

Test and Learn with JICMAIL for Utilities

A/B testing toolkit for mail performance
optimisation

October 2021

**JIC
MAIL**

Mail Media Metrics



The era of effectiveness measurement

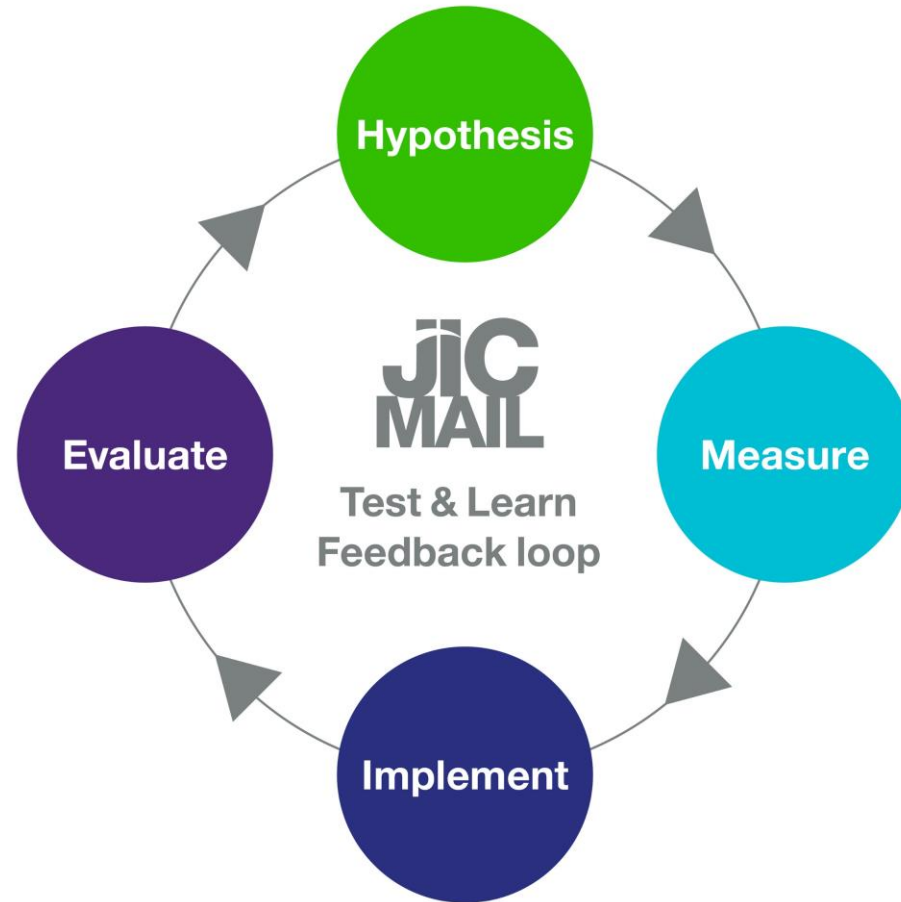


IPA: spending 40-50% media on digital is optimal



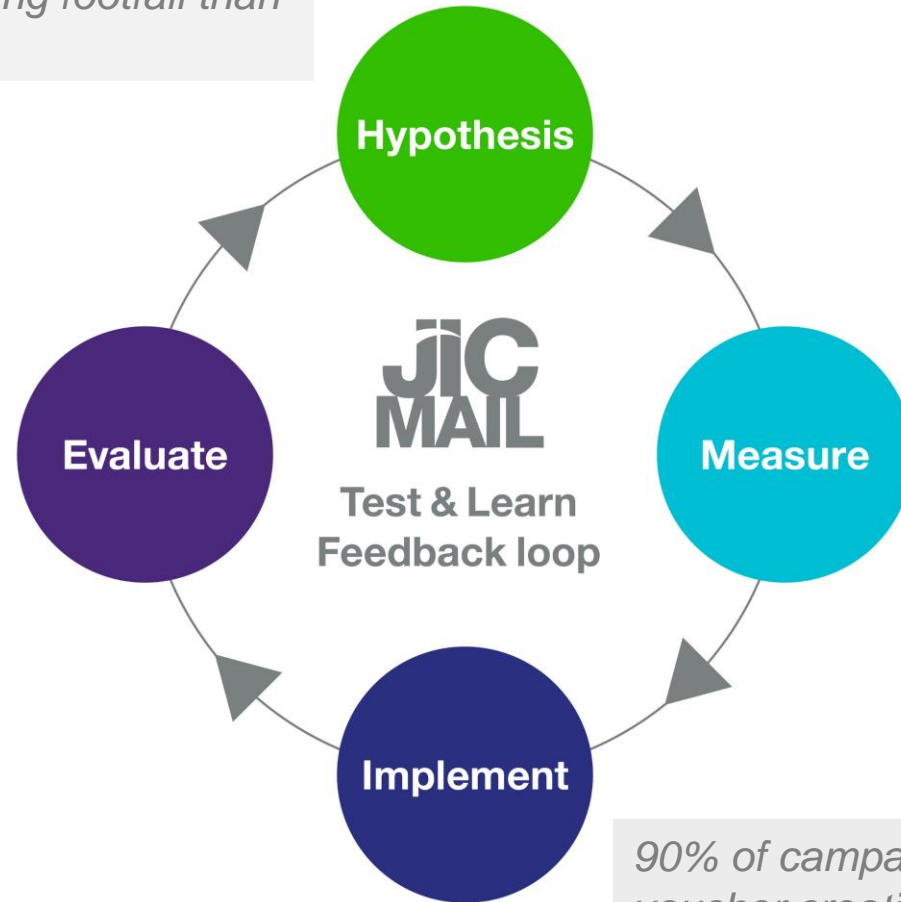
[65%] of marketing executives either can't measure or only have a 'good sense' of the impact of their marketing campaigns.

