

7

Essential insights on Partially Addressed Mail

**JIC
MAIL**

Mail Media Metrics



Partially Addressed Mail (PAM) is a way of targeting prospect customers by using their non-identifiable customer postcode data rather than personal data – providing a GDPR-compliant targeting approach for customer acquisition strategies.

PAM data from JICMAIL is now reported separately in our Discovery portal with the results based on mail identified by panellists as 'Addressed to Householder or Occupier'.

These 7 essential insights show the rich audience interactions and behaviours possible with Partially Addressed Mail. They reflect the nature of targeted PAM which sits between highly targeted and personalised direct mail and the broader reach of Door Drops, offering the same level of targeting as direct mail but on a more generalised basis.

These 7 essential insights are based on 'gold standard' JICMAIL data across both the

physical actions and the subsequent commercial actions taken with PAM. In practice PAM is often deployed in a mix of Direct Mail and Door Drops.

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 expenditure and is collected by Royal Mail and other collecting agents.

For more information email
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www.jicmail.org.uk

Source: Kantar/JICMAIL Item data Q22017–Q12022.

n=229,957 of which Direct Mail items = 105,661, Business Mail items = 91,179, Door Drops = 50,788 and Partially Addressed Mail (PAM) = 6,285

Insight 1

For every 100 people reached with partially addressed mail, an additional 10 people will see your mail item. Partially addressed mail is shared and has an additional reach of +10%.

Item reach

1.13

Direct mail

1.10

Partially addressed

1.05

Door drops



Insight 2

Partially addressed items are interacted with over four times on average, over a 28 day period.

Frequency

4.31

Direct mail

4.12

Partially addressed

2.88

Door drops



Insight 3

Partially addressed items
are live in the home for
nearly seven days.

**Lifespan
(days)**

7.04

Direct mail

6.70

Partially addressed

5.09

Door drops



Insight 4

High interaction rates with partially addressed mail across all life stages.



3.69

Millennials



4.16

Home owners



4.04

Families



3.85

Social group A



4.77

Retired

Source: Kantar/JICMAIL Item data Q22017–Q12022, n=229,957 of which Partially Addressed Mail (PAM) = 6,285

Insight 5

29%

of partially addressed mail prompts a commercial action (compared to 32% of direct mail and 11% of door drops).

Partially addressed mail that drives a commercial action is most likely to come from the following types of advertisers:



Government



TV / Broadband



Utilities



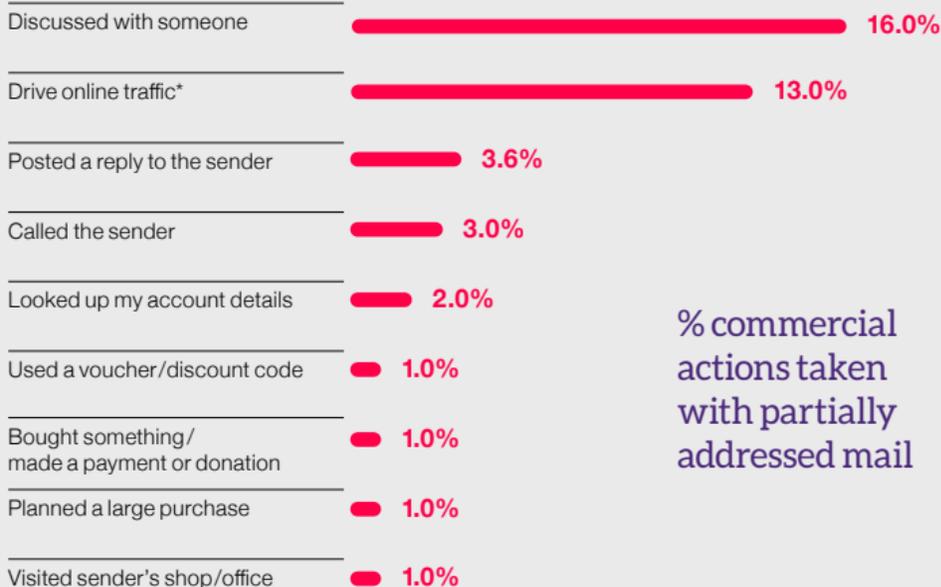
Property



Charity

Insight 6

Partially addressed mail is particularly effective at driving online traffic and word of mouth.



% commercial actions taken with partially addressed mail

* Visited sender's website + went online for more information + used a tablet or smartphone

Insight 7

What type of partially addressed content prompts the highest interaction?
(frequency by content)



4.91

Invitation/
information about
a specific event



5.04

Admin information



4.59

News/updates/
magazine articles



5.03

Notification/
reminder



5.47

Appointment
related information

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