

# Test and Learn with JICMAIL for Government

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A/B testing toolkit for mail performance  
optimisation

October 2021

**JIC  
MAIL**

Mail Media Metrics

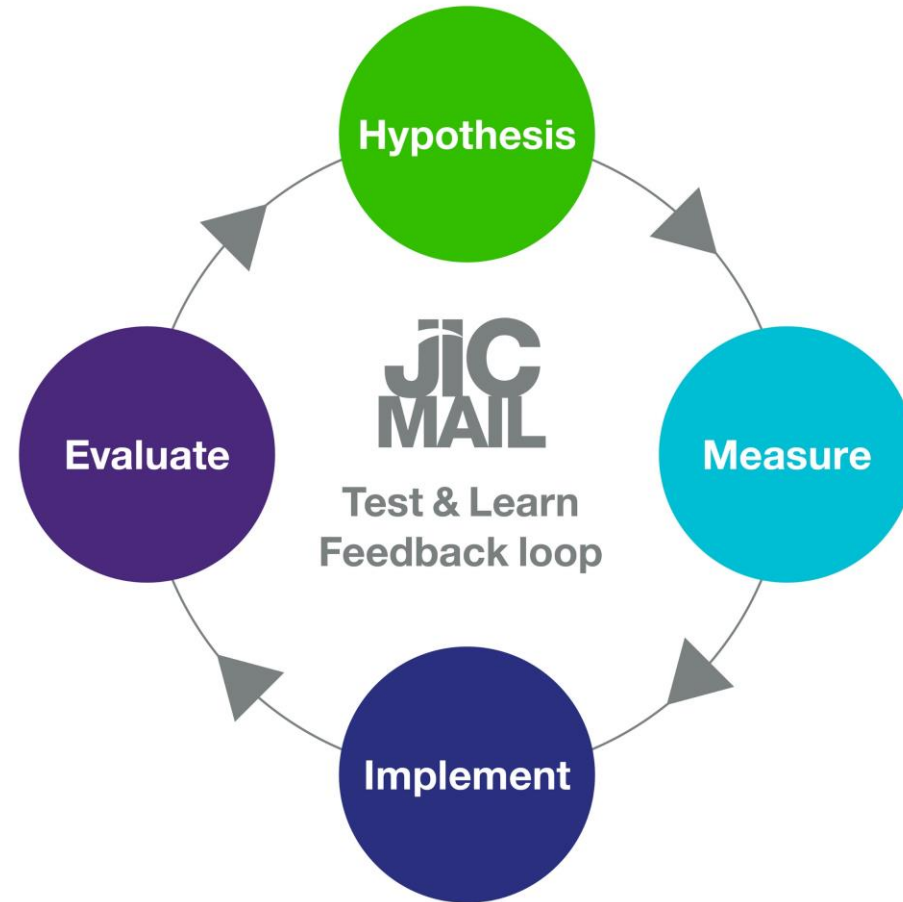




**[ 65% ]** of marketing executives either can't measure or only have a 'good sense' of the impact of their marketing campaigns.

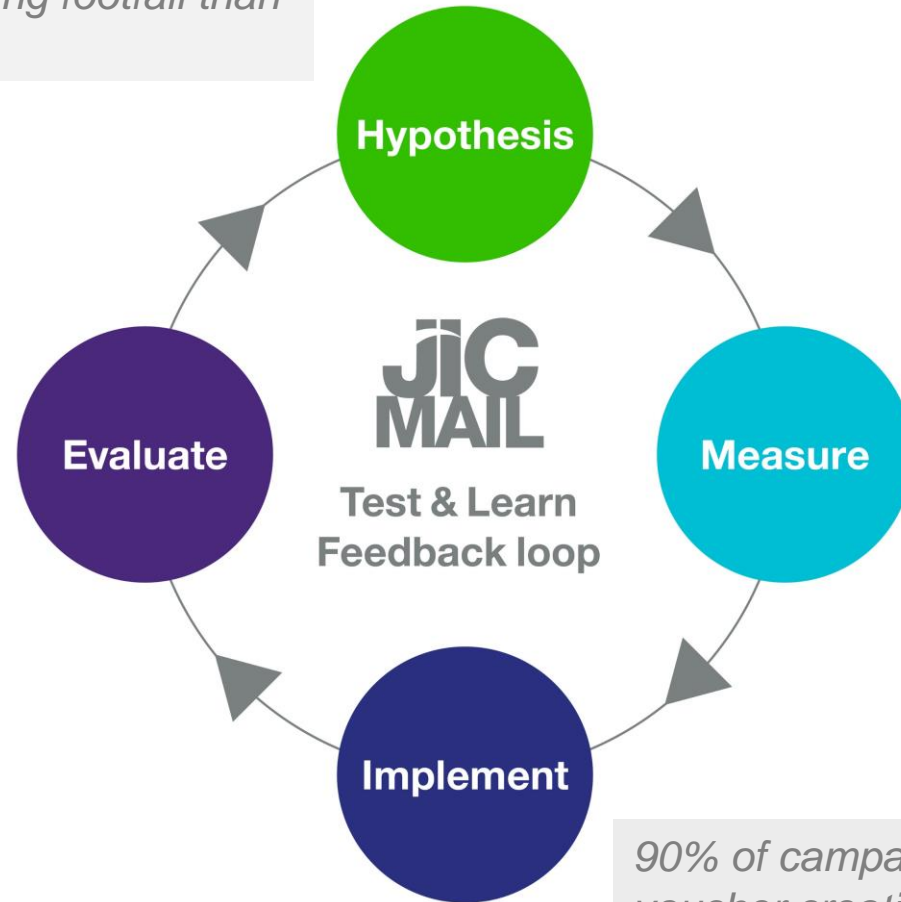
# The more you measure, the more you grow

