

New Data Partnerships

JICMAIL and Starcount



Mail Media Metrics

New Data Partnerships

STARCOUNT

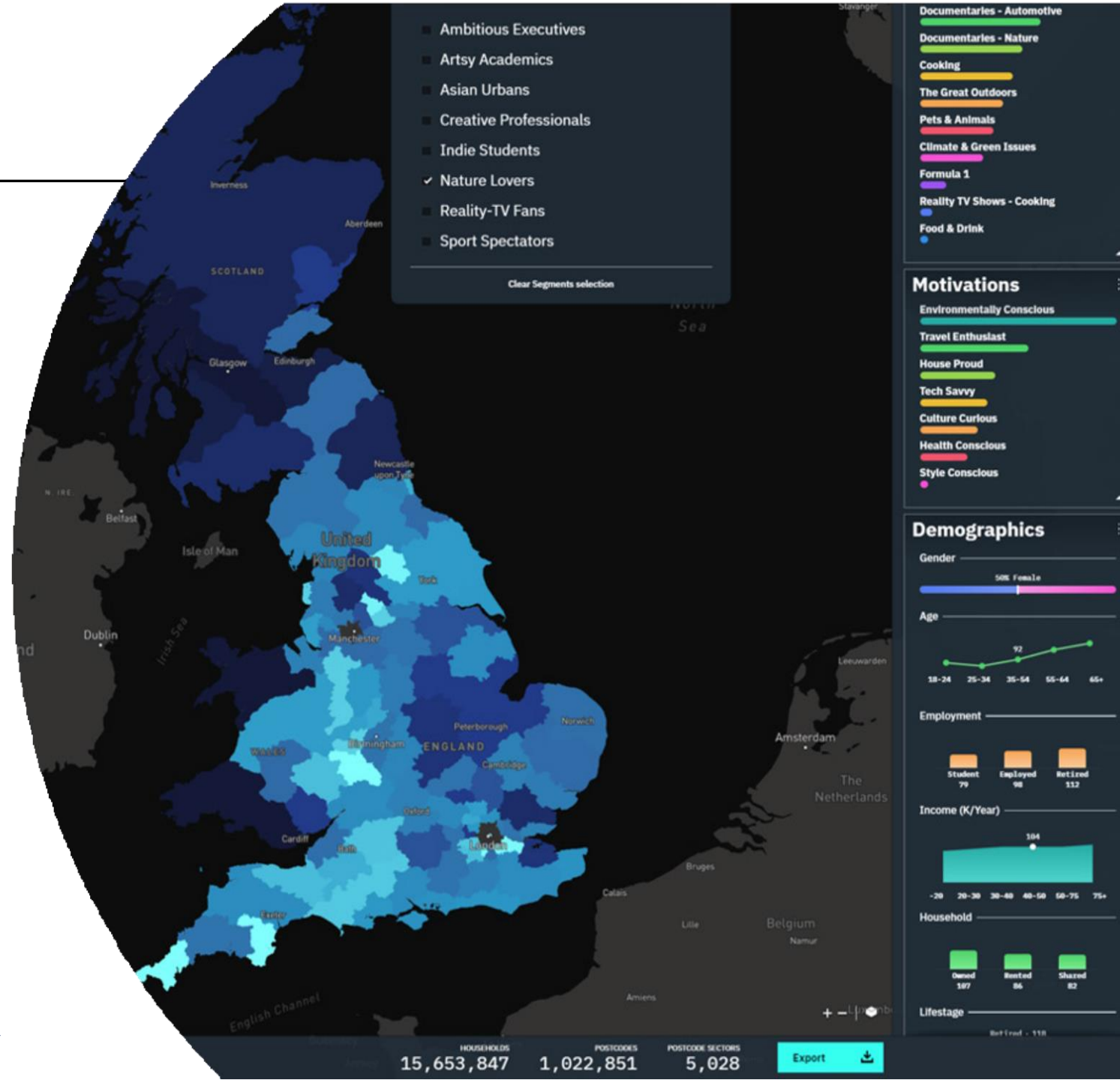
BRINGING GRANULAR DIGITAL TARGETING TO THE MAIL CHANNEL

- 55 million demographics
- 30 million social media behaviours
- 22 million banking spend behaviours
- 1000s of points of interest



