

JICMAIL

Customer Engagement Survey Results

December 2021



Mail Media Metrics



Three key takeaways

1) A highly familiar user base

67% of industry respondents are very familiar with JICMAIL vs 49% 18 months ago. 100% are very or somewhat familiar.

2) Strong NPS growth

JICMAIL Net Promoter Score up to +51 from +45

3) Positive Levy feedback

71% believe the JICMAIL Levy is a positive step for the industry



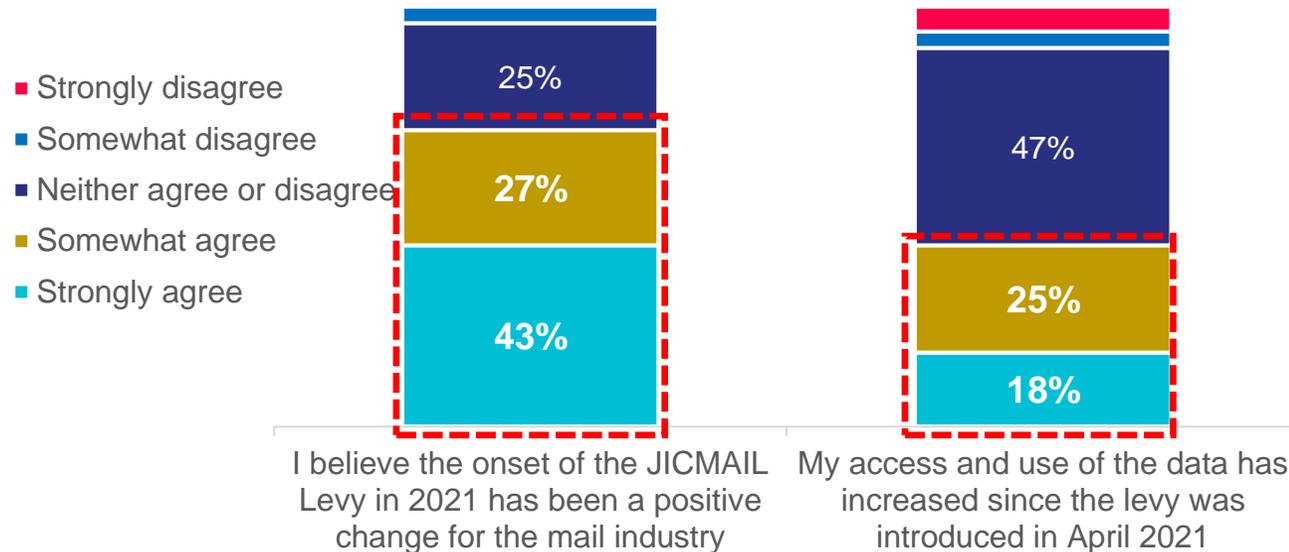
The JICMAIL Customer Survey: Measuring the impact of JICMAIL throughout the planning cycle

1. **INPUTS:** Is the market familiar with JICMAIL and is JICMAIL data being used?
2. **OUTPUTS:** Does the market understand what JICMAIL has to offer?
3. **OUTTAKES:** Do users have a positive experience working with JICMAIL and will they recommend it to others?
4. **OUTCOMES:** How has JICMAIL positively impacted businesses and the market as a whole?



