



PARAGON

JICMAIL Conference: Measurement and Attention – Why it matters for mail

October 2023

“JIC Mail is a corner stone to our client conversations”

Who, What, Why, When & How



Strategy

In a digital first era JIC Mail provides a non refutable argument for mails place in the marketing mix



Planning

Demonstrating what is working in the channel helps customers plan effectively



People

Embedding JIC Mail into staff training and development helps them feel empowered and engaged with the channel



Outcome

Customer and Staff Engagement, intelligent & continued use of the channel

PEOPLE

We all still hear “print is dead” and we understand that many young newly qualified marketers are trained with a digital first approach. By embedding JIC Mail into our L&D framework we ensure that all of up & coming stars and young talent are versed in the power of the physical medium. Showcasing some of the high performing creatives equips the team on the front line not only have knowledgeable conversations with our customers but to feel engaged and to advocate the channel.



JICMAIL Bronze Training Task

BRONZE

113 CERTIFIED EMPLOYEES



JICMAIL Silver Training Task

SILVER

40 CERTIFIED EMPLOYEES



OUR TOOLKIT

The JIC Mail data not only provides an invaluable knowledge base of who uses and how they use mail, but it enables sales teams to debunk myths about mail, provide irrefutable evidence of channels performance, but also provide an independent insight to mail performance.

“Everybody is turning off mail”

“It just gets thrown in the bin”

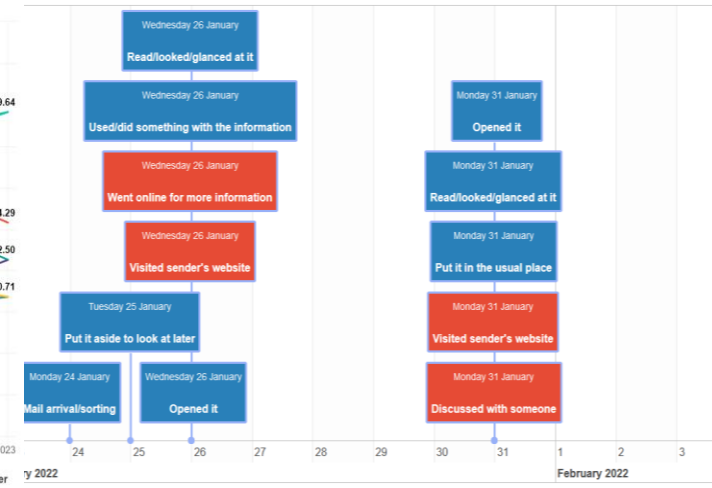
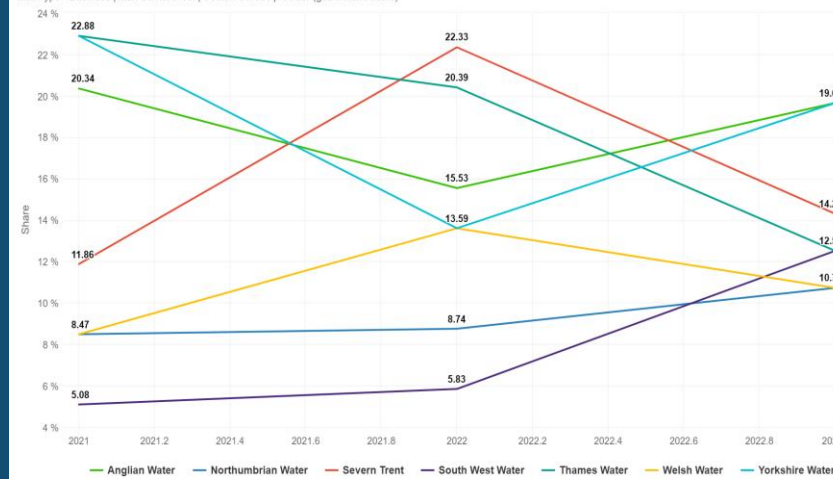
“We only use digital”

“Mail doesn’t work”