Mail Media Metrics

WE DON'T JUST KNOW WHAT YOU BUY, WE KNOW WHY YOU BUY



MAIL LOVERS FOR: RETAIL SHOPPING



FASHION

Luxury Fashion

Affordable Fashion

Shopping

Shoes

Accessories

BEAUTY

Haircare

Beauty

Cosmetics

Male Grooming

Nails

LIFESTYLE

Celebrity Gossip

TV Dramas

Sitcoms

Pop Music

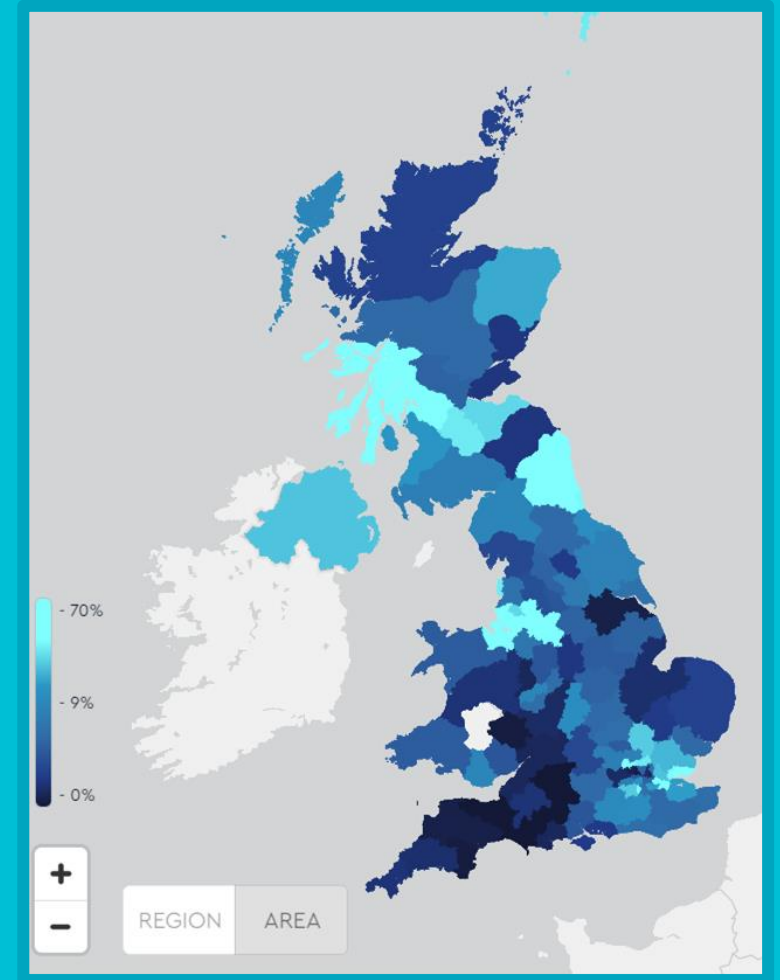
Gender:
Female

Age:
34-44
18-24

Income:
£30k-£40k

Life stage:
Young kids family

WHERE TO REACH THEM



Retail mail is highly likely to be engaged with while driving conversion, conversation and profitability

94%

of retail mail is engaged* with

17%

prompts a purchase related action - either an actual purchases, or the planning of a large purchase

12%

of retail mail is discussed with other people

5.0

Average ROI for cold retail DM mailings



Mail Media Metrics

Source: JICMAIL Item Data Q2 2017 to Q4 2022; JICMAIL Response Rate Tracker Q1 2023

