

A woman with her hair in braids is shown in profile, looking towards the right. The background is a bright, hazy sunset or sunrise, with the sun low on the horizon. The overall mood is contemplative and serene.

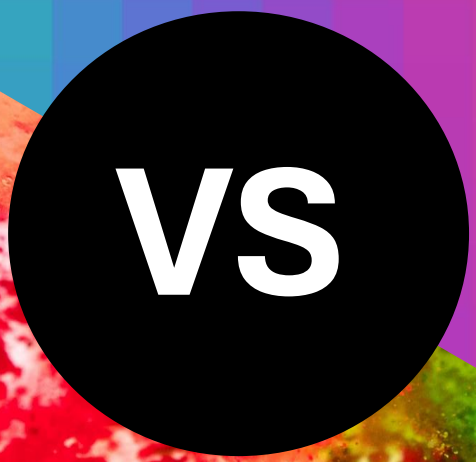
# THE POWER OF EMOTIONAL DECISION-MAKING

# **95% OF ALL DECISION- MAKING IS EMOTIONAL**

**Daniel Kahneman - Psychologist & Nobel Prize winner**

# RATIONAL DECISION

LOGIC  
REASON  
FACT



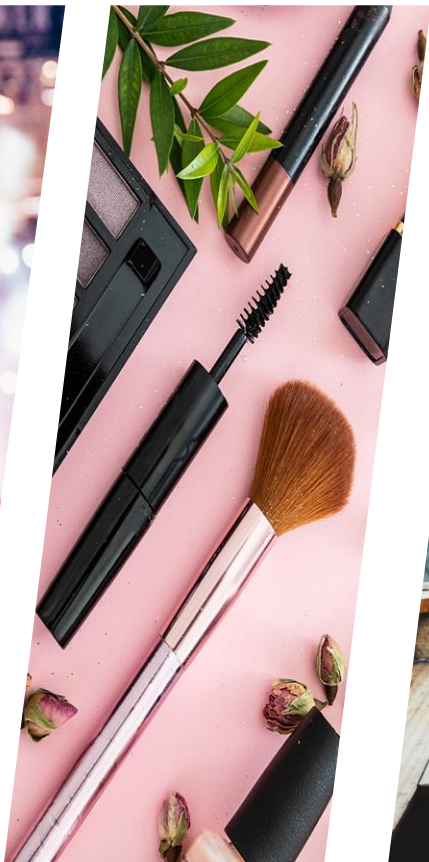
FEELINGS  
EXPERIENCE  
PASSION

# EMOTIONAL DECISION

# EMOTION IMPACTS THE BRANDS WE CHOOSE TO BUY



**SPORTS,  
GAMING &  
ENTERTAINMENT**



**BEAUTY,  
FASHION,  
LIFESTYLE**



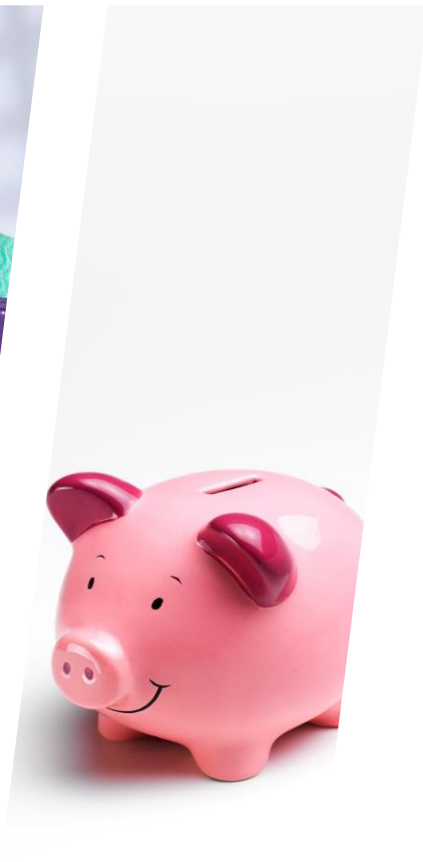
**TRAVEL &  
LEISURE**



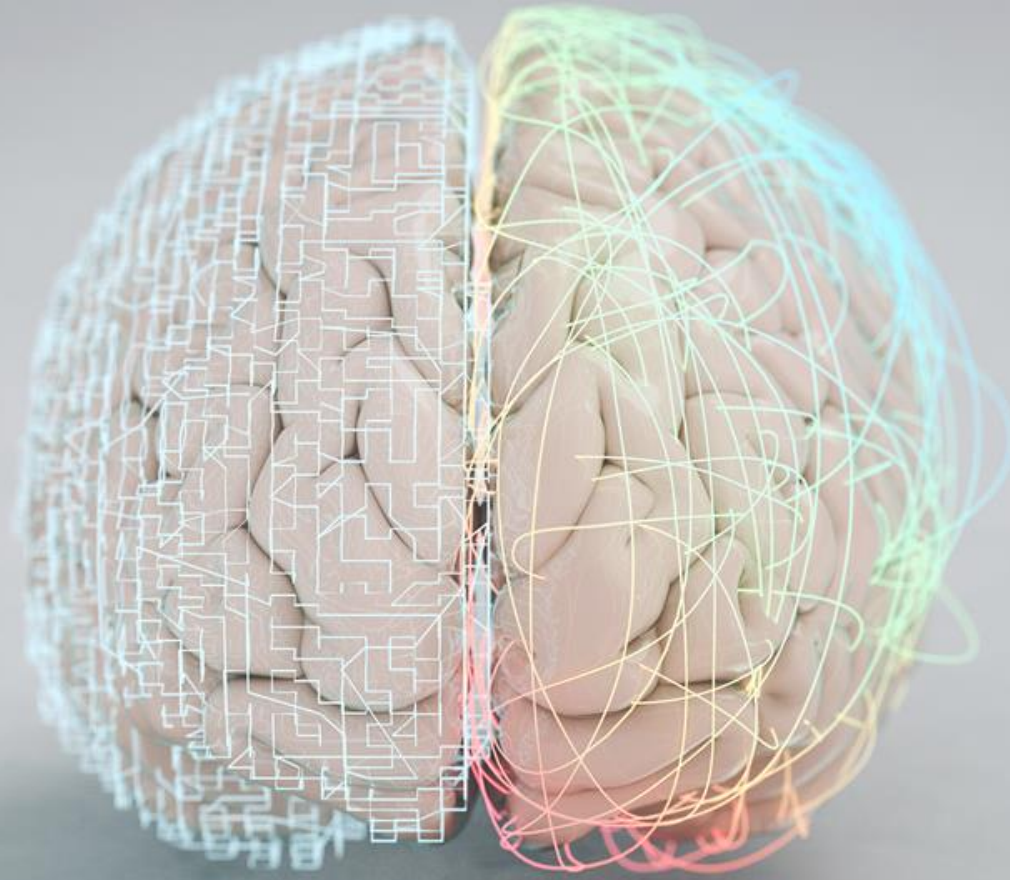
**AUTOMOTIVE**



**CONSUMER  
PACKAGED  
GOODS**



**FINANCIAL  
SERVICES &  
TELCO**



**Behaviours are WHAT we do, emotions drive WHY we do it.**

# THE DATA EVOLUTION



1950's  
You are your job  
(social demographic)



1980's  
You are where you live  
(geodemographic)



1990's  
You are what you buy  
(transactions)



2020's  
You are what you love  
(emotional)



THE CASE FOR CREATIVITY

**“Nobody reads advertising. People read what interests them, and sometimes it’s an ad.”**

Howard Luck Gossage  
Gossage, Freeman & Partners, San Francisco, 1950s



**EMOTIONALLY RELEVANT CAMPAIGNS ARE 5 TIMES MORE EFFECTIVE**

### AUDIENCE INSIGHT

#### DEMOGRAPHICS

##### Gender



##### Age



##### Employment



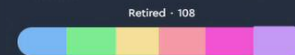
##### Income (K/Year)



