

Success Stories from JICMAIL Platinum Partners

Mark Davies – Managing Director, Whistl

**JIC
MAIL**

Mail Media Metrics





Doordrops for Ecommerce Brands

A marketing fairy tale

Mark Davies

12th October 2022

“by the end of 2020, 80% of our marketing budget was going to Google and Meta”



“In 2021 doordrops began delivering the same CPAs as in-platform Facebook”



“We discovered that doordrops are not only a great channel for conversions at scale but also for that strong Lifetime Value : Customer Acquisition Cost ratio we are looking for”



“Between September 21 and March 22 doordrops basically became one of our biggest channels delivering the highest volume of subscriptions”

Inconceivable!



THE
PRINCESS
BRIDE
• 30th Anniversary •

whistl

Once upon a time...



ODD BOX

Eat good. Do good.



We're on a mission to fight food waste by delivering the "too wonky" and "too many" fresh fruit and veg, at risk of going to waste, from the farm to your door.

Paid Digital Channels Found to be Most Efficient (because Paid Digital Channels told them so!)

Pinterest Today Explore

Explore > Food And Drink > Snacks



Visit Save

From instagram.com

ODDBOX on Instagram: "🥳 WIN! It's a double Odd and Indie...

239 Likes, 265 Comments - ODDBOX (@oddboxldn) on Instagram: "🥳 WIN! It's a double Odd and Indie giveaway today. To win two cases of snacks and two medium..."

Oddbox
0 followers

Indie Vegan Snacks Odds Giveaway Winner Entry Monday <>

More information...



vegetable boxes



All Shopping Images Videos News More

Tools

About 87,400,000 results (0.82 seconds)

Ad · <https://www.oddbox.co.uk/>

Oddbox Wonky Veg Box - 50% Off Your 1st Box: ODDVEG

Free Weekly Or Fortnightly Deliveries. Fight Food Waste With A **Box** That's Perfect For You. A Surprise Selection of Fresh Fruit & **Veg** (& Recipes) To Be More...

[Choose a Fruit & Veg Box](#) · [About Us](#) · [Why We Do It](#) · [Convenient](#)



Oddbox Sponsored

Food waste is the number one addressable issue to prevent the climate crisis. Save the planet by rescuing odd and surplus fruit & veg with ODDBOX

ODDBOX

Fight food waste
Rescue odd & surplus veg
Minimal packaging

ODDBOX.CO.UK
CODE: EARTH for 50% OFF
Free Overnight Delivery

SHOP NOW



The Perils of Over-Reliance

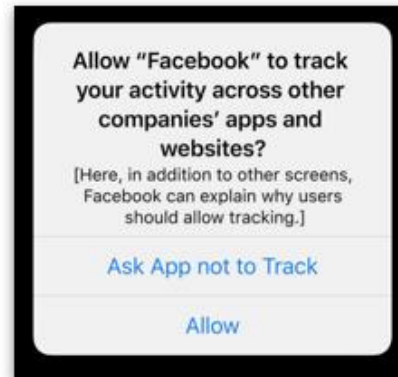
2020: biggest channels PPC brand and paid social, with 80% of budget on these. 6X YoY growth



