

JICMAIL Q4 2022

Key Results

February 2023

**JIC
MAIL**

Mail Media Metrics



Q4 2022: Three things you should know

1. The amount of mail being engaged with in the home continues to grow

Read rates, open rates and mail retention have all increased significantly year-on-year in Q4

2. Mail effectiveness maintained

Consumer self-reported purchase rates of 5% closely align with campaign level data (see upcoming Response Rate Tracker release).

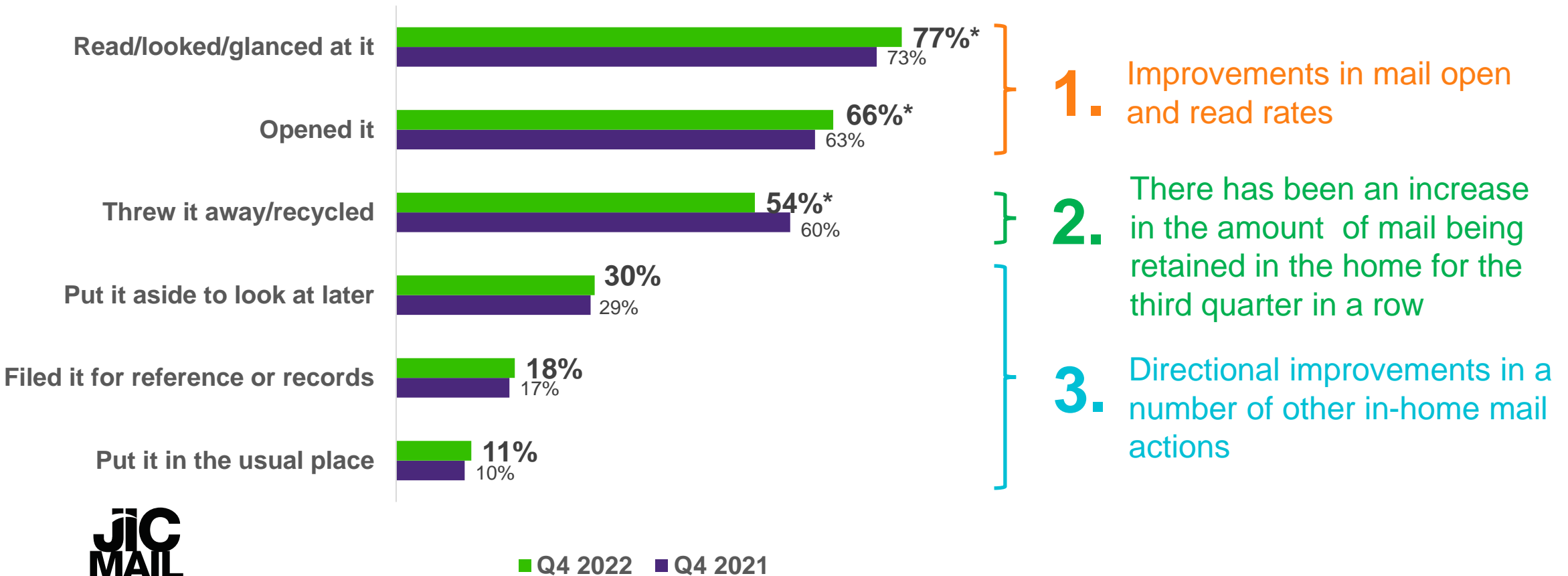
3. Brand discussions prompted by mail up year on year

14% of mail drove a discussion about a brand in Q4 2022



Significant increases in mail open, read and retention rates for the second quarter running