*engaged = aherewny interaction other than being immediately thrown away

MAIL LOVERS FOR: CARS & DEALERSHIPS



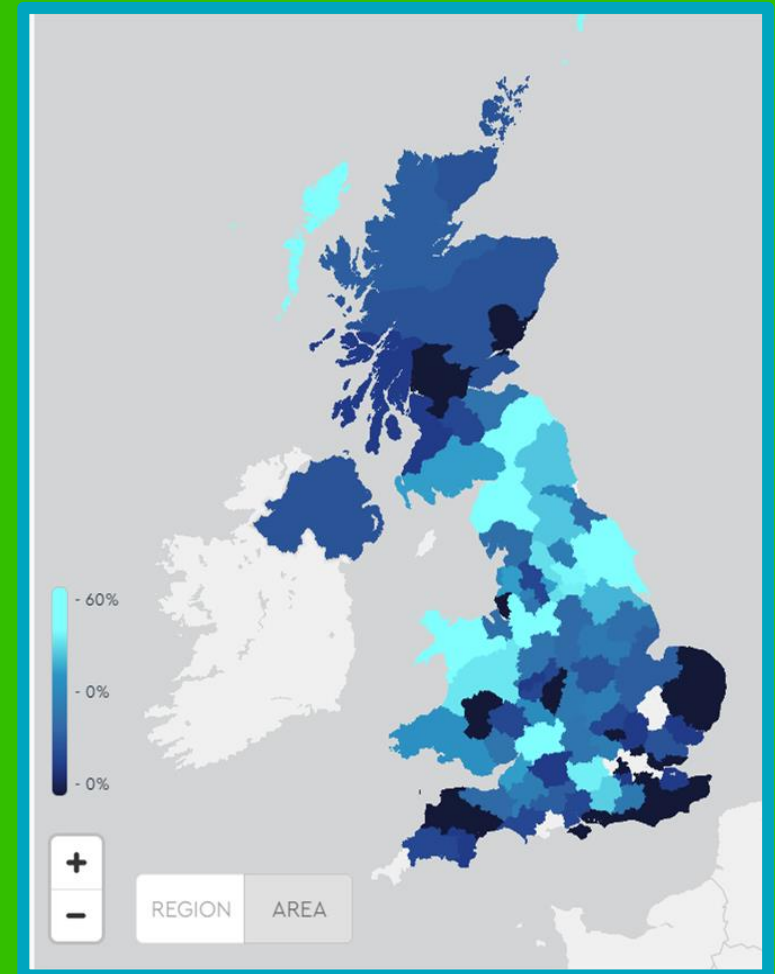
Gender:
Male

Age:
35-54

Income:
£50K-£75K

Life stage:
Old Kids Family

WHERE TO REACH THEM



CARS

Cars

Motorsports

Trucks

Motoring

SPORTS

Rugby

Golf

Skiing

Horse Racing

LIFESTYLE

DIY

Hiking & Trekking

Weather News

Cycling

For a high consideration car purchase, mail plays a significant role in brand discovery and is highly likely to stay in the home for a long time

97%

of automotive mail is engaged* with

23%

prompts a discussion about the contents of the mailer

12%

prompts a digital action (e.g. a online search or website visit)