April 2021: iOS 14.5 cookie opt in released



2020- March 2021:
Pandemic Pandemonium



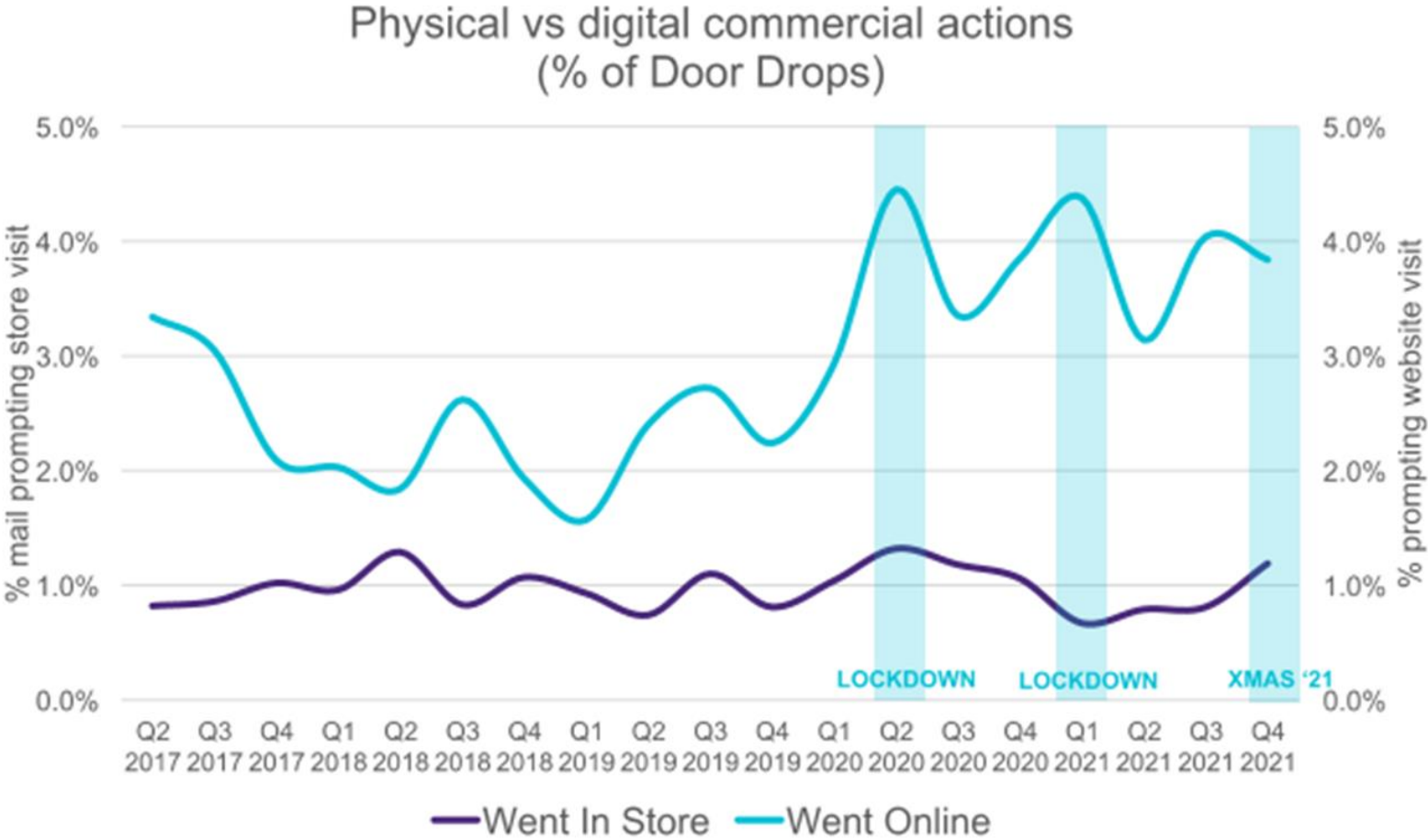
April 2021 onwards:
freedom for the UK
from COVID

Algorithms can be self-fulfilling!

The image is a dense collage of mathematical content. In the center, a large blue Facebook logo is superimposed over various formulas and diagrams. The mathematical content includes:

