

Golden Insight 9

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# Test and learn with your mail content



Mail Media Metrics

# Local service info in finance mail 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



# Local service information prompts account log-ins

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**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



Mail Media Metrics

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

# Measure the impact of content marketing with charity mail

**A.**

REQUEST FOR  
DONATION

**B.**

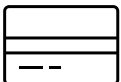
REQUEST FOR  
DONATION

NEWS / UPDATES

e.g. WHAT  
WE'RE DOING  
IN THE  
COMMUNITY

e.g. WHERE  
YOUR  
DONATION  
IS GOING

PRIMARY OBJECTIVE: - DONATION  
SECONDARY OBJECTIVE: - WEB TRAFFIC



# News updates increase the likelihood of a donation

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**A.**

**B.**

Performance Indices	Request for donation	Request for donation plus News and updates
MAKE A DONATION	100	170
VISIT WEBSITE	100	146

Up to:  
70% more likely  
46% more likely