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

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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
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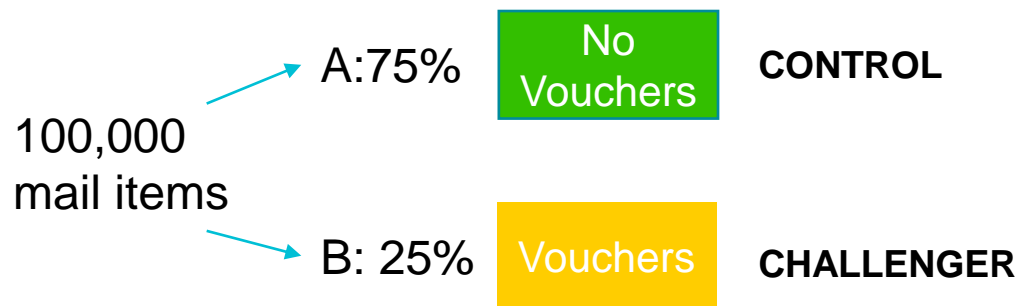
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UP
TO **30%** OFF



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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

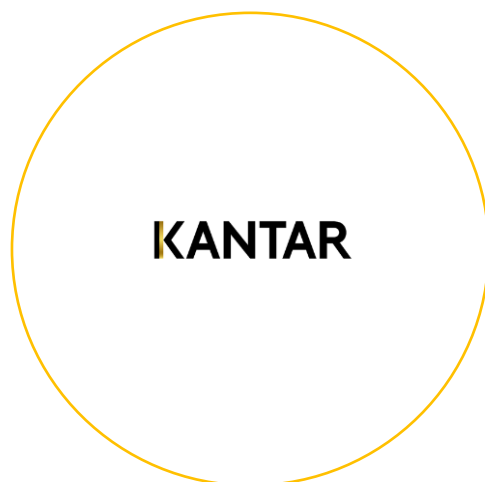
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CREATIVE TESTING



- 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.