- Trigonometry:** $\cos^2(x) - \sin^2(x) = 1$, $\csc(-x) = -\csc(x)$, $\sec(-x) = \sec(x)$, $\sin(-x) = -\sin(x)$, $\cos(-x) = \cos(x)$, $\tan(-x) = -\tan(x)$, $\cot(-x) = -\cot(x)$, $\operatorname{cosech}(x) = (e^x - e^{-x})/2$, $\operatorname{sech}(z) = \operatorname{Sec}(iz)$, $\operatorname{csch}(x) = (e^x - e^{-x})/2$.
- Calculus:** $\lim_{h \rightarrow 0} \frac{f(x_0+h) - f(x_0)}{h}$, $\frac{d}{dx} x^{1/n} = x^{-n/n}$, $\frac{d}{dx} (x^2) = 2x$, $\frac{d}{dx} (y^2) = 2y \frac{dy}{dx}$, $\frac{d}{dx} (x^2) = 2x$, $\frac{d}{dx} (y^2) = 2y \frac{dy}{dx}$, $\frac{d}{dx} (x^2) = 2x$, $\frac{d}{dx} (y^2) = 2y \frac{dy}{dx}$.
- Algebra:** $a^m \times a^n = a^{m+n}$, $x^2 + 2ax + a^2 = (x+a)^2$, $(ab)^m \times a^m \times b^m$, $\frac{P(x)}{Q(x)} = G(x) + \frac{R(x)}{Q(x)}$.
- Geometry:** Diagrams of triangles, a cone, a parallelogram, and a square. Formulas include $\text{Area} = bh$ for a parallelogram, $\text{Volume} = \frac{1}{3} \pi r^2 h$ for a cone, and $\text{Area} = \frac{1}{2} ab \sin C$ for a triangle.
- Complex Numbers:** $Me = L + I$, $a^m \times a^n = a^{m+n}$, $a^m \times a^n = a^{m+n}$, $a^m \times a^n = a^{m+n}$.
- Logic:** $\sim \forall x [p(x)] \equiv \exists x [\sim p(x)]$, $\exists x [p(x)] \equiv \forall x [\sim p(x)]$.
- Other:** $\sinh(x) = (e^x - e^{-x})/2$, $\cosh(x) = (e^x + e^{-x})/2$, $\tanh(x) = \frac{\sinh(x)}{\cosh(x)}$, $\operatorname{arcsinh}(z) = \ln(z + \sqrt{1+z^2})$, $\operatorname{arcsch}(z) = \ln(1 + \sqrt{1+z^2})/z$.

The Hunt for New Acquisition Channels was on!