Physical Actions (All Mail Types) % of mail items



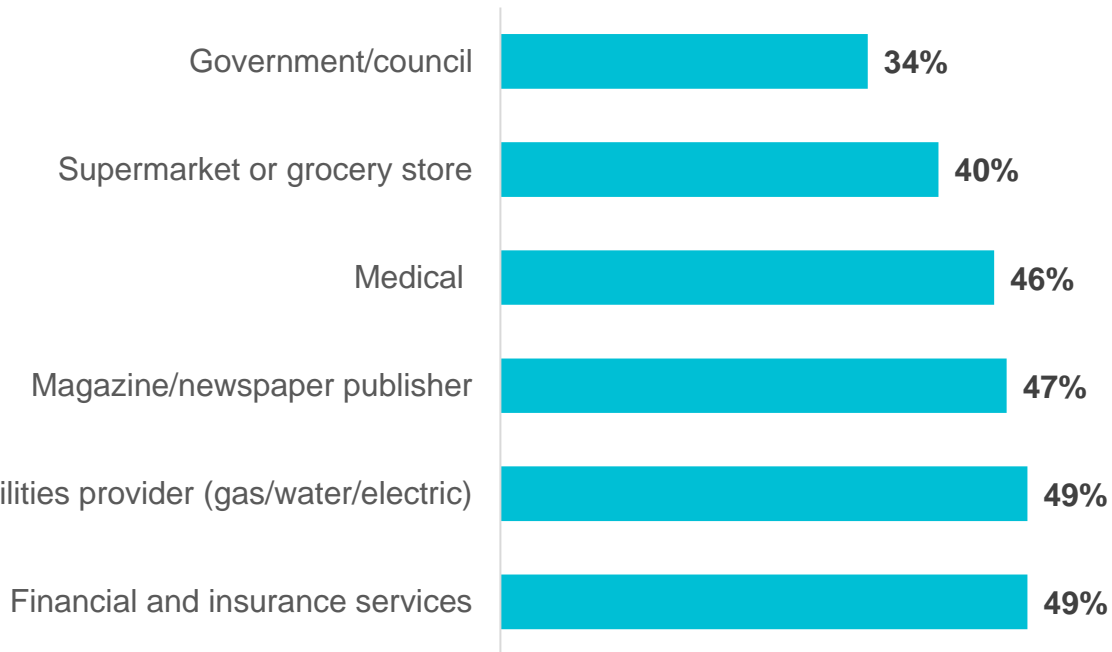
Mail Media Metrics

Source: JICMAIL Item Data Q4 2021 n=12,031 mail items; Q4 2022 n=10,669

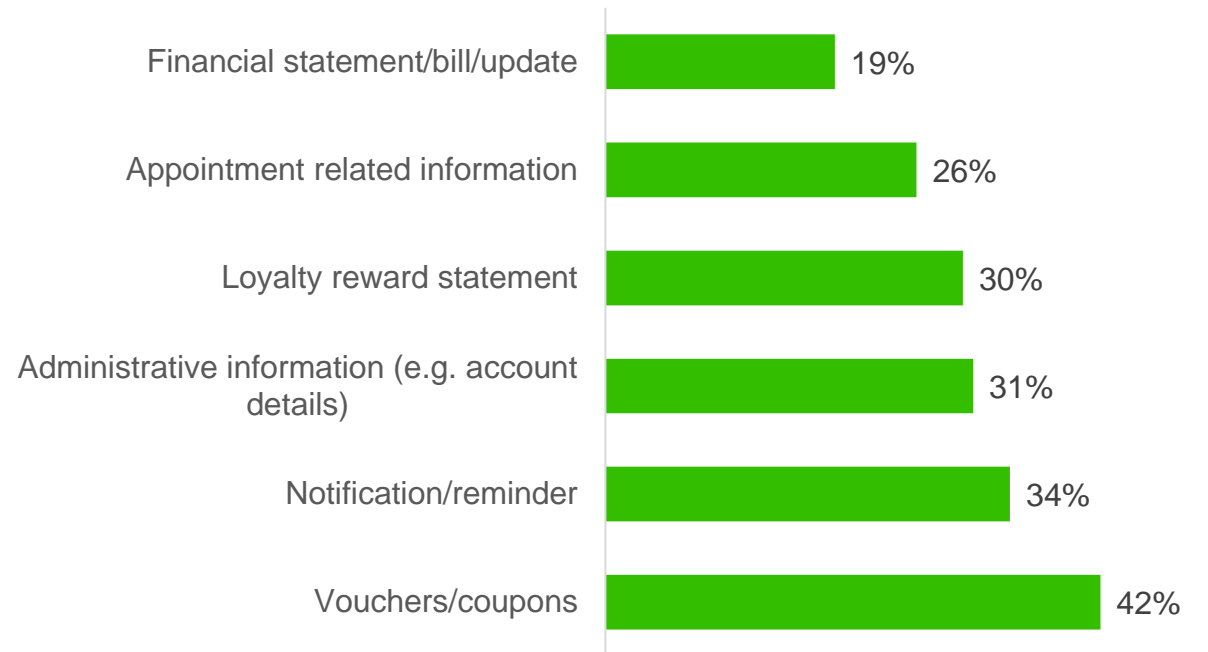
* Statistically Significant at 95% confidence level

Government and Supermarket mail is the most likely DM to be retained, along with financial statements, appointment related information and loyalty statements

Direct Mail most likely to be retained by sector (% thrown away/recycled)

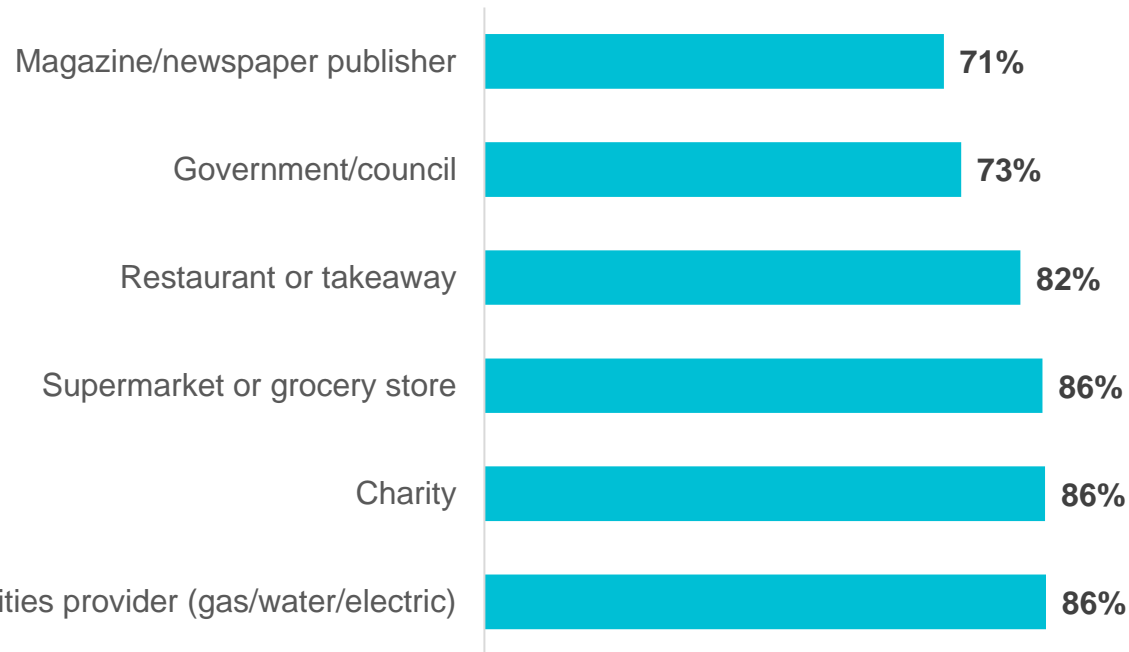


Direct Mail content most likely to be retained (% thrown away/recycled)