41%

Of automotive mail is kept in the home for longer than 28 days

MAIL LOVERS ARE: DIGITAL NATIVES



GAMING

- eSports
- Gaming
- Shooter Games
- Racing Games
- PC Gamers

SPORTS

- Boxing
- Wrestling
- Martial Arts
- Body Building
- Weight Lifting

LIFESTYLE

- Dating
- Male Grooming
- Urban Music
- Hip Hop Music
- World Music



Mail Media Metrics

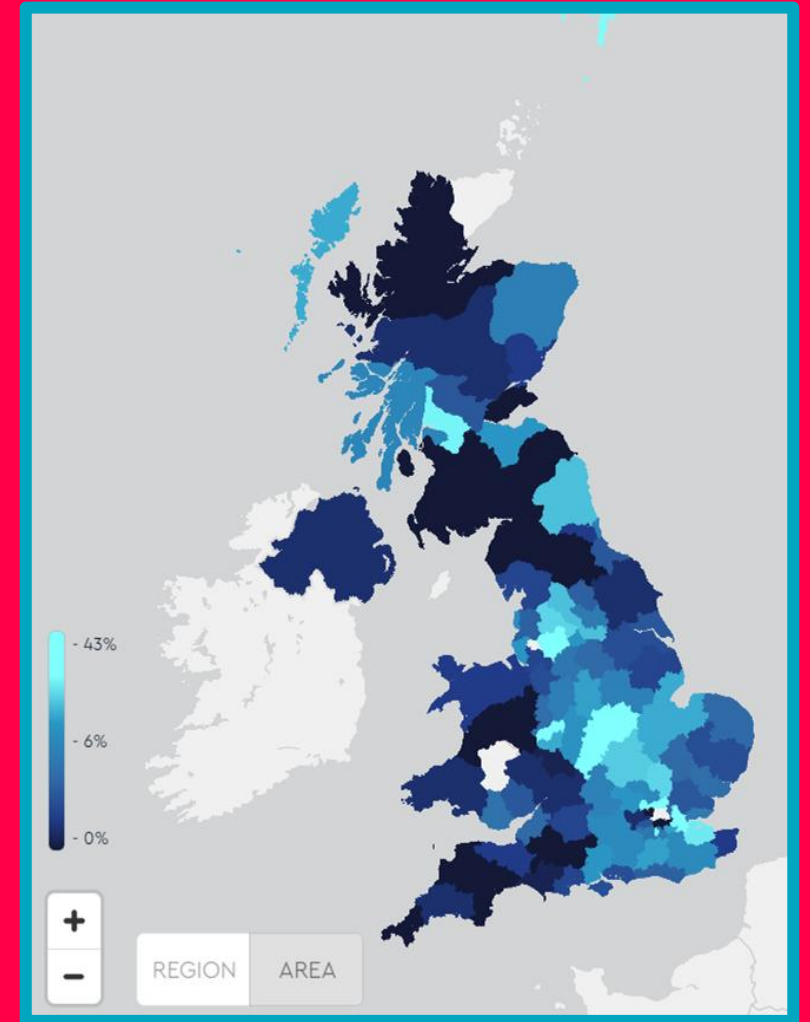
WHERE TO REACH THEM

Gender:
Female/Male

Age:
18-24

Income:
£20k-£30k

Life stage:
Single



Younger audiences present a highly receptive mail audience of untapped potential for advertisers

Share of Voice Opportunity

Younger audiences are the least likely to be targeted with mail but are highly responsive to it.

10.04 Days

The average lifespan of mail in homes containing 17-24 year olds – the longest lifespan of any age groups

8.05

Average number of interactions by 17-24 year olds with mail containing vouchers – nearly double the engagement rate of the average piece of mail

Key Sectors:

17-24 year olds are highly engaged with mail from the following sectors:

Takeaway

Retail

Online Retail

Financial

Government

Medical



Mail Media Metrics

MAIL LOVERS FOR: GROCERIES



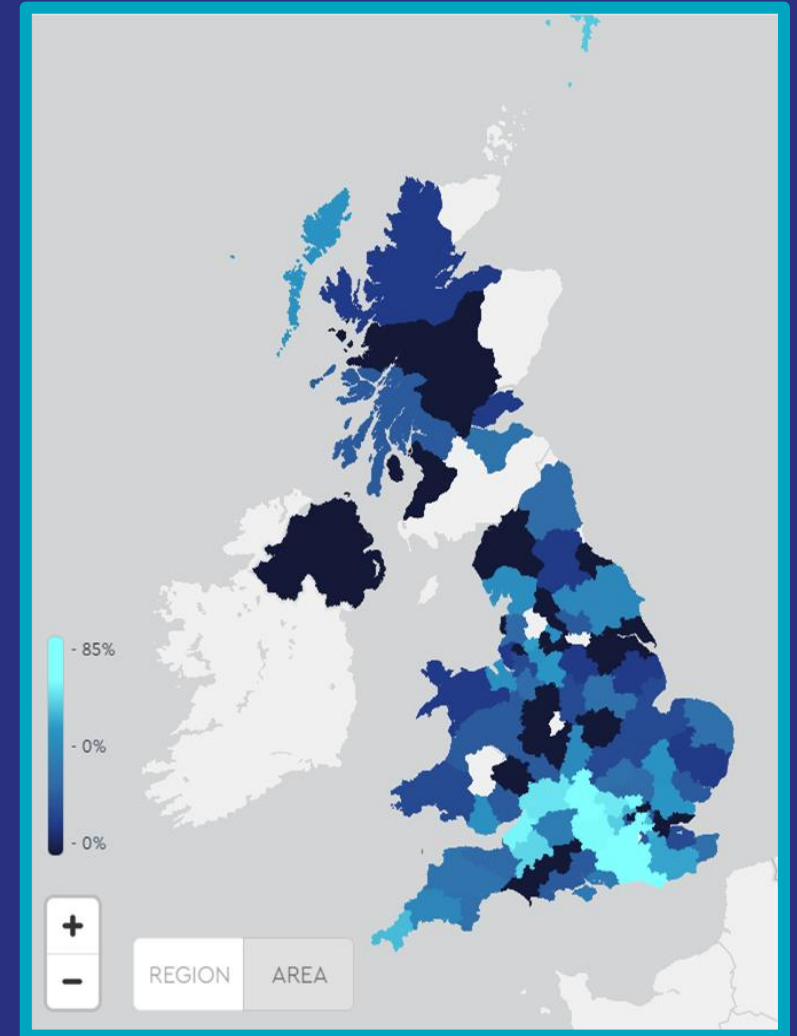
WHERE TO REACH THEM

Gender:
Female/Male

Age:
35-54

Income:
£50k-£75k

Life stage:
Couples



SUSTAINABILITY

- Ocean Conservation
- Renewable Energy
- Veganism
- Plastic-free

FOOD

- Organic Food
- Drinking Wine
- Health & Wellbeing
- Vegan

LIFESTYLE

- Buying a home
- Decorating & DIY
- Gardening
- Business & FinTech



Grocery Mail drives full funnel effects from conversation to conversion

96%

of grocery mail is engaged* with

16%

prompts a purchase with a supermarket

13%

of grocery mail is discussed with other people

5.0

Average ROI for cold retail DM mailings



Mail Media Metrics

Source: JICMAIL Item Data Q2 2017 to Q4 2022; JICMAIL Response Rate Tracker Q1 2023

*engaged = any interaction other than being immediately thrown away

MAIL LOVERS FOR: CHARITIES



Charity

Philanthropy
Health Charities
TV Fundraising
Childrens Charities
Sustainability
Renewable Energy