Source: JICMAIL Item Data Q2 2017 – Q4 2021 Door Drops = 47,673 items



The Cost of Everything and the Value of Nothing

Input Budget £

100000

Select Demographic



ABC1 Adults

Compare to

Online Channels

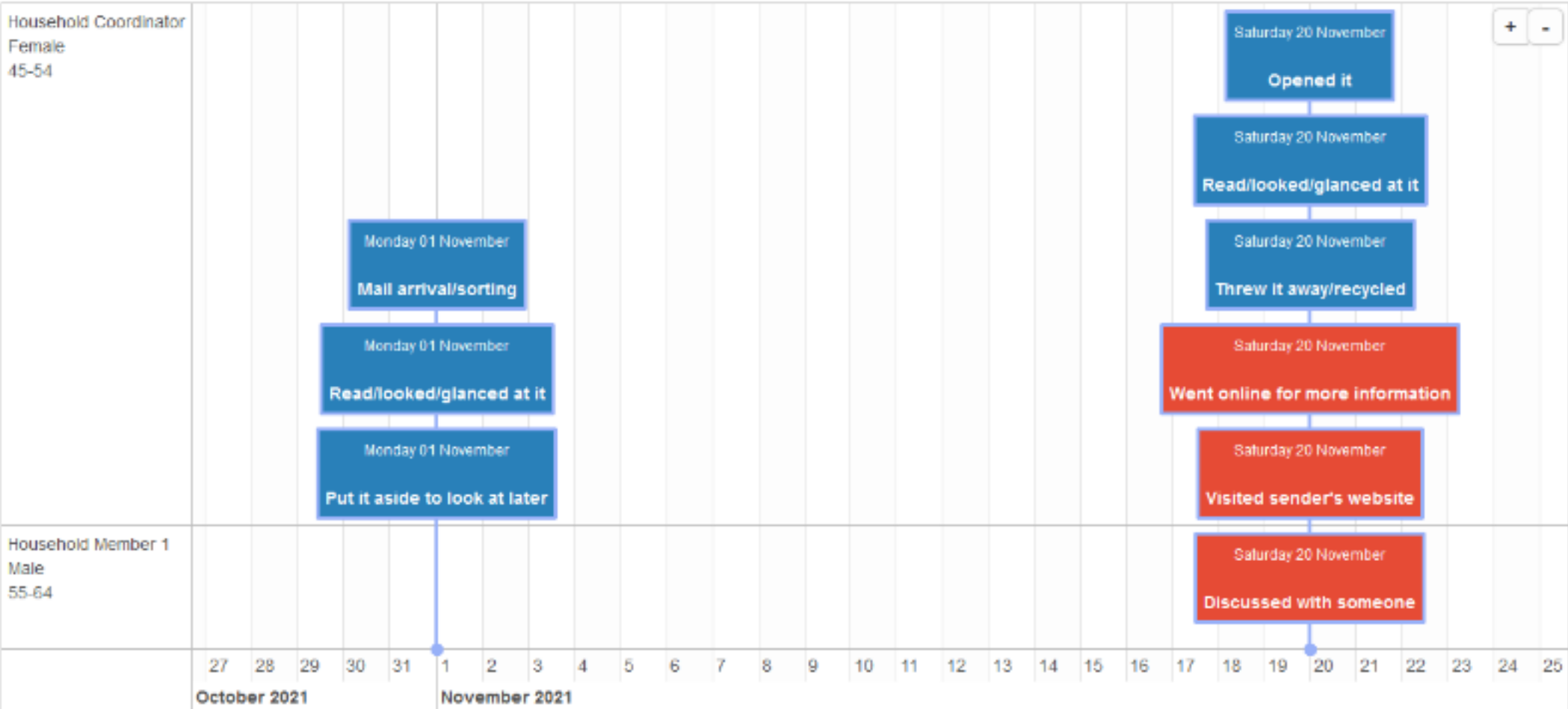
Offline Channels



	CPT £	Purchased Impacts	Delivered Impacts	Audience Impacts CPT	Difference vs Buy
Mail 	Door Drop 50	2,000,000	5,616,000	£17.81	-64 %
	Partially Addressed 170	588,235	2,303,647	£43.41	-74 %
	Cold Acquisition (DM) 210	476,190	2,087,857	£47.9	-77 %
Online 	Digital Display 3	33,333,333	20,000,000	£5	67 %
	Social 5	20,000,000	12,000,000	£8.33	67 %
	PPC 200	500,000	500,000	£200	0 %
	Email 30	3,333,333	700,000	£142.86	376 %

The Proof of the Pudding

Mail Item Journey



Generating ad impressions and digital actions

Item Information

Advertiser Brand: **Oddbox**

Sender: **Mail order/online retailer**

Format: **Door drop**

Content: **Information about products/services; Sender's contact details (e.g. website, phone number)**