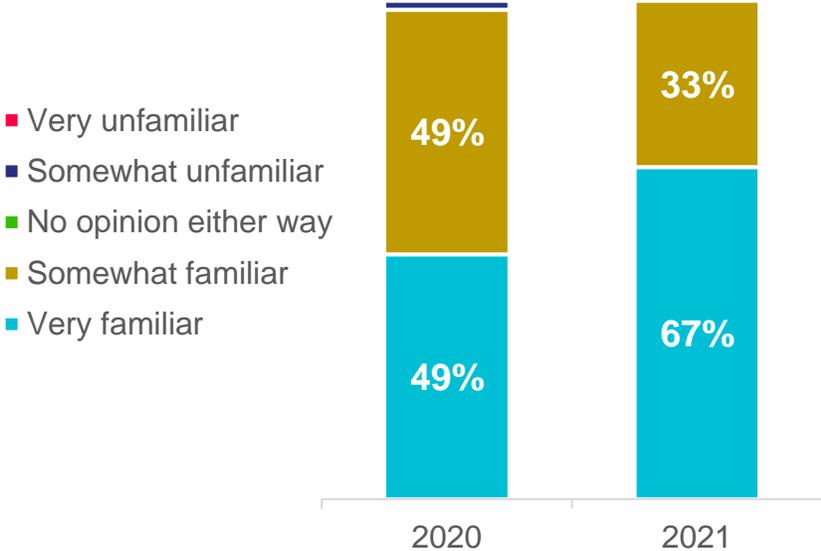
THE LEVY: 71% believe that the Levy is a positive step for the industry. 43% have increased their usage of the data

Attitudes towards the JICMAIL Levy



INPUTS: The market is increasingly familiar with JICMAIL

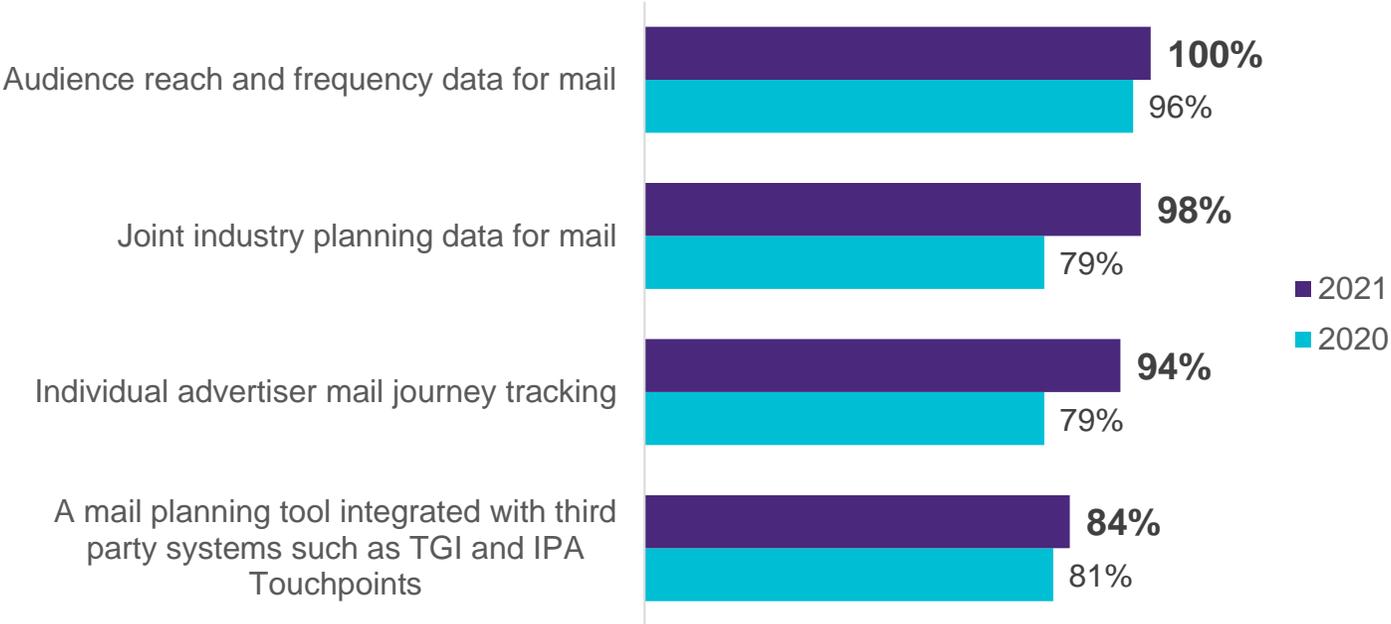
How familiar are you with JICMAIL?