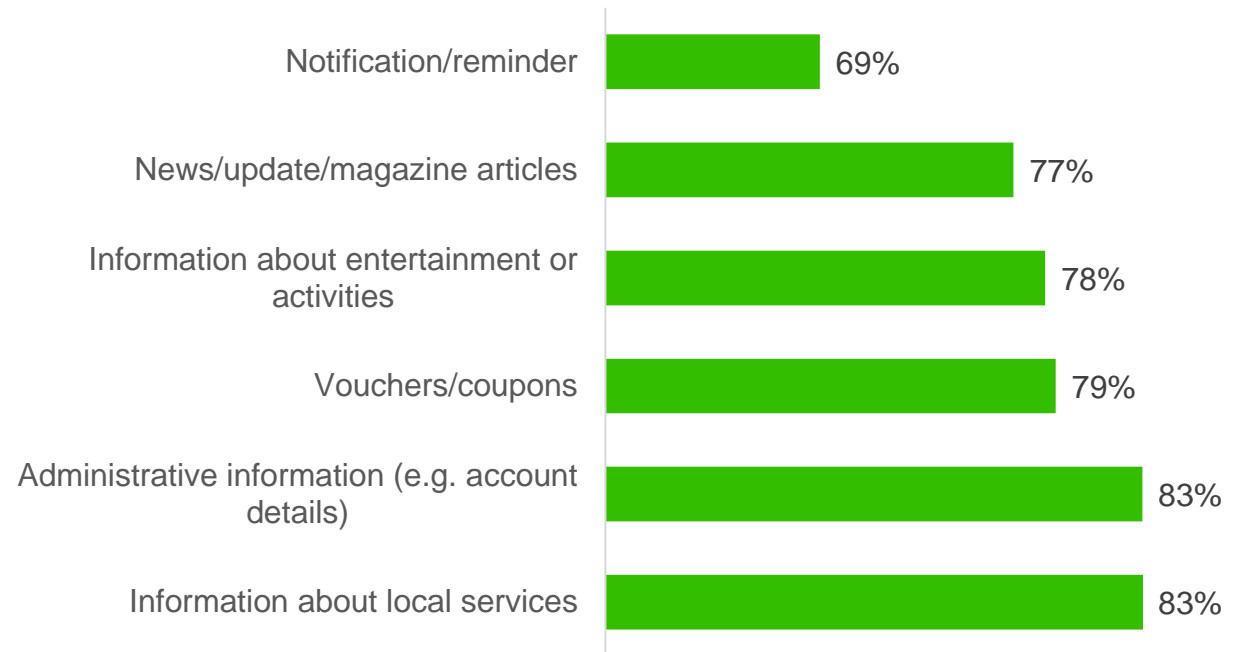


Along with notifications and vouchers, content style marketing in the form of news and information is the most likely Door Drop content to be retained

Door Drops most likely to be retained by sector (% thrown away/recycled)

