

# Test and Learn with JICMAIL for Finance

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A/B testing toolkit for mail performance  
optimisation

October 2021

**JIC  
MAIL**

Mail Media Metrics



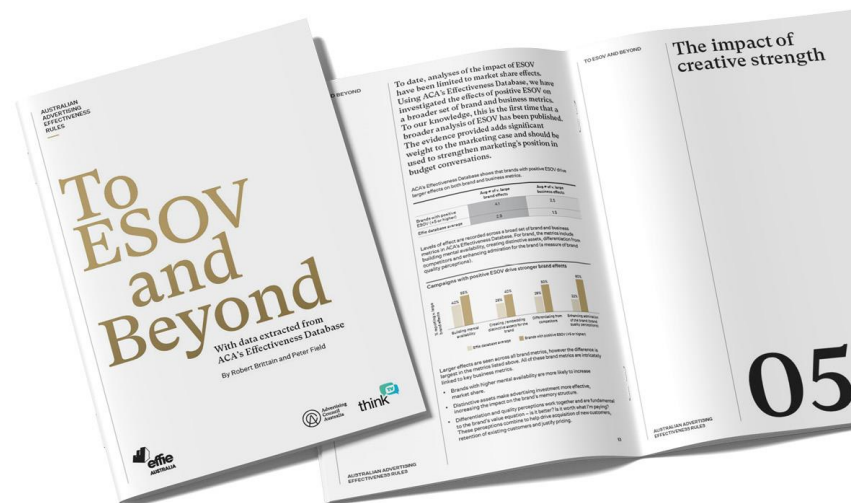
# The era of effectiveness measurement



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



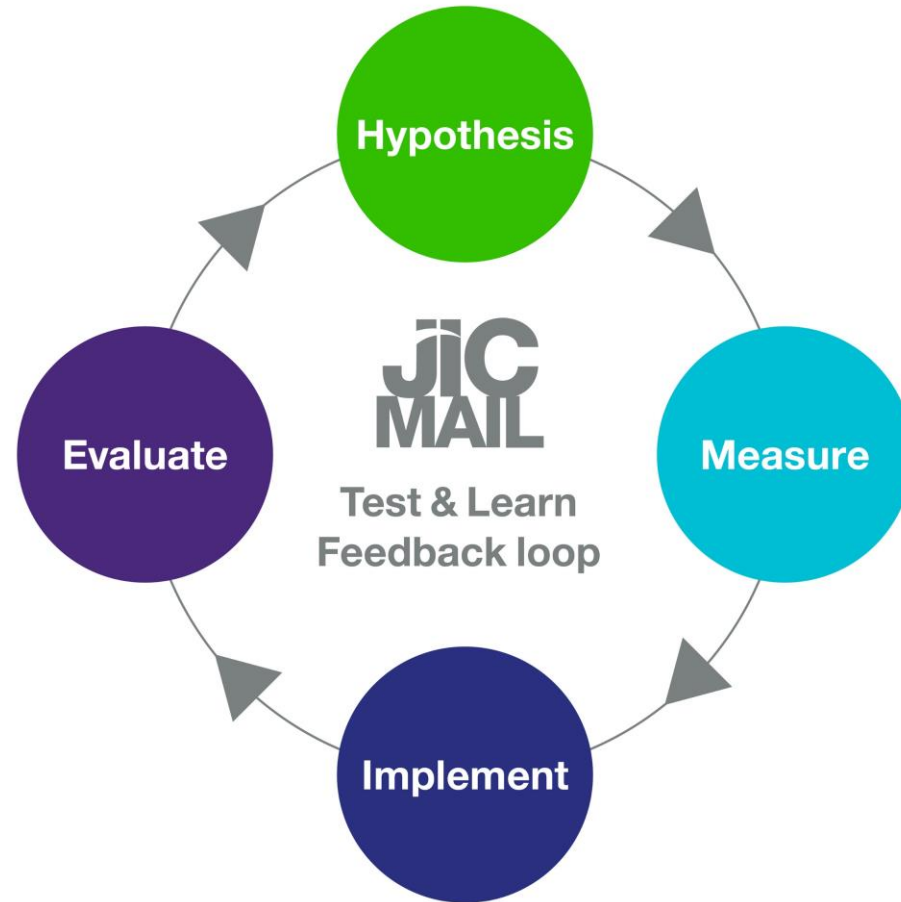
**JIC MAIL**  
Mail Media Metrics



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

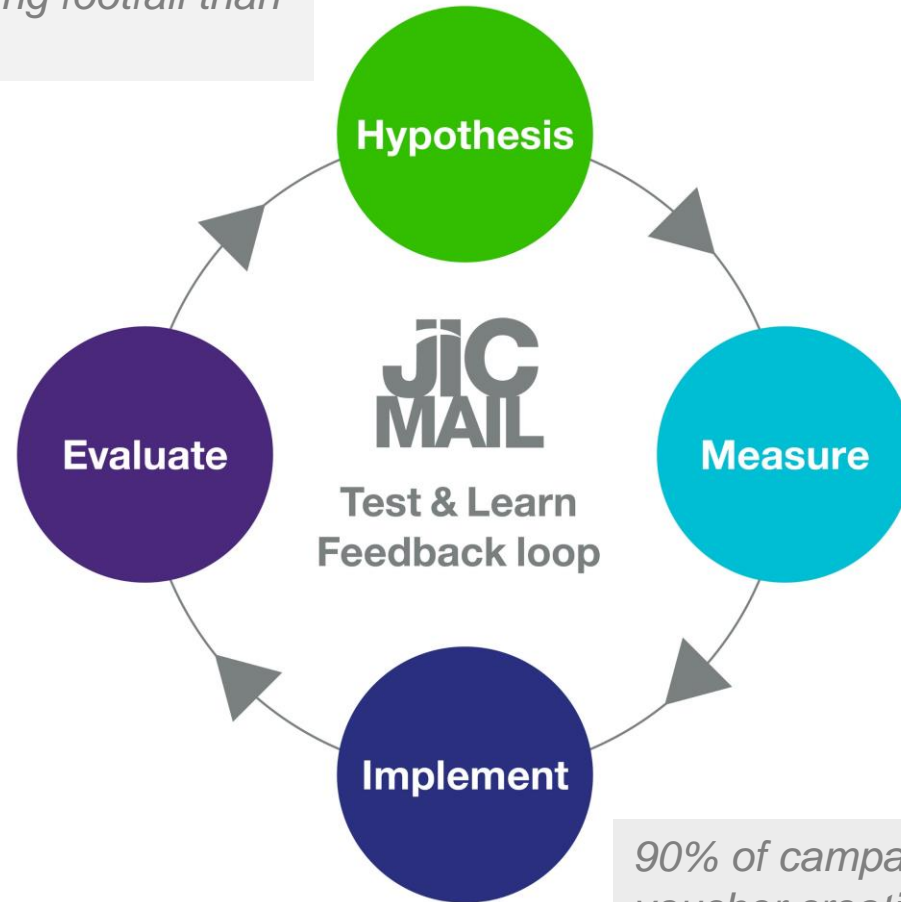