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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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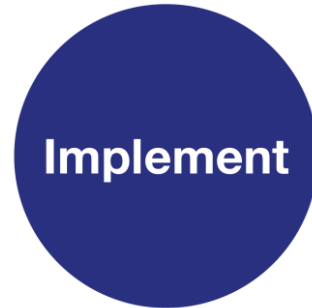
Hypothesis

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

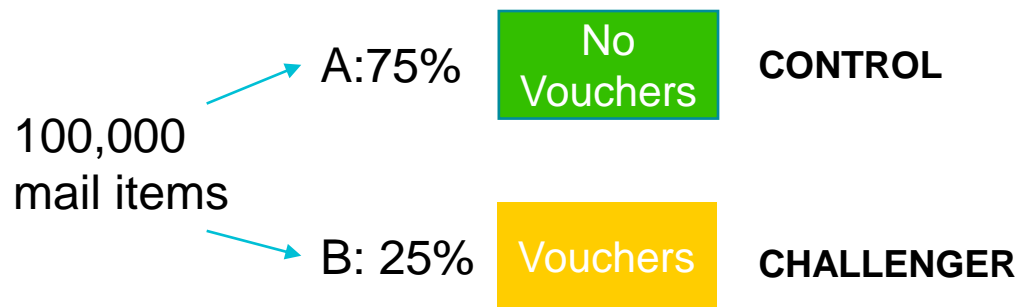
[Apply online](#)

SAVE  
UP  
TO **30%** OFF



# 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

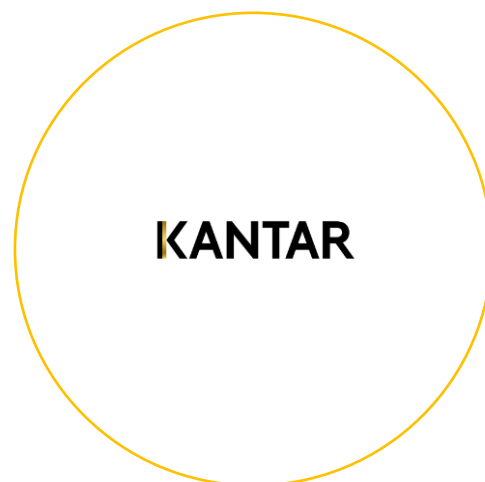
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## CREATIVE TESTING



- 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



Mail Media Metrics

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# Government



Mail Media Metrics

# Scenario 1: Invite people to local events to promote knowledge sharing and local services discovery

**A.**

LOCAL SERVICES INFO

**B.**

LOCAL SERVICES INFO

EVENT INVITATION

e.g. WHERE'S YOUR LOCAL TOWN HALL

e.g. COME TO FREE TOWN HALL EVENT

PRIMARY OBJECTIVE: - DISCUSS MAIL CONTENT  
SECONDARY OBJECTIVE: - GO ONLINE TO FIND OUT MORE



# Scenario 1 effectiveness benchmarks

**A.**

**B.**

Performance Indices	Local services info	Local services info plus Event invitation
DISCUSS	100	154
FIND OUT MORE ONLINE	100	260

Up to:

54% more likely

X2.6 more likely



# Scenario 2: Let people know where their tax money is being spent when asking for payments

**A.**

NOTIFICATION /  
REMINDER

**B.**

NOTIFICATION /  
REMINDER

SERVICES INFORMATION

↓  
e.g. TV LICENCE  
DEMAND

↓  
e.g. INFORMATION  
ON BBC FUNDING  
AND NEW SHOWS

PRIMARY OBJECTIVE: - DISCUSS MAIL CONTENT  
SECONDARY OBJECTIVE: - GO ONLINE TO FIND OUT MORE



# Scenario 2 effectiveness benchmarks

**A.**

**B.**

Performance Indices	Notification / Reminder	Notification / Reminder plus Services info
DISCUSS	100	125
FIND OUT MORE ONLINE	100	141

Up to:

25% more likely

41% more likely

# Scenario 3: Broaden targeting to drive conversations

A.

**K** | Mosaic UK  
Municipal Challenge

**Municipal Challenge are likely to be on some of the lowest incomes**  
And the most likely to be seeking employment presently



**They are most likely to live in council flats**



**10%** of Municipal Challenge main language is not English


**38%** don't own a car

**20%** have bought a broadband contract within the last three months


B.

**N** | Mosaic UK  
Urban Cohesion

**Urban Cohesion are likely to have three or more dependent children**  
That live in terraced homes that they own outright



**They are likely to be living in city suburbs**



Dine in fast food restaurants like Nando's and Pizza Hut

Are frequent users of mobile communication applications

Urban Cohesion are multicultural

PRIMARY OBJECTIVE: - DISCUSS MAIL CONTENT  
SECONDARY OBJECTIVE: - GO ONLINE



# Scenario 3 effectiveness benchmarks

**A.**

**B.**

Performance Indices	Municipal Challenge	Urban Cohesion
DISCUSS	100	142
GO ONLINE	100	118

Up to:

42% more likely

18% more likely

# Thank you

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