

7

Essential insights on Business Mail

**JIC
MAIL**

Mail Media Metrics



Business mail shows the highest interaction rates of all mail types due to the personal relevance of its content to consumers. JICMAIL data provides a rich understanding of the audience relationship with this customer-facing channel.

This level of audience insight for business mail, sometimes referred to as customer mail, is only available from JICMAIL.

Following are 7 essential insights on business mail from JICMAIL which provides highlights on the level of interest and interaction with business mail.

Much deeper analysis is available for your organisation with a JICMAIL subscription.

Business mail is always addressed to an individual and contains content related to financial and loyalty reward statements, administrative, account and appointment related information.

Source: JICMAIL Item Data Q2 2017 to Q4 2021; Total Addressed Mail sample size = 97,310; Total Business Mail sample size = 85,126

JICMAIL is available to advertisers and agencies on a subscription basis with access to the data and training at no cost. JICMAIL is funded through a voluntary levy of 0.3% applied on Advertising Mail distribution spend and is collected by Royal Mail and other collecting agents.

For more information email tara@jicmail.org.uk or go to www.jicmail.org.uk

Insight 1

Item reach

Business mail delivers an additional reach of 17%.

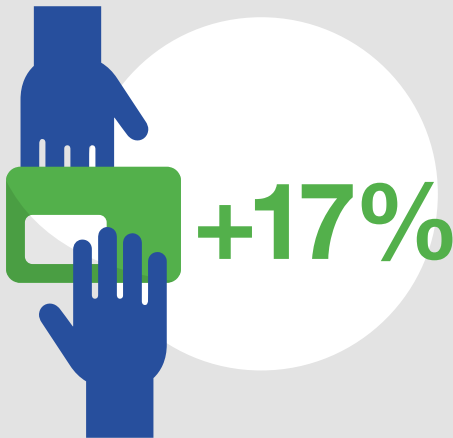
1.17

Business mail

1.13

Direct mail

The average business mail item is seen by 1.17 people per household. So for every 1,000,000 business mail items sent, an additional 170,000 people in the household see that mail item.



Insight 2

Frequency of interaction

Business mail is interacted with frequently.

4.79

Business mail

4.31

Direct mail

Business mail prompts a whole range of interactions throughout the month...

For example:

- opening
- reading
- putting on display
- passing on to other people in the household.



Insight 3

Lifespan (days)

Business mail stays in the home.

8.59

Business mail

7.05

Direct mail

The average business mail item remains live in the home for nine days on average.



Insight 4

Impressions

x5.7 opportunities to deliver brand messaging.

Because business mail is looked at frequently and shared often, 1 million business mail items will drive 5.7 million opportunities to get your customer messaging seen.

1m = **5.7m**
items impressions

Business mail

Business mail across all sectors (1,000,000 items)

1.17

Item reach

4.79

Frequency

8.59 days

Lifespan

1,170,886

Campaign reach

5,643,671

Campaign impacts

380,000

Items driving commercial actions

2,425,920

Commercial item impacts

43%

Commercial item impact rate

43% of the 5.7 million campaign impacts are driven by items which have prompted a commercial action.

Insight 5

Paid, owned and earned outcomes

Business mail generates paid, owned and earned media effects.

Business mail is effective at driving traditional paid advertising effects, traffic to brands' own assets and word of mouth at the same time.



6%

of business mail drives consumers to buy something / make a payment



9%

of business mail drives visits to the sender's website



17%

of business mail drives brand conversations

Insight 6

Audiences

**Be where your competitors are.
Use business mail to ensure
you have a share of voice for
the audiences that matter
most to you.**

Acorn and Mosaic group analysis reveals a wealth of insight into how different audiences and life stages respond to business mail across marketing sectors.



**'Prestige
positions'**

15%

more likely than
average to be sent
business mail from
financial brands



**'Family
basics'**

47%

more likely than
average to be sent
business mail
from TV and
telecoms brands



**'Aspiring
homemakers'**

30%

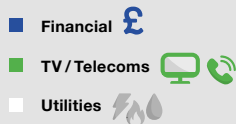
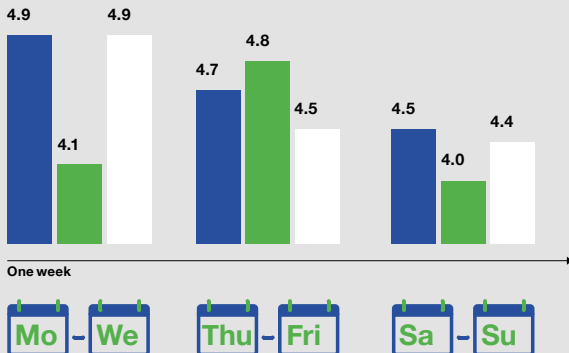
more likely than
average to be sent
business mail from
retail brands

Insight 7

Arrival day

Interaction with finance and utilities business mail peaks in the first half of the week while TV and Telecoms interactions peak on Thurs/Fri.

Frequency of interaction by arrival day



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