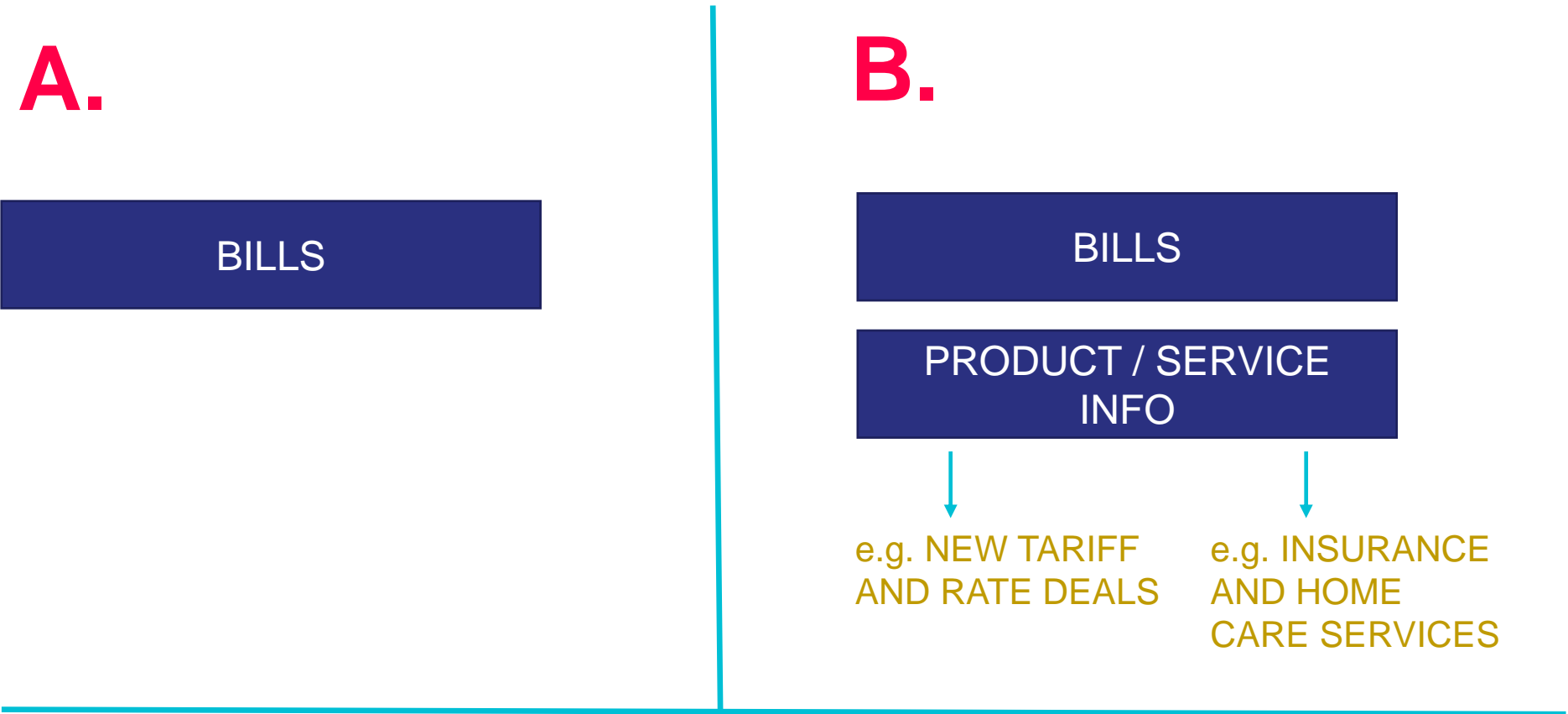
A/B Testing Hypotheses and Scenarios

Tests and Benchmarks by Category



Mail Media Metrics

Scenario 1: Include product and service info in your bills



PRIMARY OBJECTIVE: - LOG IN TO ACCOUNT
SECONDARY OBJECTIVE: - GO ONLINE TO FIND OUT MORE



Scenario 1 effectiveness benchmarks

A.

B.

Performance Indices	Bills	Bills plus Product / Service info
LOOK UP ACCOUNT	100	142
FIND OUT MORE ONLINE	100	193

Up to:

42% more likely

x2 more likely

Scenario 2: Local service info drives product discovery

A.

PRODUCT / SERVICE
INFO

B.

PRODUCT / SERVICE
INFO

LOCAL SERVICE INFO

↓
e.g. LOCAL
BROADBAND
SPEEDS

↓
e.g. FIBRE
OPTIC
COVERAGE



Scenario 2 effectiveness benchmarks

A.

B.

Performance Indices	Product / Service Info	Product / Service info plus Local info
LOOK UP ACCOUNT	100	174
FIND OUT MORE ONLINE	100	199

Up to:

74% more likely

x2 more likely

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

Scenario 3: Target recent movers for greater impact

A.

Lived at
address over
10 years

B.

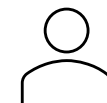
Lived at
address 1-2
years

PRIMARY OBJECTIVE:

SECONDARY OBJECTIVE:

- LOG IN TO ACCOUNT

- GO ONLINE TO FIND OUT MORE



Scenario 3 effectiveness benchmarks

A.

B.

Performance Indices	At address 10+ years	At address 1-2 years
LOOK UP ACCOUNT	100	227
FIND OUT MORE ONLINE	100	133

Up to:

127% more likely

33% more likely

Thank you

 jicmail.org.uk

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