##### Household



##### Lifestage



##### Car ownership



#### MEDIA

##### Social Presence

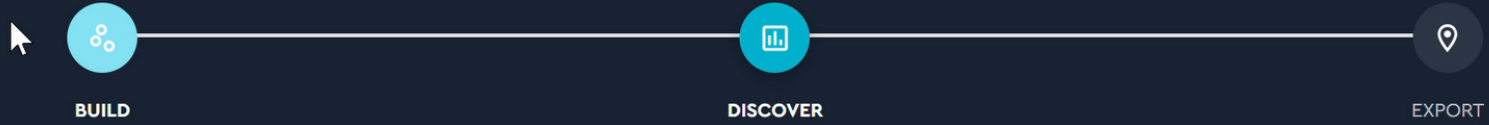


Households





# BUILD AN AUDIENCE



BACK

NEXT

SUMMARY

INTERESTS

MINDSETS

CAUSES

DEMOGRAPHICS

SPEND CATEGORIES

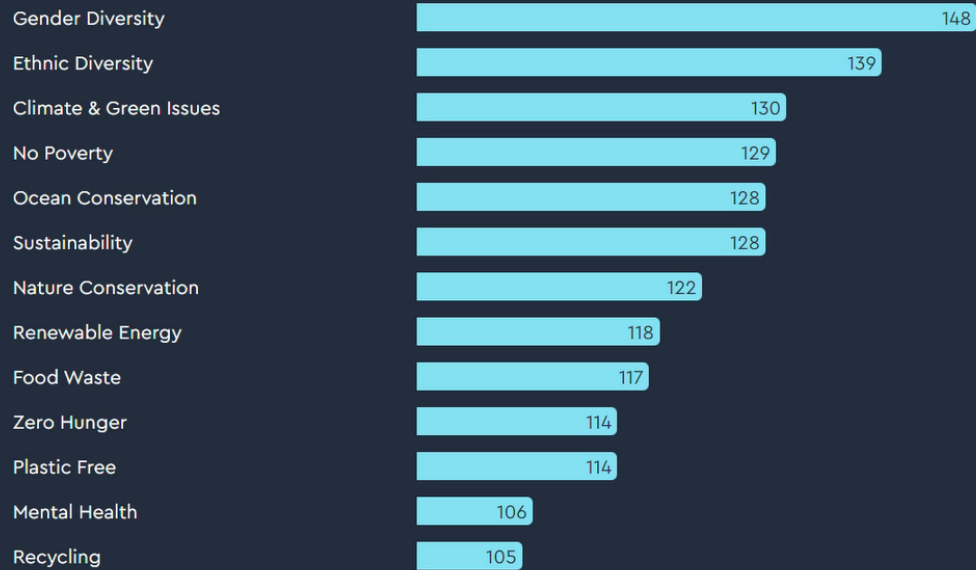
MERCHANT SPENDING

MEDIA

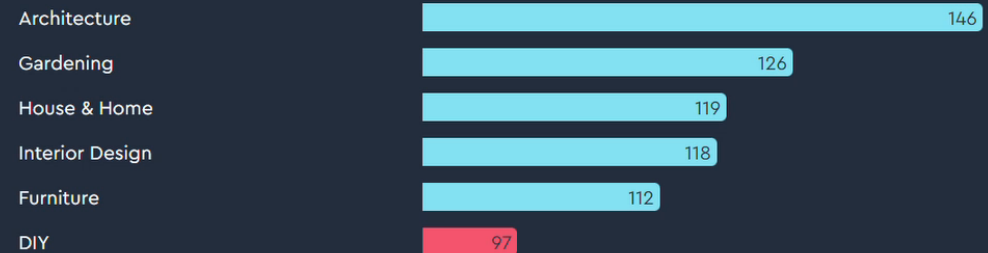
VIEW TYPE



## Sustainability



## House & Home



# — WHO POSITIVELY RESPONDS TO MAIL?

# 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

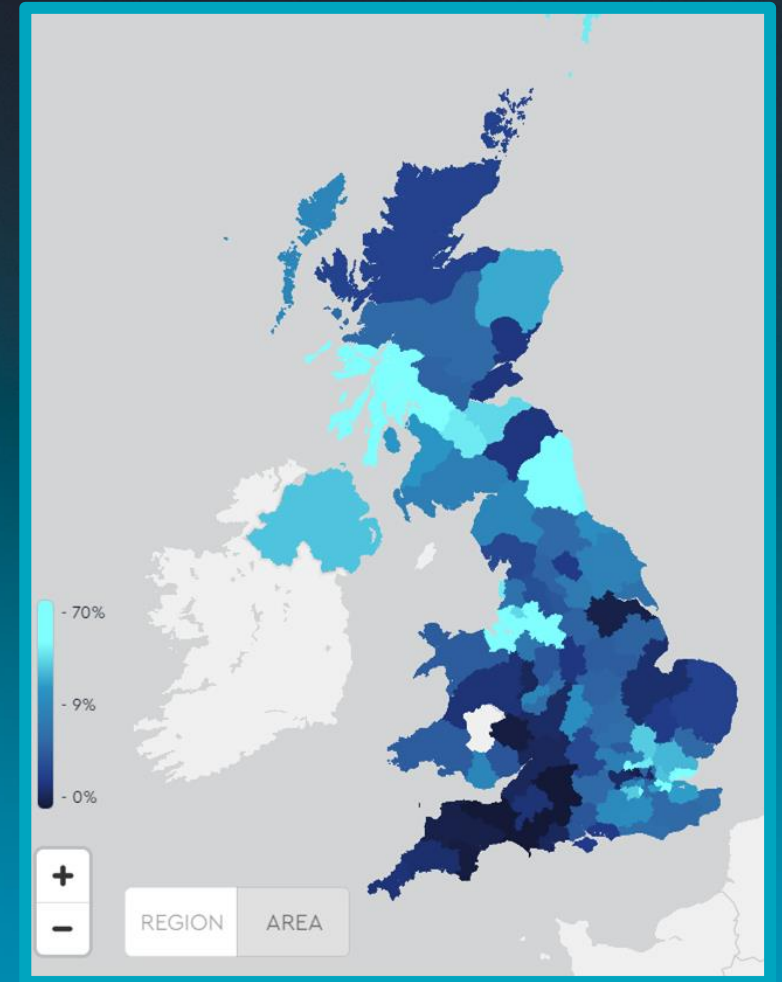
## WHERE TO REACH THEM

**Gender:**  
Female

**Age:**  
34-44  
18-24

**Income:**  
£30k-£40k

**Life stage:**  
Young kids family



**17%**

prompts a purchase related action