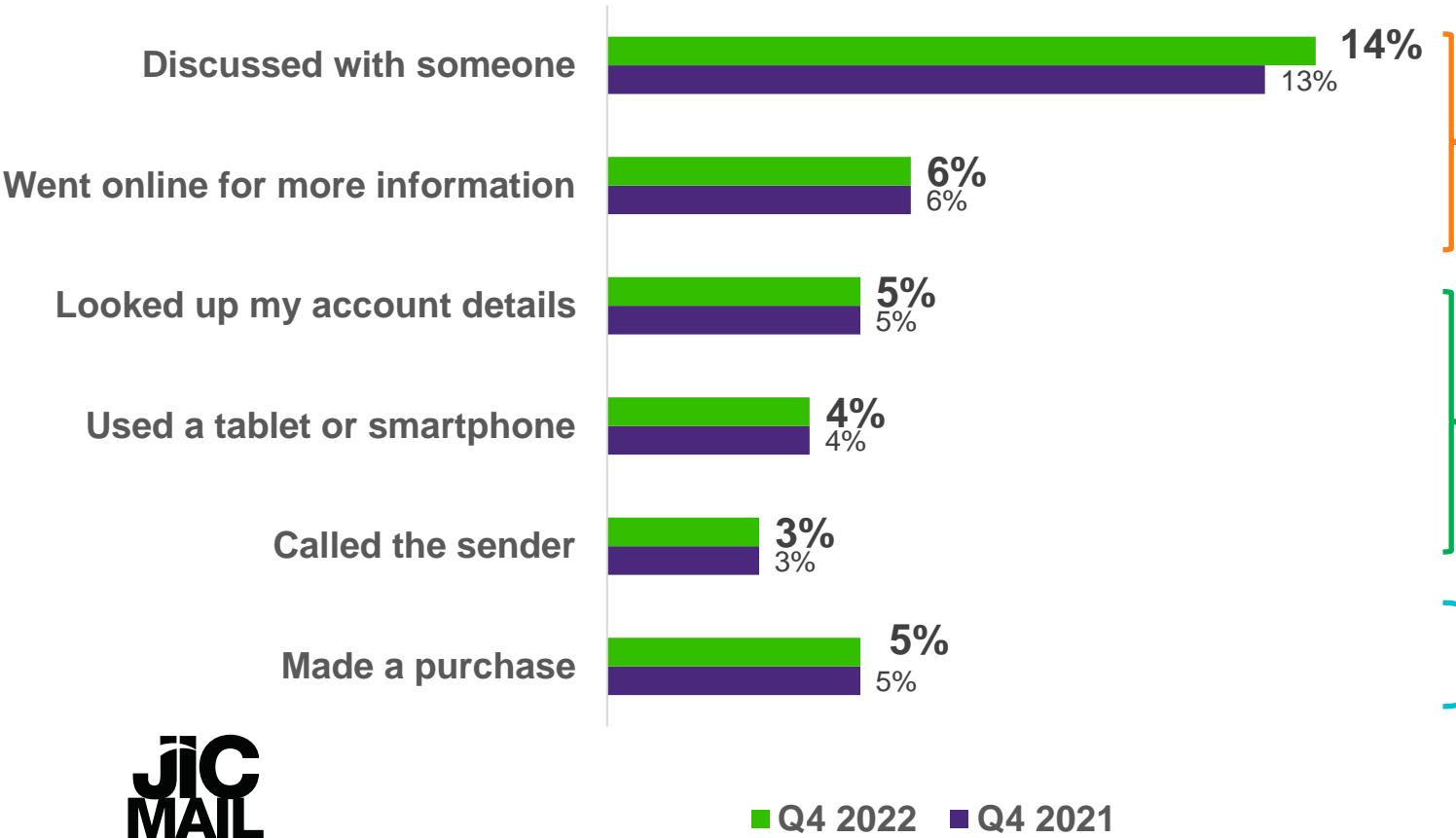


Door Drop content most likely to be retained (% thrown away/recycled)



Effectiveness rates broadly stable year on year, with an uptick seen in conversations prompted by mail

Commercial Actions (All Mail Types) % of mail items

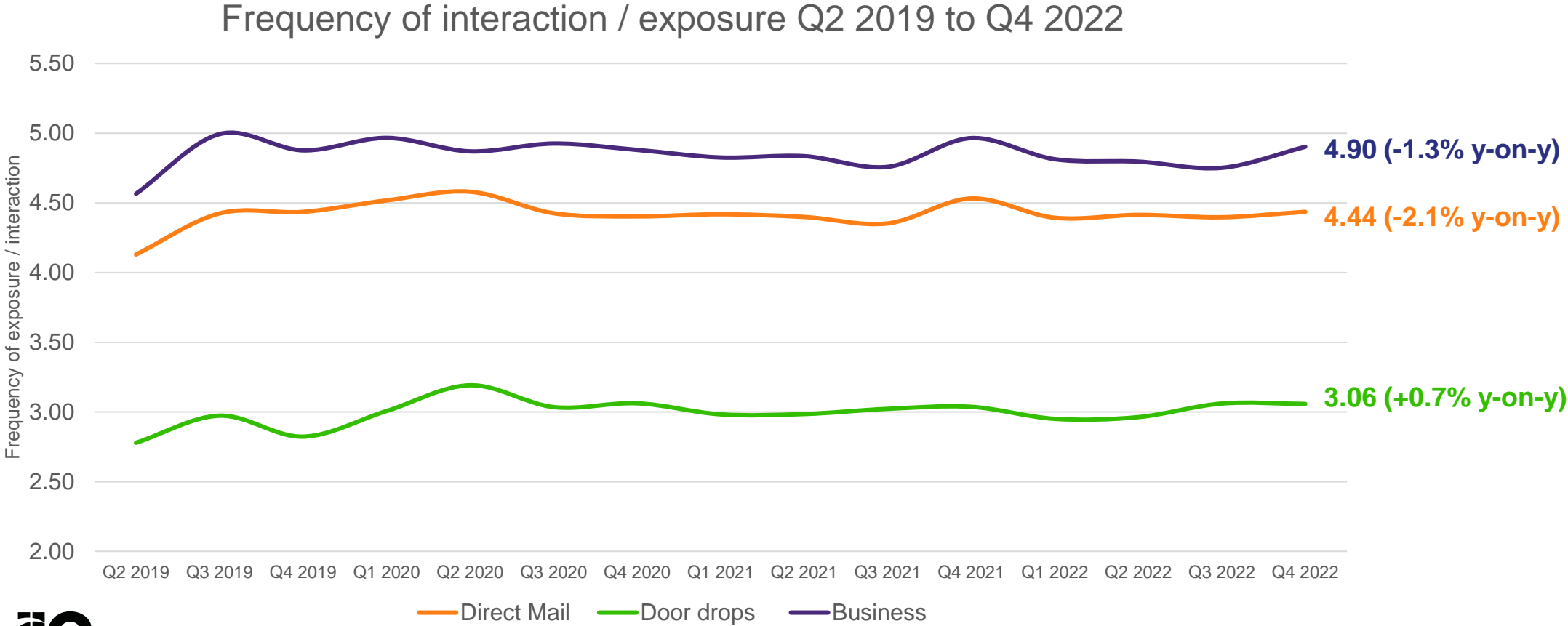


- 1. Mail prompts brand discovery through discussions and online searches.
- 2. Mail triggers customer interaction online and via telephone.
- 3. Consumer self-reported purchase rates closely align with campaign level data (see upcoming Response Rate Tracker release).