98%
have accessed JICMAIL
data in the past six months
(vs 84% in 2020)

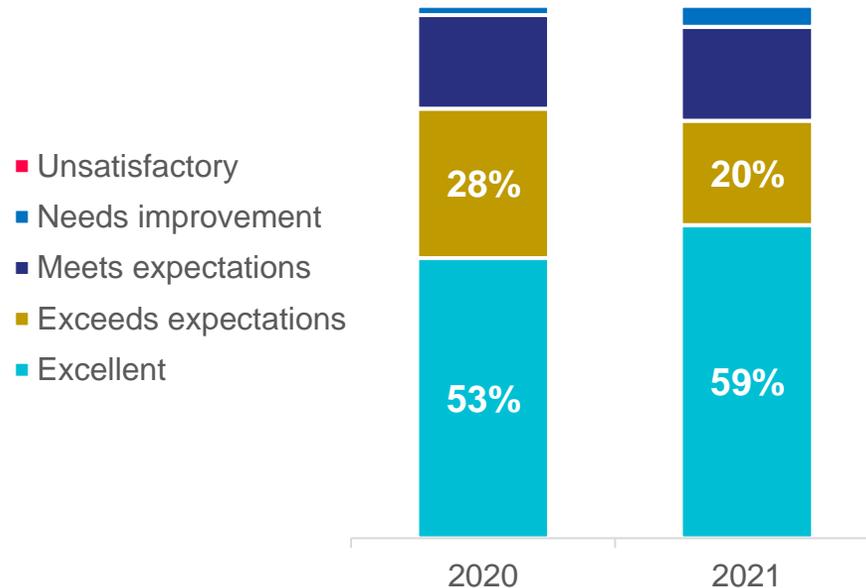
OUTPUTS: Even greater understanding of what JICMAIL offers the market. Media planning data integrations have lowest awareness ⁶

Which of the following do you think JICMAIL offers the advertising industry? (% agree)



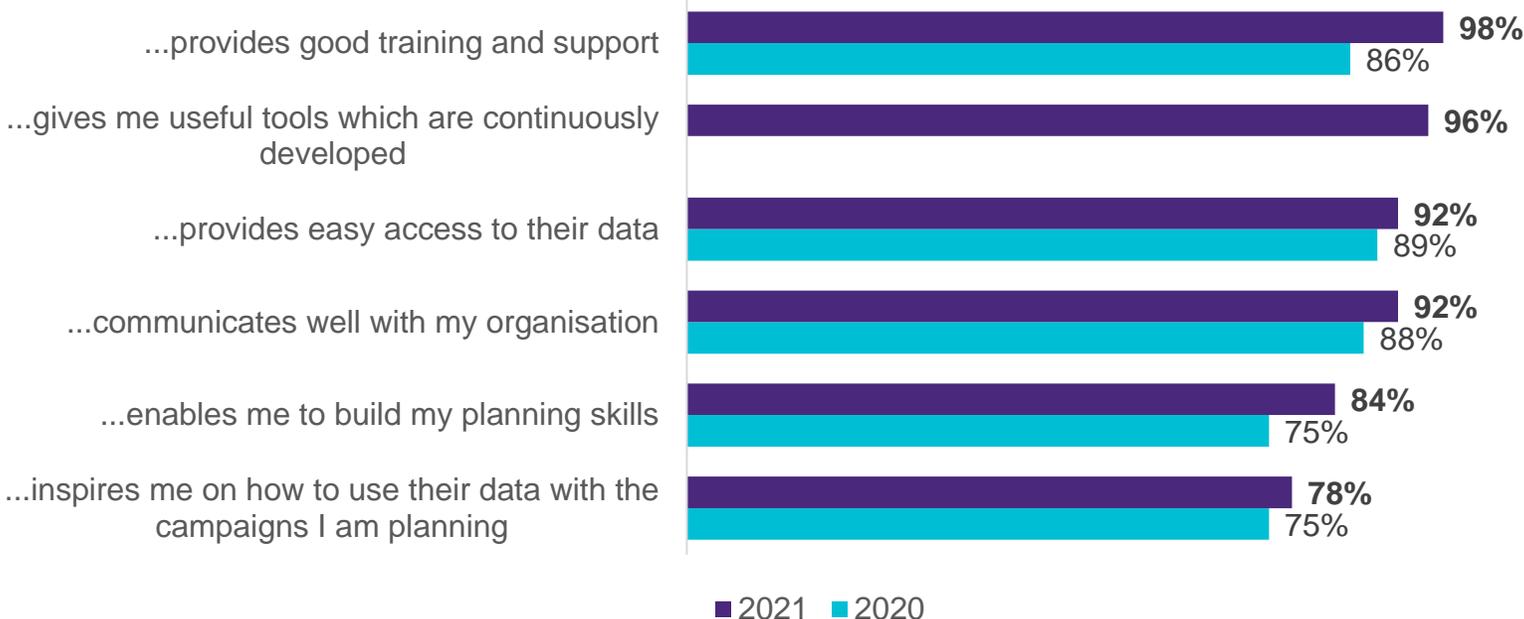
OUTTAKES: Improved customer service rating for JICMAIL year on year: 59% rating their dealings as excellent