**5.0**

Average ROI for cold retail DM mailings

# MAIL LOVERS FOR: CARS & DEALERSHIPS



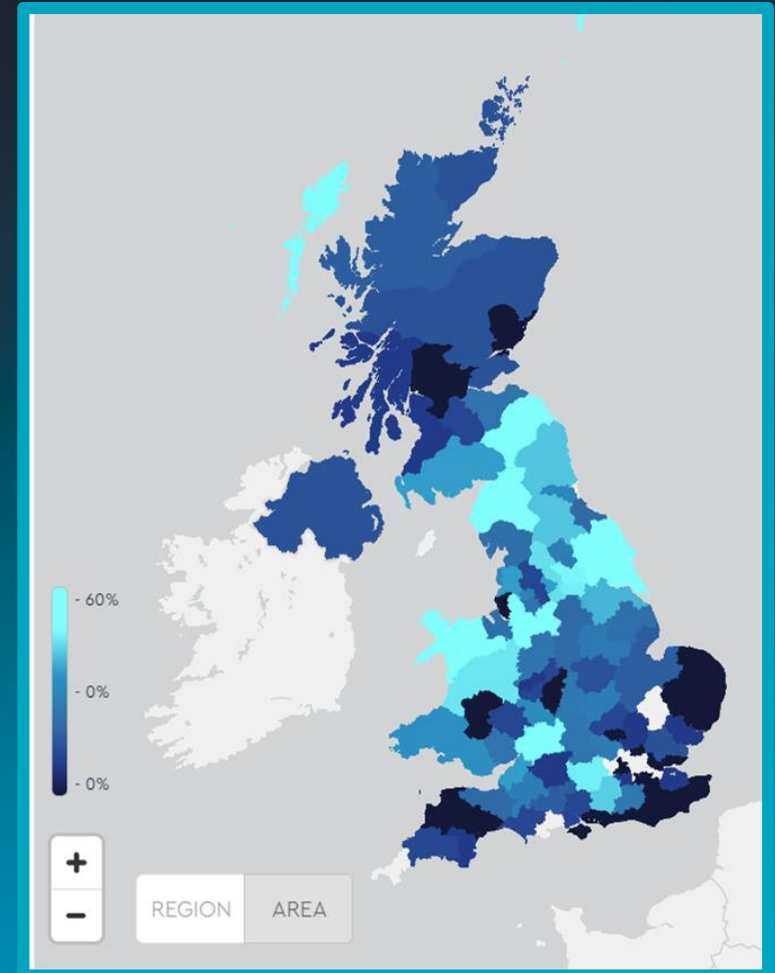
## WHERE TO REACH THEM

**Gender:**  
Male

**Age:**  
35-54

**Income:**  
£50K-£75K

**Life stage:**  
Old Kids Family



### CARS

Cars

Motorsports

Trucks

Motoring

### SPORTS

Rugby

Golf

Skiing

Horse Racing

### LIFESTYLE

DIY

Hiking & Trekking

Weather News

Cycling

**23%** prompts a discussion about the contents of the mailer

**12%** prompts a digital action (e.g. a online search or website visit)

# MAIL LOVERS FOR: DIGITAL BRANDS



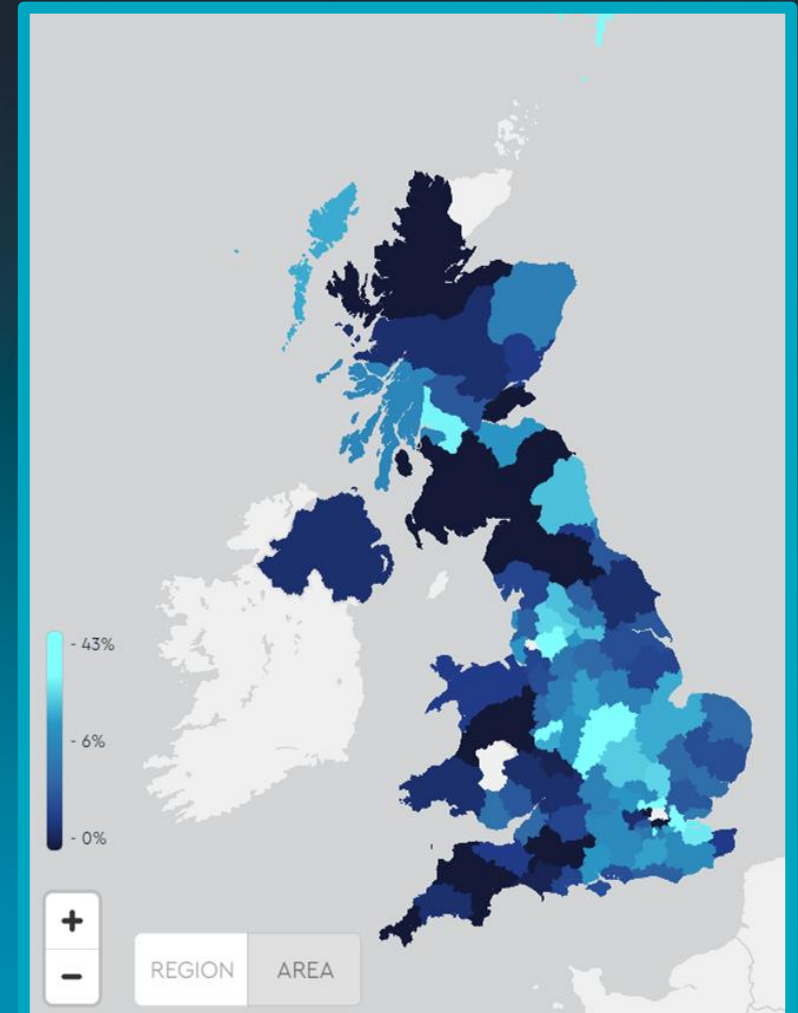
## WHERE TO REACH THEM

**Gender:**  
Female/Male

**Age:**  
18-24

**Income:**  
£20k-£30k

**Life stage:**  
Single