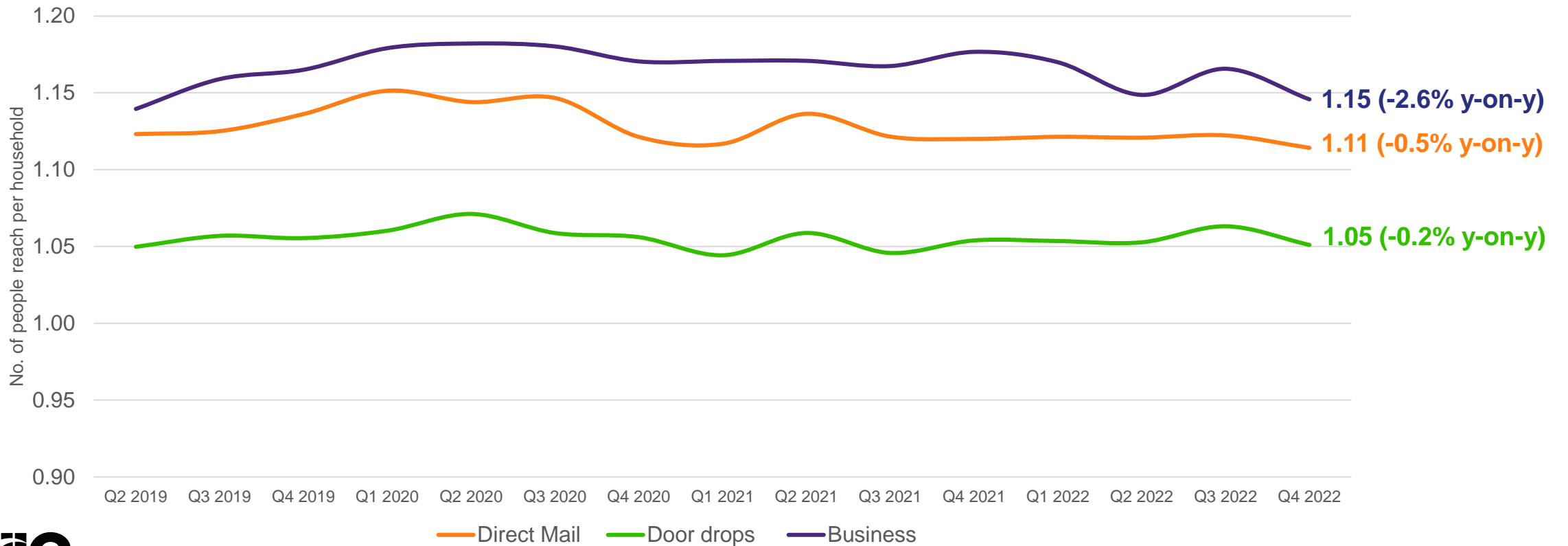
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Frequency of interaction / exposure up marginally for Door Drops and down marginally for addressed mail