How would you rate your experience of dealing with JICMAIL as an organisation?



OUTTAKES: Training, product development, data access and comms all contribute to a positive JICMAIL customer experience 8

To what extent do you agree with the following statements about the JICMAIL service? JICMAIL... (% agree)



OUTTAKES: Increased Net Promoter Score for JICMAIL

How likely are you to recommend JICMAIL to clients or colleagues?

2020

Detractors (0-6)	5%
Passives (7-8)	46%
Promoters (9-10)	49%

+45

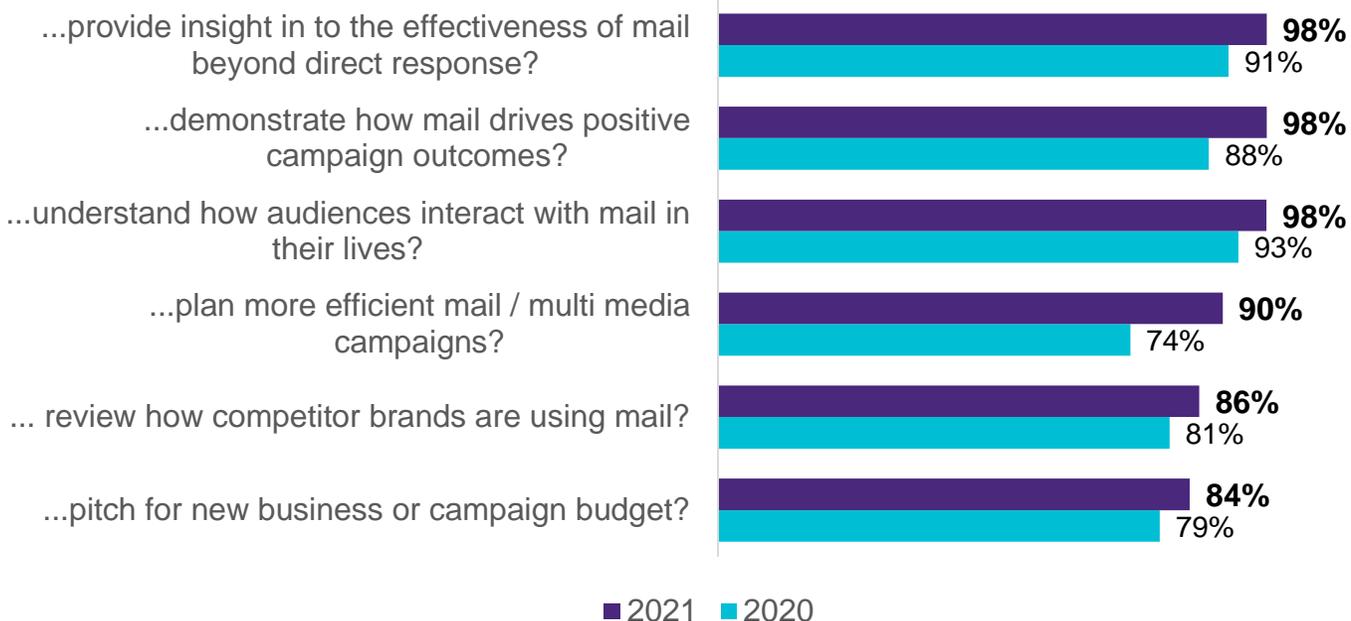
2021

Detractors (0-6)	10%
Passives (7-8)	29%
Promoters (9-10)	61%

+51

OUTCOMES: From efficiency to effectiveness to competitor insight – all JICMAIL use cases have increased year on year