### 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

**10 days** The average lifespan of mail in homes containing 17-24 year olds

**8** Interactions with mail containing vouchers – nearly double the the average.

# MAIL LOVERS FOR: GROCERIES



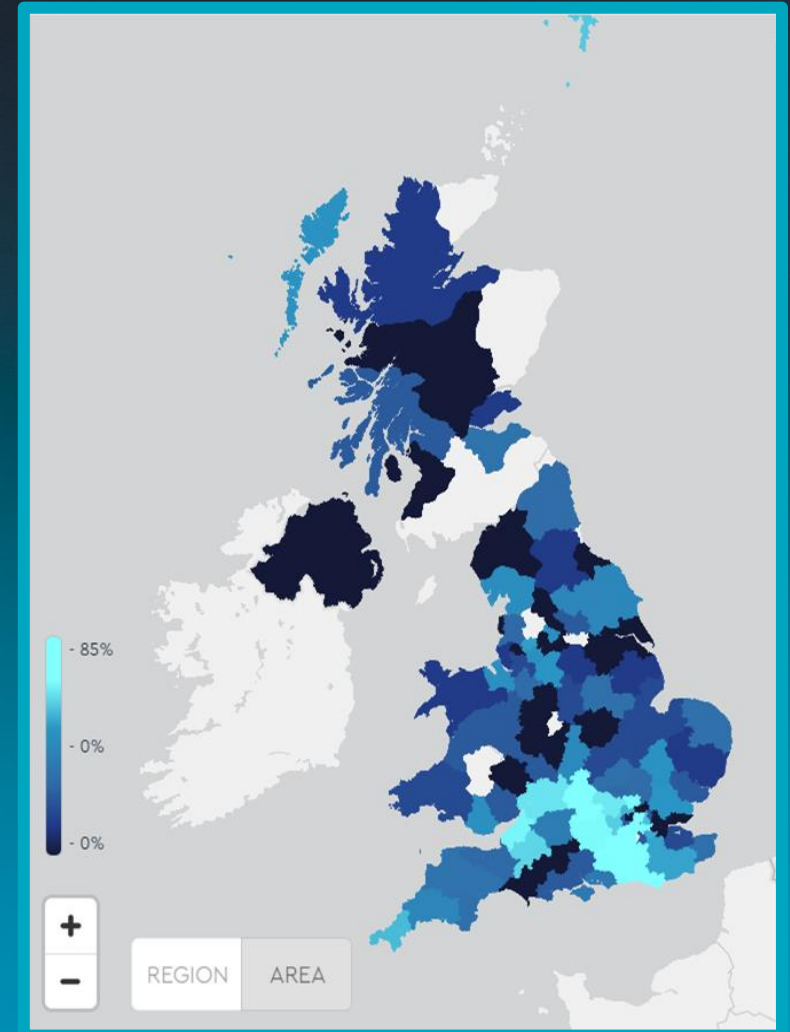
## WHERE TO REACH THEM

**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

**10 days**

The average lifespan of grocery mail in homes

**4.6**

Interactions with mail for grocery

# MAIL LOVERS FOR: CHARITIES



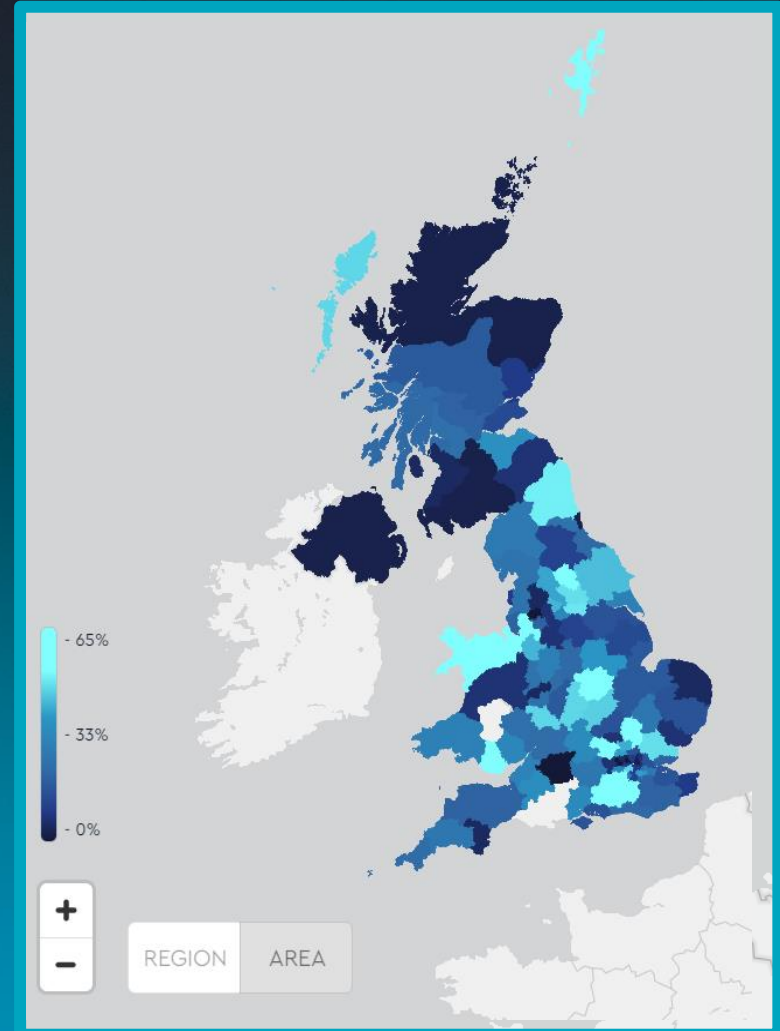
## WHERE TO REACH THEM

**Gender:**  
Female

**Age:**  
45-54

**Income:**  
£50k-£75k

**Life stage:**  
Couples



