

Golden Insight 9

Test and learn with your mail content



Mail Media Metrics

Measure the impact of local content with retail mail

A.

VOUCHERS ONLY

B.

VOUCHERS

LOCAL CONTENT

e.g. MEET
YOUR LOCAL
STORE
MANAGER

e.g. LOCAL
STORES
MAP



Local content is more likely to prompt store visits

A.

B.

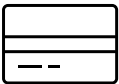
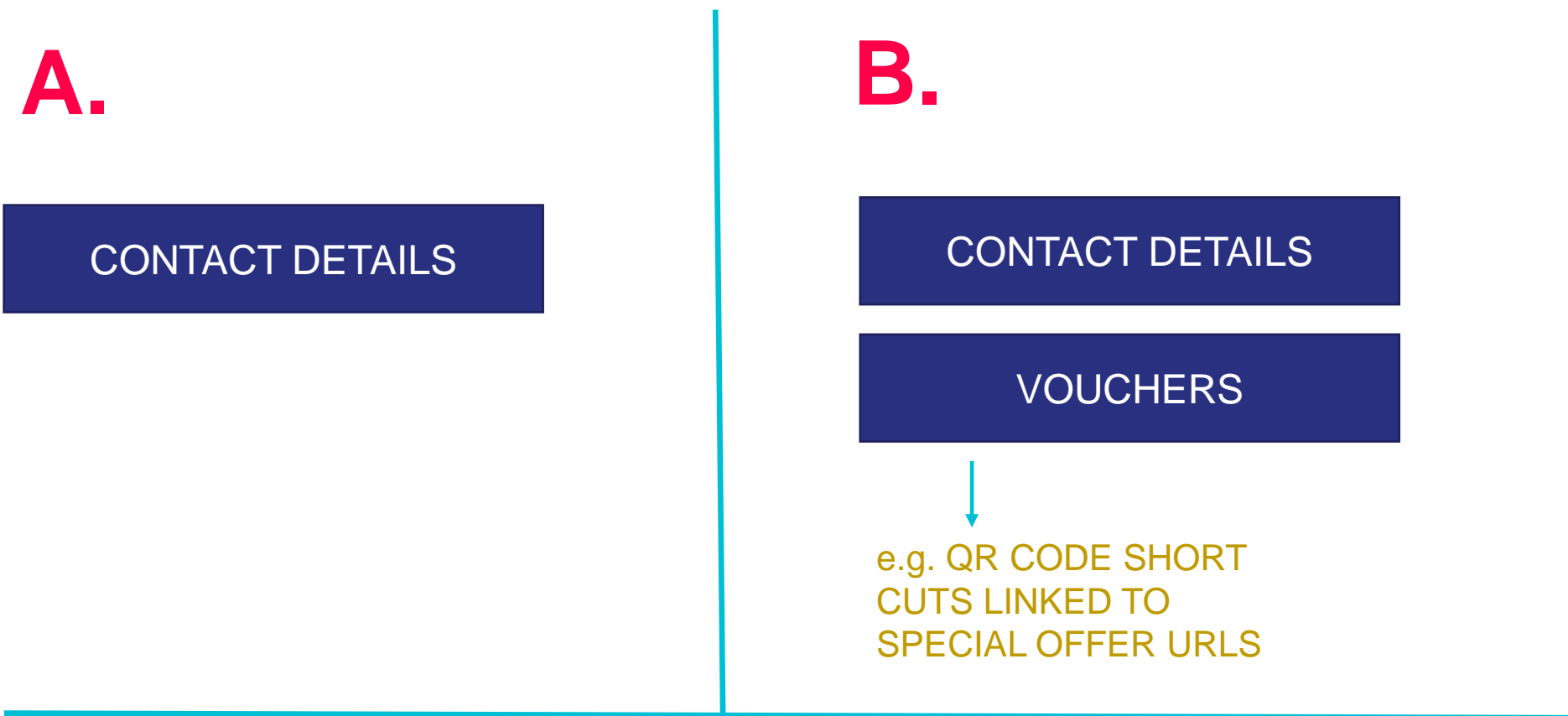
Performance Indices	Vouchers/coupons	Vouchers/coupons plus Information about local services
VISIT A STORE	100	247
PLAN A LARGE PURCHASE	100	193

Up to:

x2.5 more likely

93% more likely

Vouchers and prominent contact details prompt purchases with mail order and online retail brands



Increased effectiveness with mail order and online retail Door Drops that include vouchers

A.

B.

Performance Indices	Contact details	Contact details plus Vouchers
MAKE A PURCHASE	100	116
VISIT WEBSITE	100	113

16% more likely

13% more likely

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