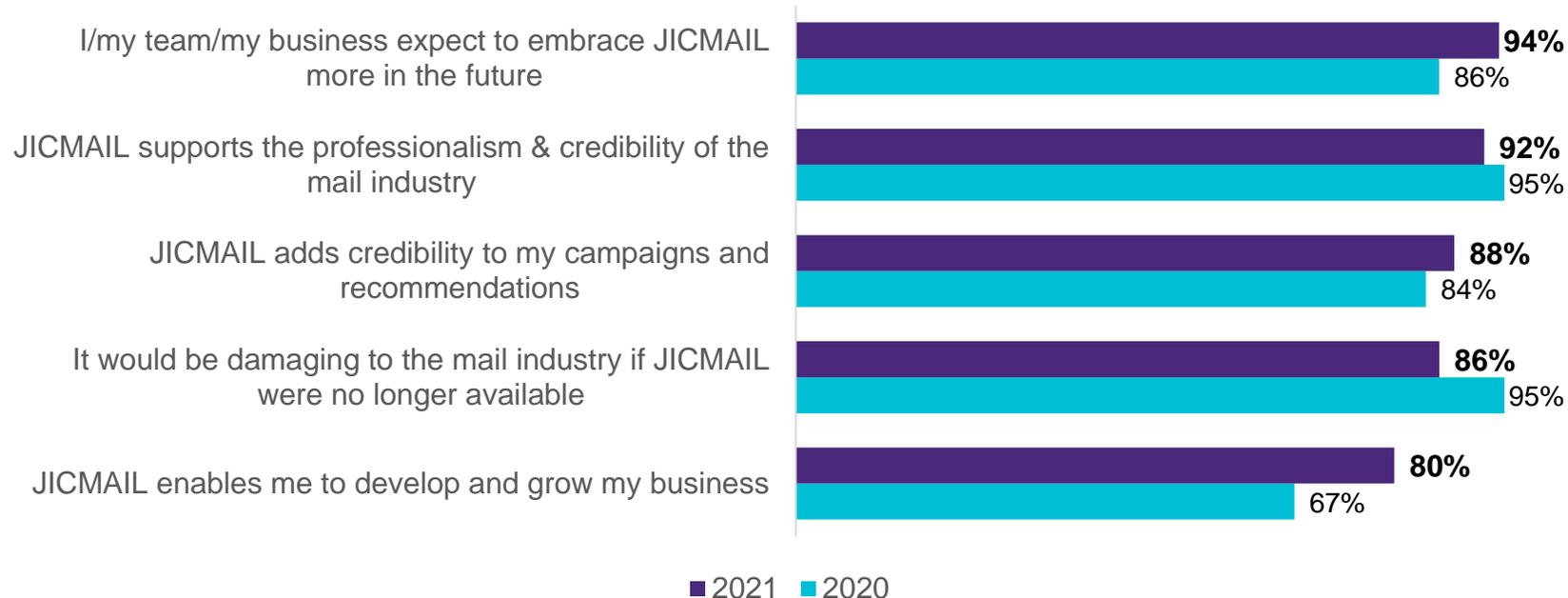
To what extent do you agree that JICMAIL helps your organisation... (% agree)



Source: JICMAIL Customer Survey December 2021, n=51

OUTCOMES: Significant improvement in perception that JICMAIL is a tool for business growth. Strong future usage expected

To what extent do you agree with the following statements about JICMAIL's role in the industry? JICMAIL... (% agree)



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Thanks from JICMAIL

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