### 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

**6%** prompts a donation to a charity

**14%** generates a discussion about the charity sender of the mail

# MAIL LOVERS FOR: GOVERNMENT



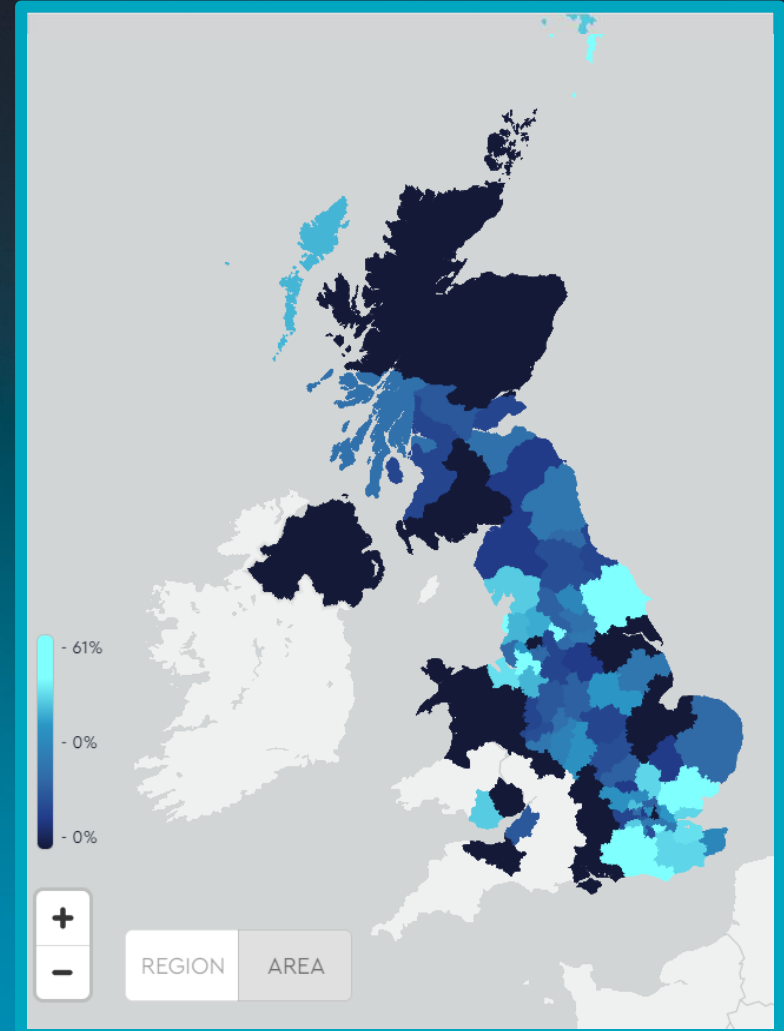
## WHERE TO REACH THEM

**Gender:**  
Male/ Female

**Age:**  
45-54

**Income:**  
£50k-£75k

**Life stage:**  
Couples



### 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

**99%**

of government mail is engaged with – the highest sector for mail

**17%**

prompts a digital actions such as online search or website visits



# MAIL LOVERS FOR: FINANCIAL SERVICES



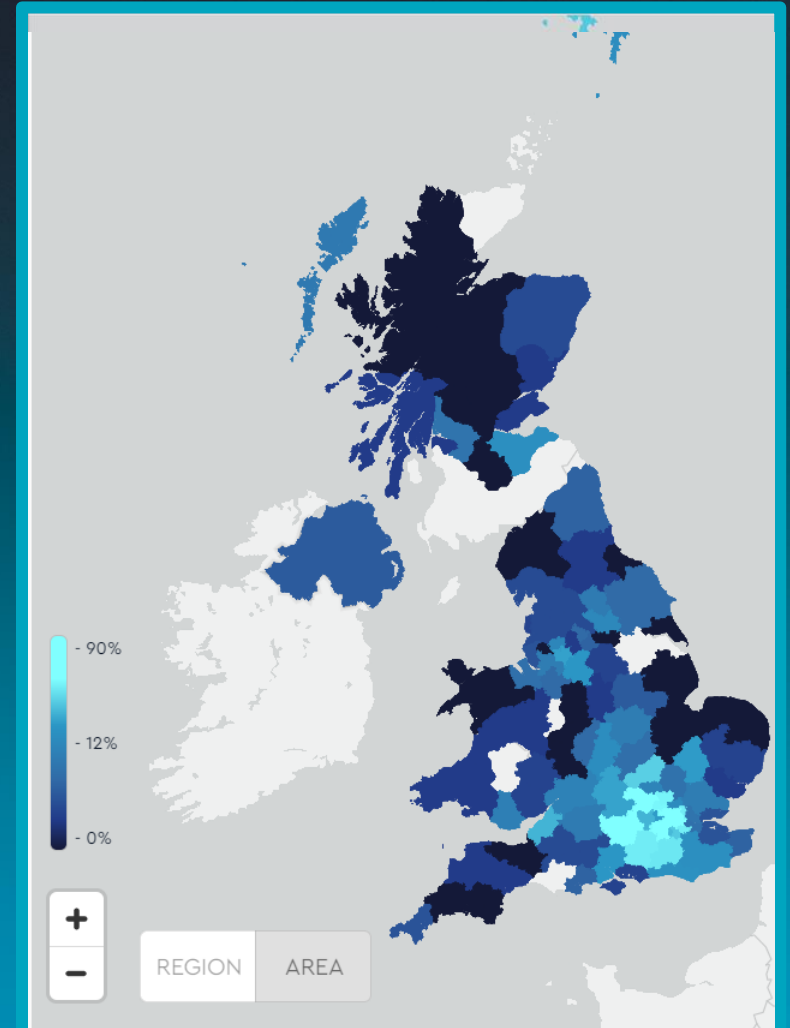
## WHERE TO REACH THEM

Gender:  
Male

Age:  
18-24  
35-44

Income:  
£50k-£75k

Life stage:  
Single