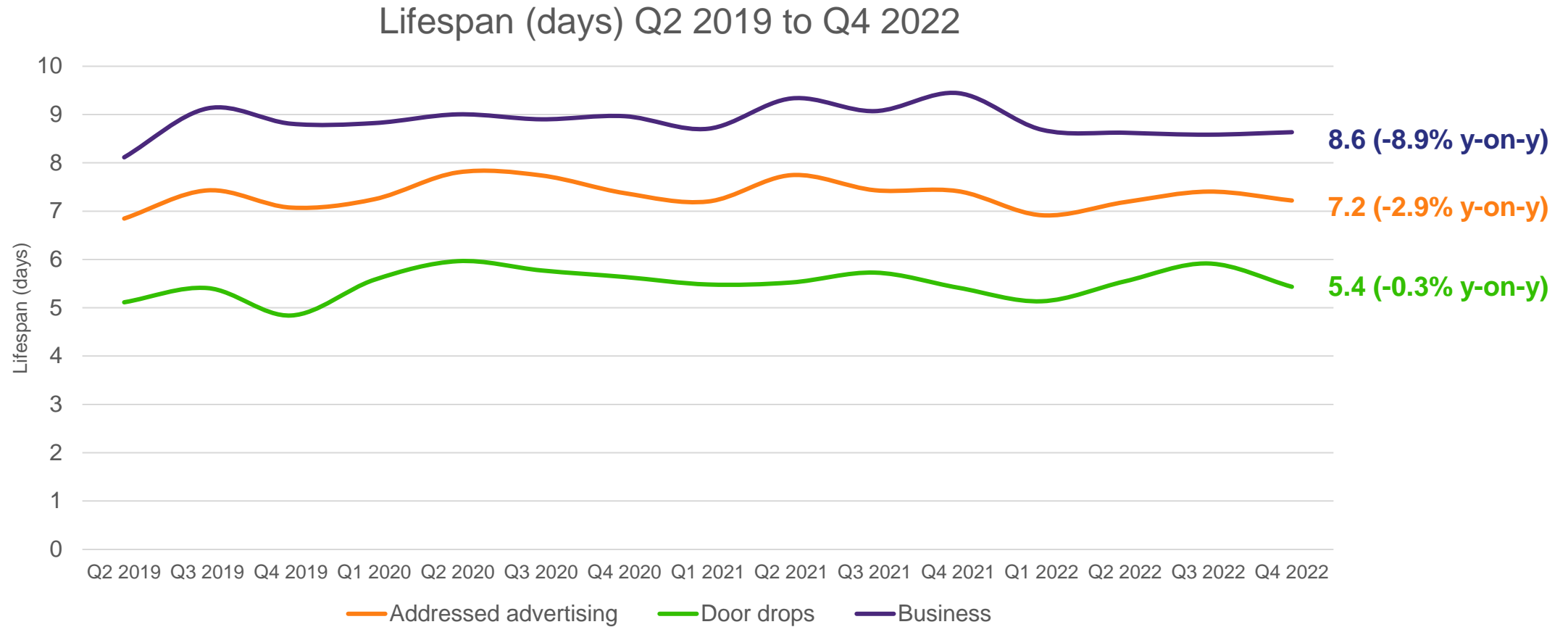


Less Business Mail is being shared vs a year ago

Item reach in the household Q2 2019 to Q4 2022

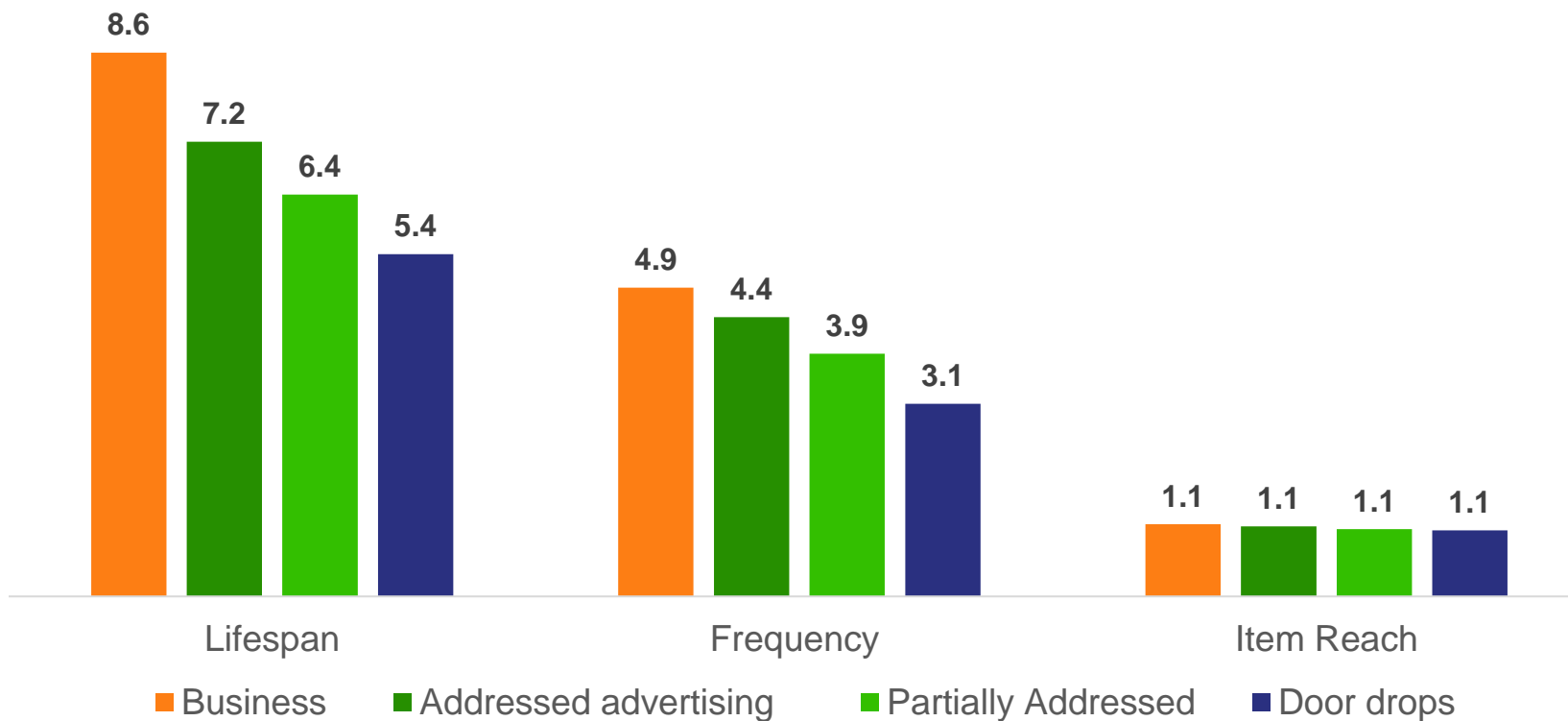


Door Drop lifespan flat year on year, Business Mail down



Business Mail records the highest longevity and most consumer interaction overall however