# The more you measure, the more you grow

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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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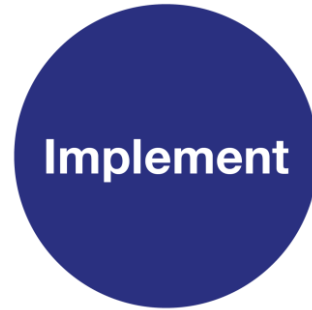
Hypothesis

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

[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](#)

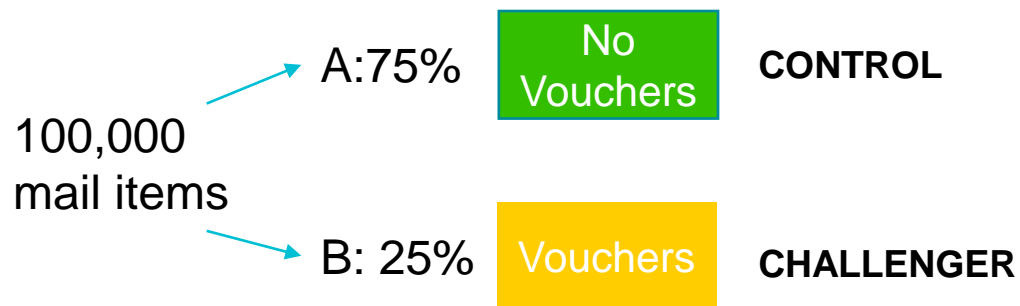
SAVE  
UP  
TO **30%** OFF



Mail Media Metrics

# A/B Testing Checklist

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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