SPORTS

Rugby League
Cycling
Cricket
Marathons & Triathlons
Motor Sports
Skiing

LIFESTYLE

Gardening
DIY
The Outdoors
Walking
Painting
Tea

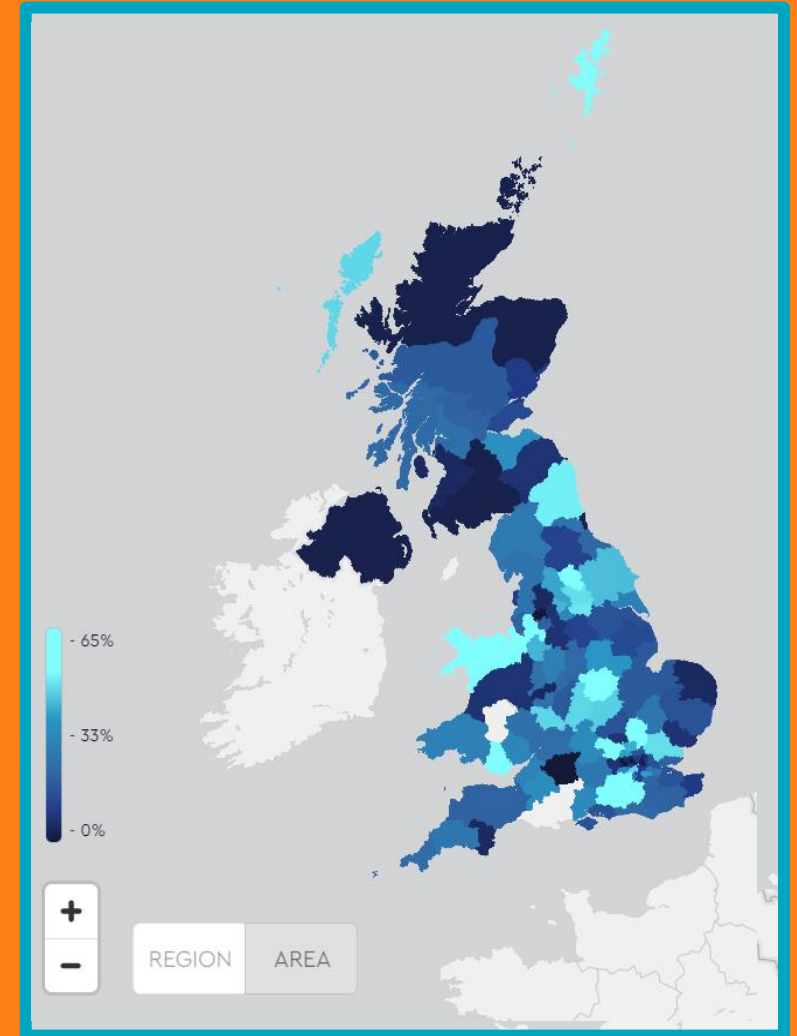
Gender:
Female

Age:
45-54

Income:
£50k-£75k

Life stage:
Couples

WHERE TO REACH THEM



Mail Media Metrics

Charity mail has longevity and is a significant donation driver

96%

of charity mail is engaged* with

6%

prompts a donation to a charity

14%

generates a discussion about the charity sender of the mail

8 days

The total length of time that the average piece of charity mail is live in the home for 35 to 54 year olds



Mail Media Metrics

Source: JICMAIL Item Data Q2 2017 to Q4 2022; JICMAIL Response Rate Tracker Q1 2023

*engaged = any interaction other than being immediately thrown away

MAIL LOVERS FOR: GOVERNMENT COMMS



Gender:
Male/ Female

Age:
35-54

Income:
£30k-£45k

Life stage:
Families

PRIORITIES

Electric Vehicles
Insurance
Moving Home
Family

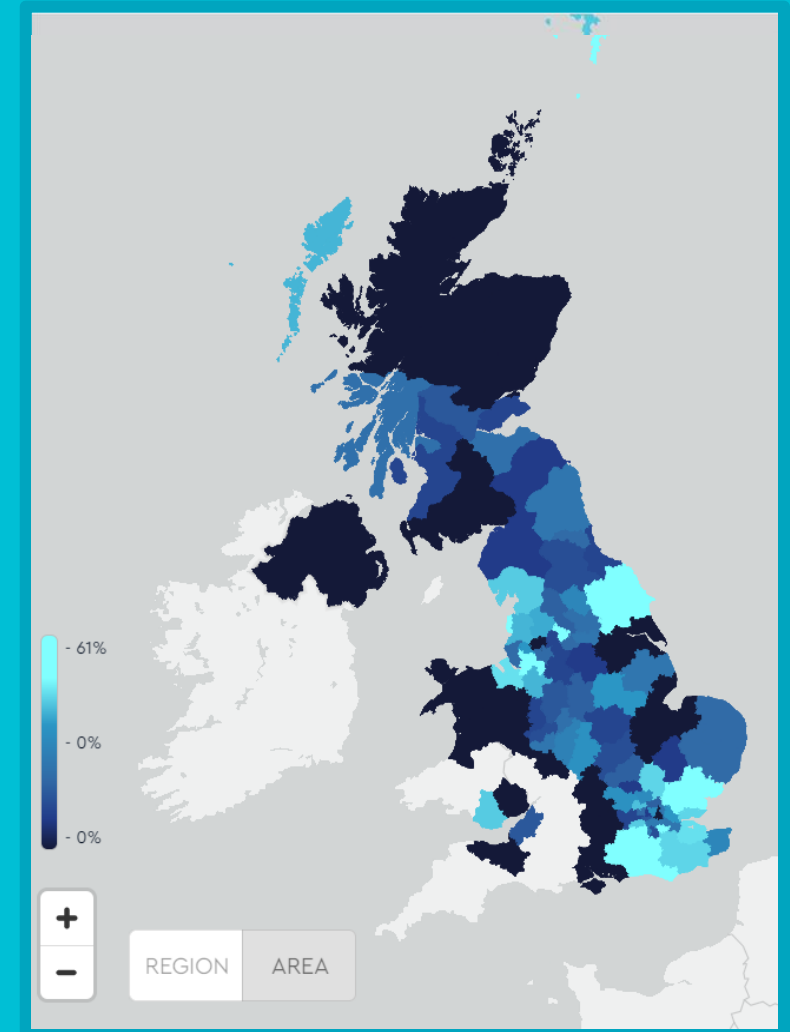
ENTERTAINMENT

Soap Operas
Period Dramas
Gambling & Casinos
Gaming
Sandbox Games

LIFESTYLE

Family Lifestyle
Buying a Home
Traffic & Weather News
DIY
Cars

WHERE TO REACH THEM



**JIC
MAIL**

Mail Media Metrics

Government mail drives the types of conversations and attention vital for public awareness campaigns