Mail media metrics across key mail types
Q4 2022



Advertiser activity

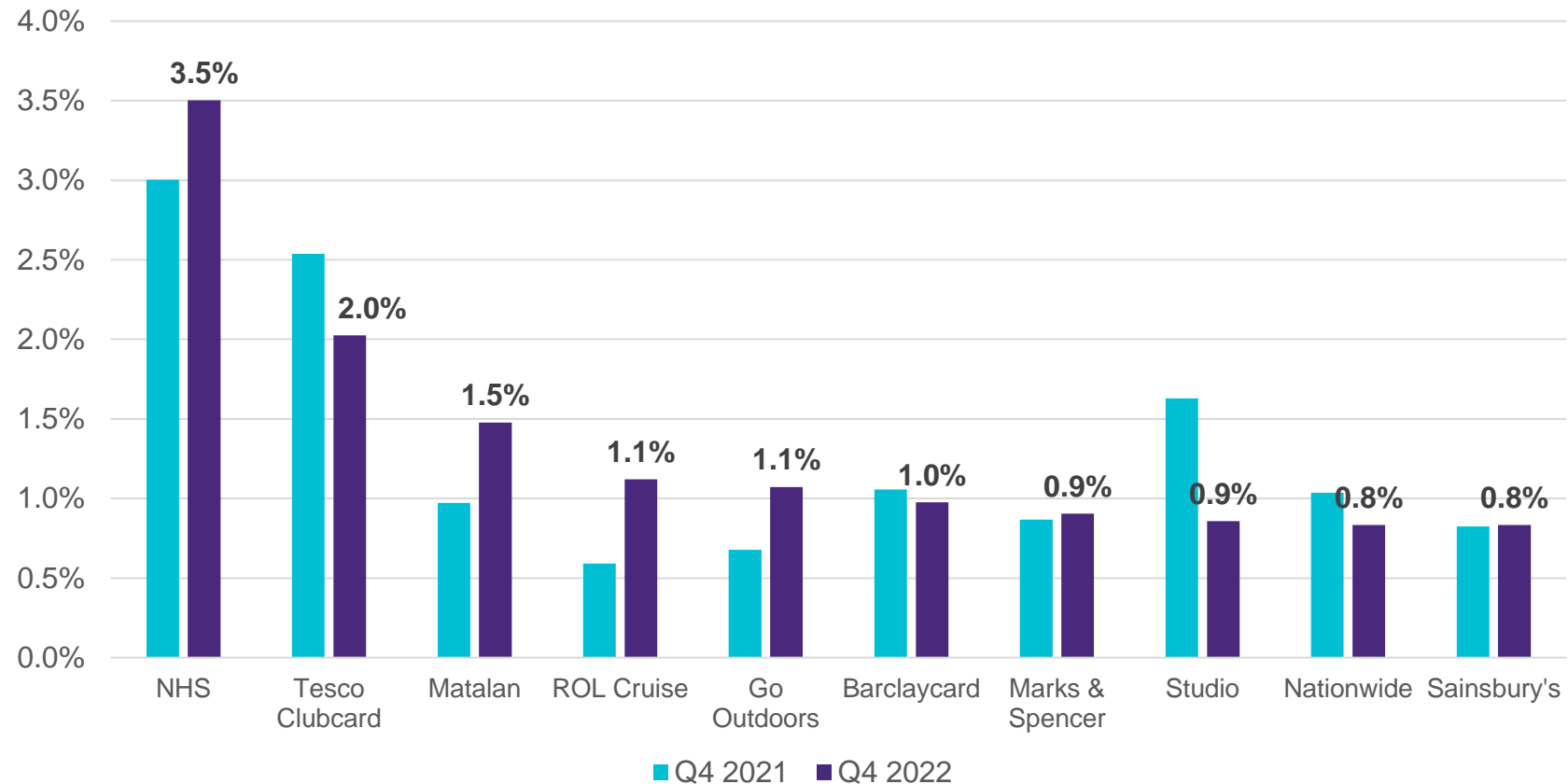
Q4 2022 Share of Door Mat



Mail Media Metrics

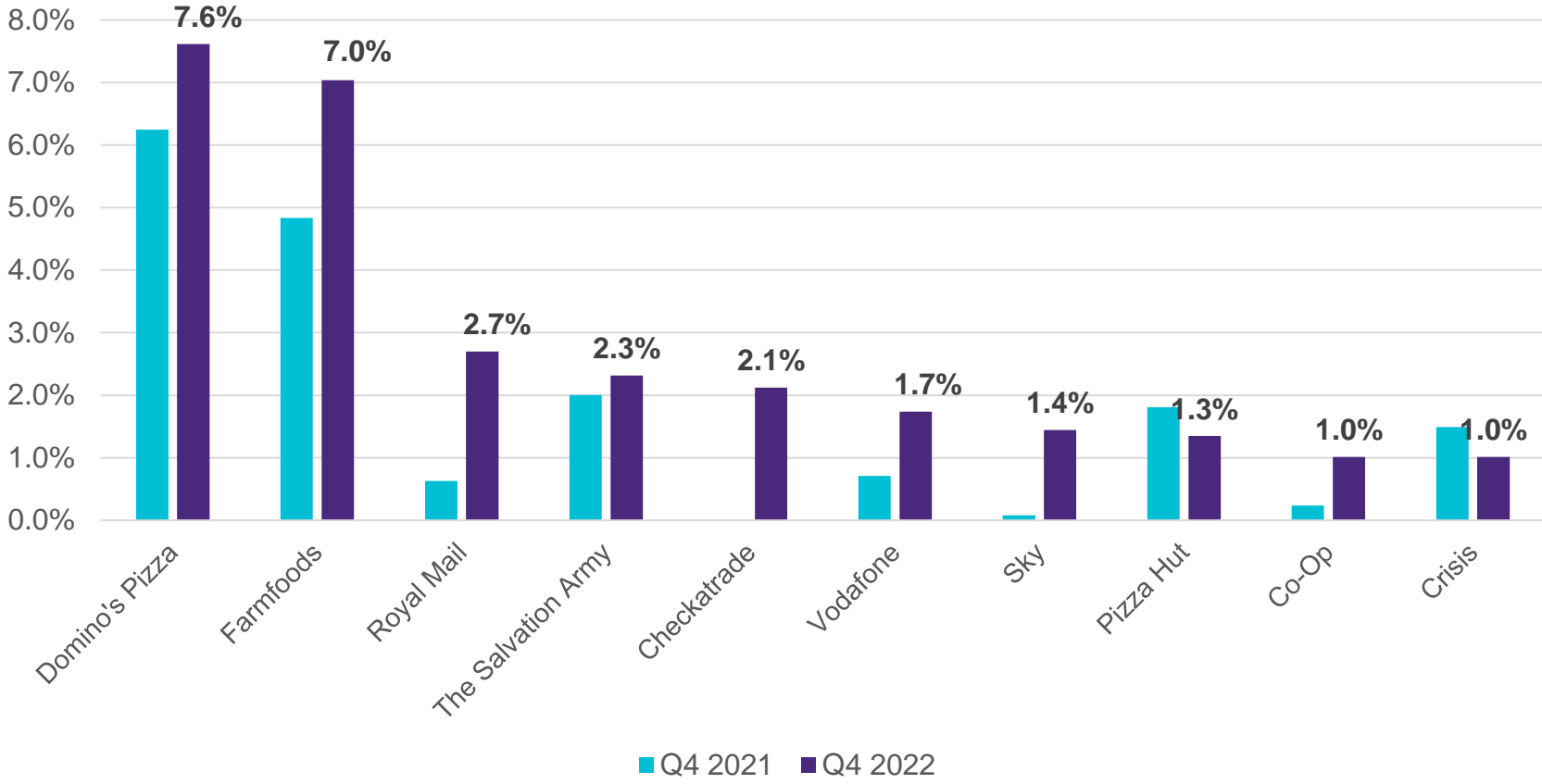
Increased Direct Mail share of doormat from Matalan, ROL Cruise and Go Outdoors in Q4 2022

