heapy*  
Steve Heapy  
Chief Executive Officer  
Jet2.com & Jet2holidays

**PLUS**  
**£100 PP**  
**OFF NEXT SUMMER**  
**FOR THE FIRST**  
**50,000 CUSTOMERS**  
**HURRY, ONLY 18,000 LEFT!**

**Jet2holidays**  
Package holidays you can trust

**£60 OFF VOUCHER**  
TO REDEEM THIS VOUCHER PLEASE ENTER CODE  
**SMH6A69FAX**  
AT TIME OF BOOKING.  
MUST BOOK BEFORE 11 OCT 2020  
[Jet2holidays.com](http://Jet2holidays.com) | 0800 408 0778 | Visit your local independent travel agent  
T&C's apply - See overleaf

**Jet2holidays**  
Package holidays you can trust

**£60 OFF VOUCHER**  
TO REDEEM THIS VOUCHER PLEASE ENTER CODE  
**SMH332ED5F**  
AT TIME OF BOOKING.  
MUST BOOK BEFORE 11 OCT 2020  
[Jet2holidays.com](http://Jet2holidays.com) | 0800 408 0778 | Visit your local independent travel agent  
T&C's apply - See overleaf

**Jet2holidays**  
Package holidays you can trust

**£60 OFF VOUCHER**  
TO REDEEM THIS VOUCHER PLEASE ENTER CODE  
**SMHFF9F63X**  
AT TIME OF BOOKING.  
MUST BOOK BEFORE 11 OCT 2020  
[Jet2holidays.com](http://Jet2holidays.com) | 0800 408 0778 | Visit your local independent travel agent  
T&C's apply - See overleaf

**Jet2holidays**  
Package holidays you can trust

**£60 OFF VOUCHER**  
TO REDEEM THIS VOUCHER PLEASE ENTER CODE  
**SMRAD7E74D**  
AT TIME OF BOOKING.  
MUST BOOK BEFORE 11 OCT 2020  
[Jet2holidays.com](http://Jet2holidays.com) | 0800 408 0778 | Visit your local independent travel agent  
T&C's apply - See overleaf

**SPECTACLE**  
*of* **LIGHT**  
**DALKEITH COUNTRY PARK**  
The magical after-dark adventure for all the family!

**BOOK EARLY**  
Save up to **25%**

**FREE CAR PARKING**

**5 DECEMBER 2020 – 3 JANUARY 2021**

Follow the **new** illuminated trail over the river and into the magical woodland. Explore the night-time wonder of Fort Douglas all lit up under the stars.  
**Book online [dalkeithcountrypark.co.uk/spectacle](http://dalkeithcountrypark.co.uk/spectacle)**

**DALKEITH COUNTRY PARK**





# Scenario 1 effectiveness benchmarks

**A.**

**B.**

Performance Indices	Info about specific event	Info about specific event plus Vouchers or Discounts
PURCHASE*	100	169
BRAND DISCUSSIONS	100	107

Up to:

70% more likely

7% more likely



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

# Scenario 2: Provide holiday makers with more local information?

**A.**

INFO ABOUT SPECIFIC  
EVENT

**B.**

INFO ABOUT SPECIFIC  
EVENT

LOCAL INFORMATION

↓  
e.g. LOCAL  
CITY MAPS

↓  
e.g. LOCAL  
CITY GUIDES



# Scenario 2 effectiveness benchmarks

**A.**

**B.**

Performance Indices	Info about specific event	Info about specific event plus Local information
PURCHASE*	100	114
BRAND DISCUSSIONS	100	137

Up to:

14% more likely

37% more likely

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

# Scenario 3: Younger audiences more likely to plan a future holiday than respond immediately

---

**A.**

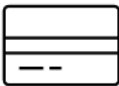
**55-64 Year  
Olds**

**B.**

**25-34 Year  
Olds**

PRIMARY OBJECTIVE:  
SECONDARY OBJECTIVE:

- PURCHASE
- PLAN LARGE PURCHASE



# Scenario 3 effectiveness benchmarks

**A.**

**B.**

Performance Indices	55-64 year olds	25-34 year olds
PURCHASE	100	105
PLAN LARGE PURCHASE	100	192

Up to:

5% more likely

x2 more likely

# Thank you

---

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

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

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

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

**JIC  
MAIL**

Mail Media Metrics