99%

of government mail is engaged* with – the highest cross-sector figure for mail

17%

prompts a digital actions such as online search or website visits

28%

generates a discussion about the contents of the mail

97 seconds

The total length of time that the average piece of FS mail is looked at across a 28 day period

MAIL LOVERS FOR: FINANCIAL SERVICES



BUSINESS

Business Advice
Entrepreneurship
Leadership
HR
Computing & Software
PR & Marketing

FINANCE

FinTech
Personal Finance
Investments
Accounting
Economics
Financial News

LIFESTYLE

Sustainability
Self Improvement
Lifestyle Tips
Organic
Zero Poverty
Ethnic Diversity

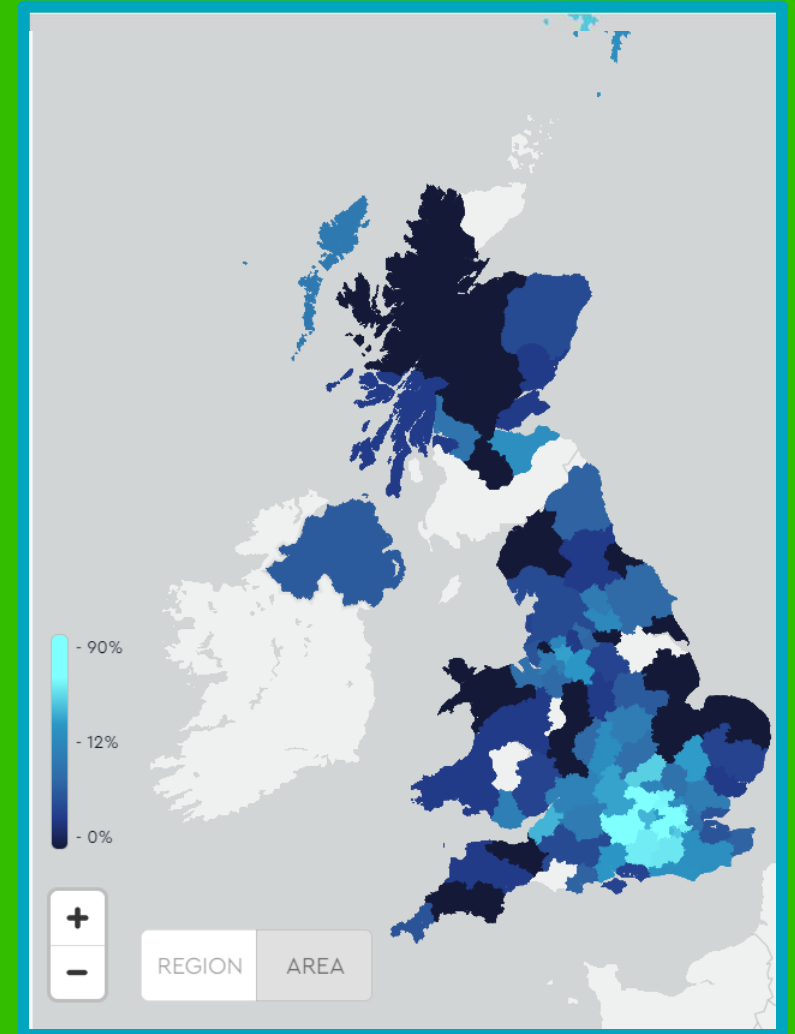
Gender:
Male

Age:
35-44

Income:
£50k-£75k

Life stage:
Single

WHERE TO REACH THEM



JIC
MAIL

Mail Media Metrics

Financial services mail is a high attention platform with more than a quarter driving direct commercial outcomes

98%

of financial services mail is engaged* with

11%

drives traffic to owned assets: either physically to a branch or to a finance advertiser's website

27%

of financial services mail drives positive commercial outcomes for advertisers

107 seconds

The total length of time that the average piece of FS mail is looked at across a 28 day period



Mail Media Metrics

Source: JICMAIL Item Data Q2 2017 to Q4 2022; JICMAIL Response Rate Tracker Q1 2023

*engaged = any interaction other than being immediately thrown away

Get in touch

 jicmail.org.uk

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

 ian@jicmail.org.uk

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

**JIC
MAIL**

Mail Media Metrics