Competitor Analysis

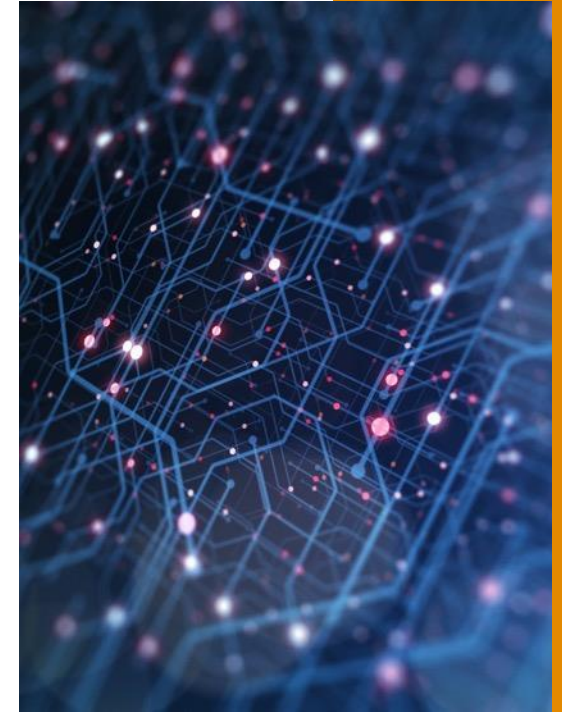
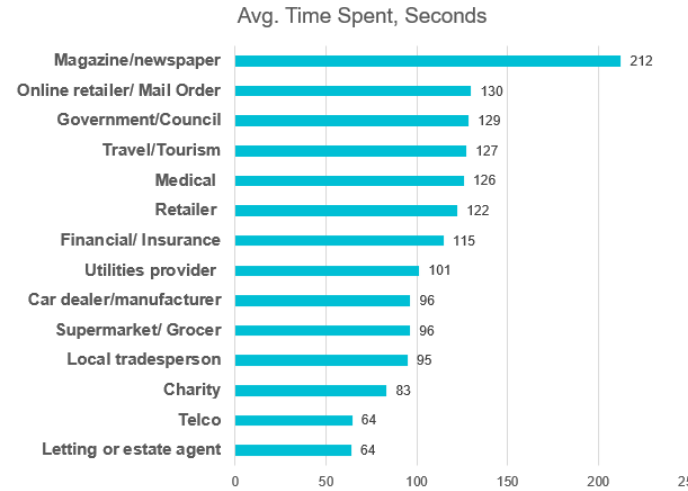
Advertiser	Average Lifespan	Average Frequency	Average Reach	Average Commercial Action
A	1	3	1	0
B	5	3	1	0
C	1	2.5	1	0.5
C	1	3	1	0
F	1.75	2.5	1	0

Mail Type - Business | Mail Content - All | Sector: Utilities provider (gas/water/electric)



ATTENTION

The latest attention data fundamentally changes the conversation about the mail channel. It changes the narrative from cost per pack – to cost per impression and now cost per second – there is no comparison. The attention data turns the dial and cements mails place the full brand strategy.



Average time spent with mail across 28 days (seconds)

150s

Business Mail



108s

Direct Mail



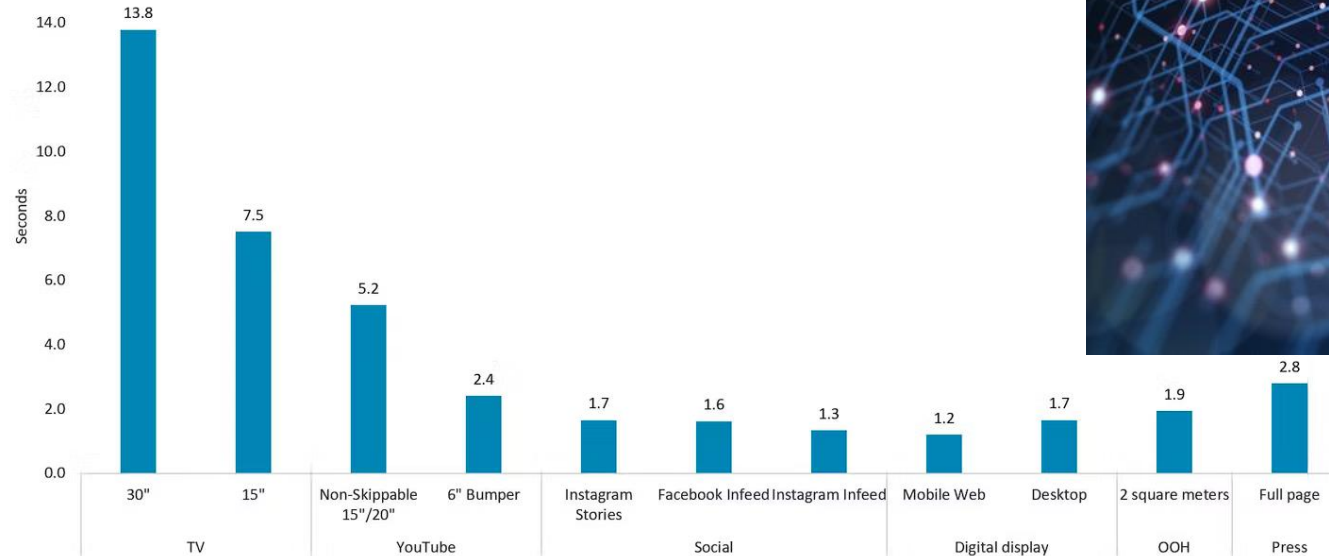
64s

Partially Addressed



46s

Door Drops



Sources: Attention data from TVision (TV), Lumen (Digital, print, OOH).



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