Reach: **2**

Frequency: **6**

Commercial Actions: **3**



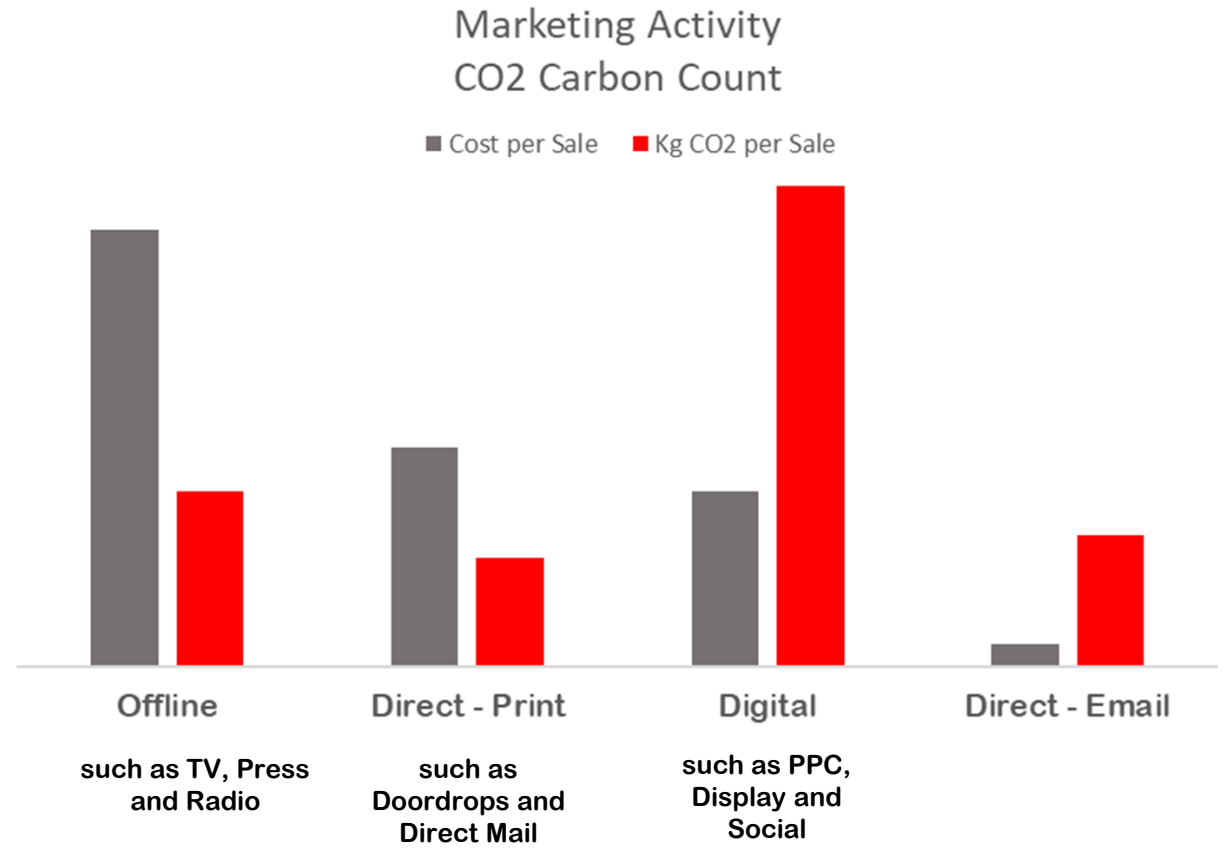
JiC
MAIL

Mail Media Metrics

Additional JICMail Insights

- The Oddbox campaigns were retained in the home for on average 9.4 days vs an average of 7.3 for supermarket/online order in 2022 (a 66% increase)
- The reach for these campaigns was 1.35 vs average for this sector in 2022 of 1.07 (a 36% increase)
- The commercial actions for these campaigns were 262% higher than the average for this sector
- Typically the inclusion of content marketing alongside a voucher results in a 75% uplift in advertiser web traffic

A Note on Sustainability



Source: UniFida



Happily ever after

- The transference of marketing budgets from traditional to digital media need not be one way
- Regulatory change is bringing headwinds to digital channels that compliant print channels can benefit from
- Insights freely available from JICMail can help you create compelling arguments for postal channels and validate results once the tests are live

Success Stories from JICMAIL Platinum Partners

Graham Thomas – Sales and Marketing Manager
Eight Days a Week Print Solutions

**JIC
MAIL**

Mail Media Metrics



01

Using JICMail to deliver improved client outcomes

Graham Thomas

Sales and Marketing Manager

Eight Days a Week Print Solutions

Who are we...



Eight Days a Week Print Solutions (EDWPS)

Nottingham based printer and mailing house

Print, direct mail, postage and leaflet distribution

Basic Direct Marketing Campaign Process