Share of Door Mat (% of DM items)
Q4 2022 vs Q4 2021



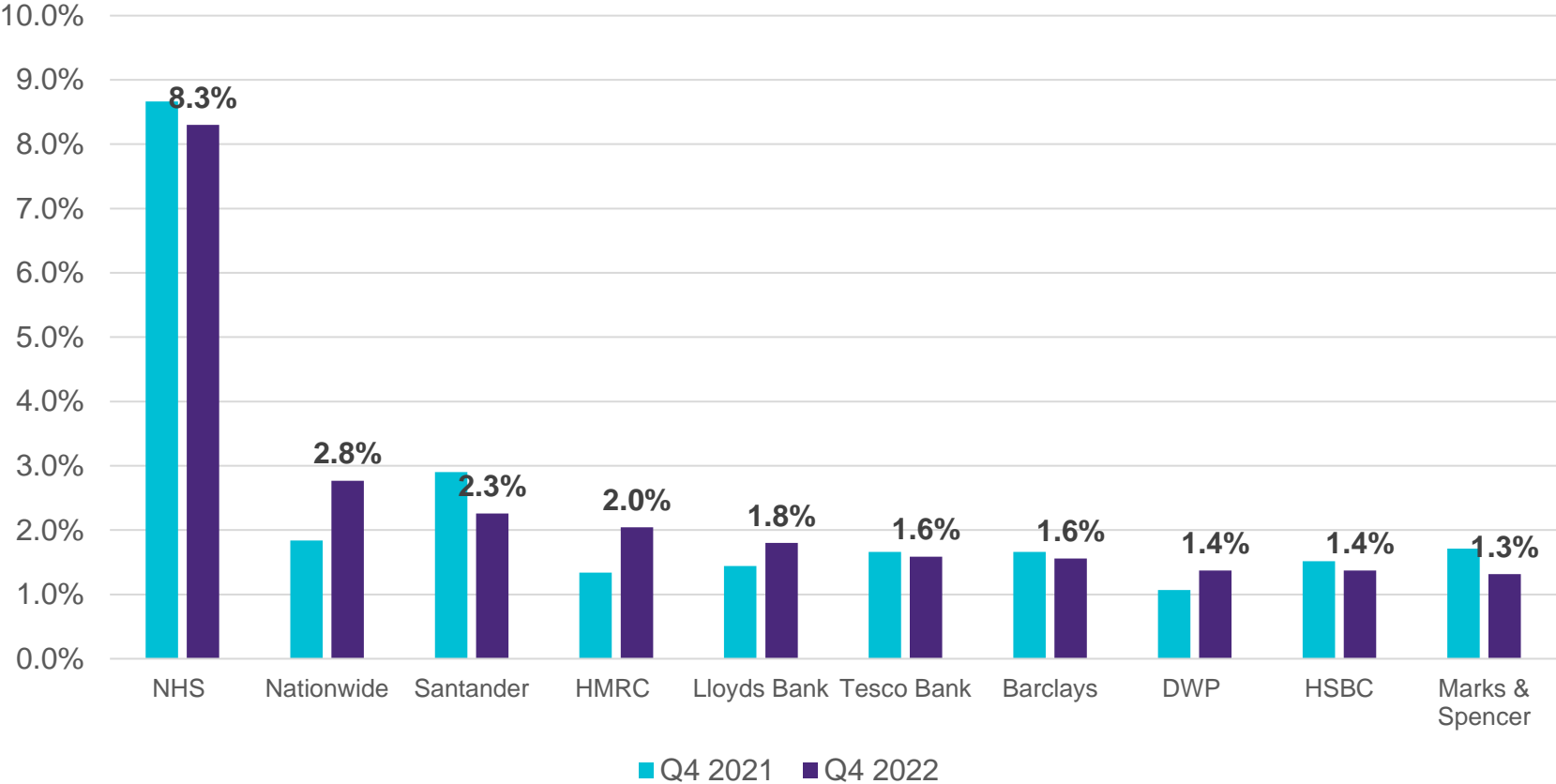
Eight of the top ten Door Drop advertisers increased their share of doormat in Q4

Share of Door Mat (% of Door Drop items)
Q4 2022 vs Q4 2021



Public sector and high street banking brands continue to fight for Business Mail share of doormat in Q4

Share of Door Mat (% of Business Mail items)
Q4 2022 vs Q4 2021



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Thanks

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 [linkedin.com/company/jicmail](https://www.linkedin.com/company/jicmail)

 ian@jicmail.org.uk

 [@jicmailuk](https://twitter.com/jicmailuk)

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