### 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

**11%** drives traffic to owned assets

**27%** drives positive commercial outcomes for advertisers

# — HOW CAN YOU BENEFIT FROM THIS?

# — RETENTION & LOOKALIKES

## APPROACH 1: CUSTOMER MATCH & LOOKALIKE THE AUDIENCE

### 1. Build Profile

Match client data to Starcount's Postcode Data and profile audience to reveal the segment profile of data attributes across interests, lifestyles, demographics and behaviours.



### 2. UK Lookalikes

Identify lookalikes across the UK to find the postcodes with residents who are most 'likely to buy' based on having similar interests, lifestyles, demographics and behaviours to the client's customers.



### 3. Campaign & Measure

Use postcodes to send PAM or door drop campaign against an AB test group to work with JicMail in measuring the uplift in targeting for finding more audiences than benchmark.



# — NEW AUDIENCES

## APPROACH 2: BUILD TARGET AUDIENCE

### 1. Build Profile

Use Starcount's 1000s of data attributes to build the target audience based on interests and previous JicMail industry campaigns.



### 2. Find best postcodes to reach

Find the best postcodes based on the audience profile definition and create the target group for campaign.



### 3. Campaign & Measure

Use postcodes to send PAM or door drop campaign against an AB test group to work with JicMail in measuring the uplift in targeting for finding more audiences than benchmark.



**THANK YOU**

[rowena.humby@starcount.com](mailto:rowena.humby@starcount.com)

**CONNECT EMOTIONALLY WITH CUSTOMERS**