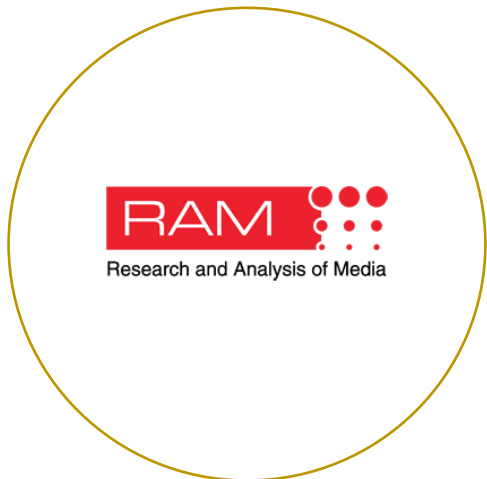
## SALES IMPACT



# 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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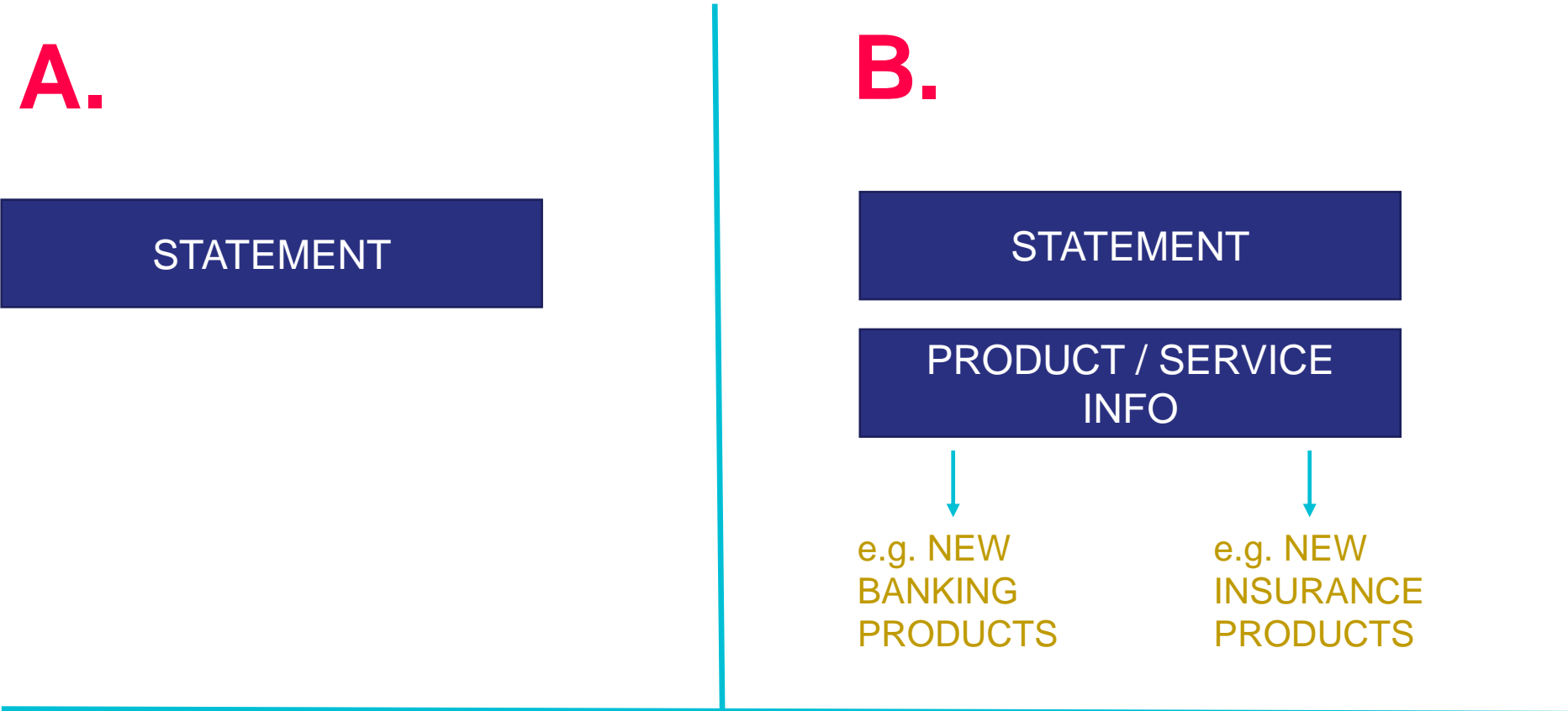
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# Finance



Mail Media Metrics

# Scenario 1: Include promotional product and service information when you send business mail



PRIMARY OBJECTIVE: - LOOK UP ACCOUNT DETAILS  
SECONDARY OBJECTIVE: - GO ONLINE TO FIND OUT MORE



# Scenario 1 effectiveness benchmarks

**A.**

**B.**

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

Up to:

51% more likely

x1.4 more likely

# Scenario 2: Local service info drives product discovery

**A.**

ADMIN INFO (e.g. account details)

**B.**

ADMIN INFO

LOCAL SERVICE INFO

e.g. LOCAL BRANCH FINDER

e.g. WHERE TO SPEND YOUR REWARDS

PRIMARY OBJECTIVE: - LOOK UP ACCOUNT DETAILS  
SECONDARY OBJECTIVE: - GO ONLINE TO FIND OUT MORE



# 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:

33% more likely

x2 more likely

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



# Scenario 3: Financial products for those who need them the most

A.

**B** | Mosaic UK  
Prestige Positions

**Prestige Positions are likely to be 56 – 75 years old**

**Regular users of online banking**

**Likely to be on Orange, O2, or Virgin Mobile**

**84%** have four or more bedrooms in their house

**55%** own two or more vehicles

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

B.

**I** | Mosaic UK  
Family Basics

**Family Basics are the most likely to have children**

**They are likely to live in terraced property owned by the council**

**10%** have four or more children

**12%** use AOL for their Home Internet Service Provider

**Are likely to be trying to spend less on their weekly shopping**

PRIMARY OBJECTIVE: - PURCHASE  
SECONDARY OBJECTIVE: - PRODUCT DISCUSSION



# Scenario 3 effectiveness benchmarks

**A.**

**B.**

Performance Indices	Prestige Positions	Family Basics
PURCHASE	100	113
PRODUCT DISCUSSION	100	119

Up to:

13% more likely

19% more likely

# Thank you

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