

JICMAIL Conference 2023

Measurement and Attention – Why it matters for Mail

Wednesday 1st November 2023



Welcome & Year Highlights

Mark Cross, Engagement Director, JICMAIL

**JIC
MAIL**

Mail Media Metrics

Measurement and Attention – Why it Matters to Mail

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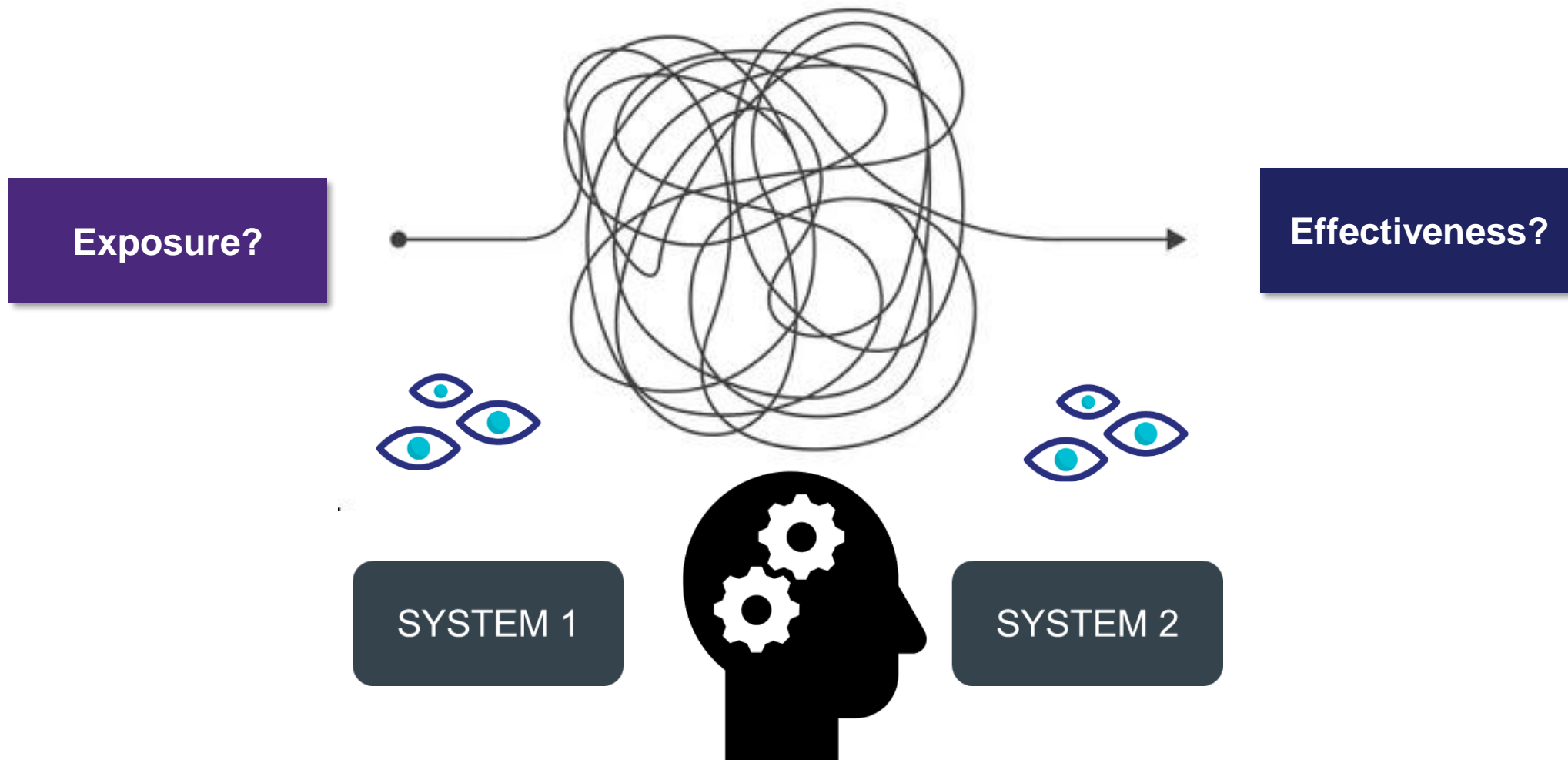
9.30am	Welcome & Year Highlights
9.40am	Keynote address
10.00am	Taking Measurement Forward: A Practical Guide
10.25am	The Outlook for Data Protection
10.45am	Discovery 3.0
10.55am	Break
11.10am	Attention and Effective Planning
11.30am	JICMAIL Showcase
12.10pm	Closing Panel
12.30pm	Conference Close
1.00pm	Bonus Workshop



Network age 3.0



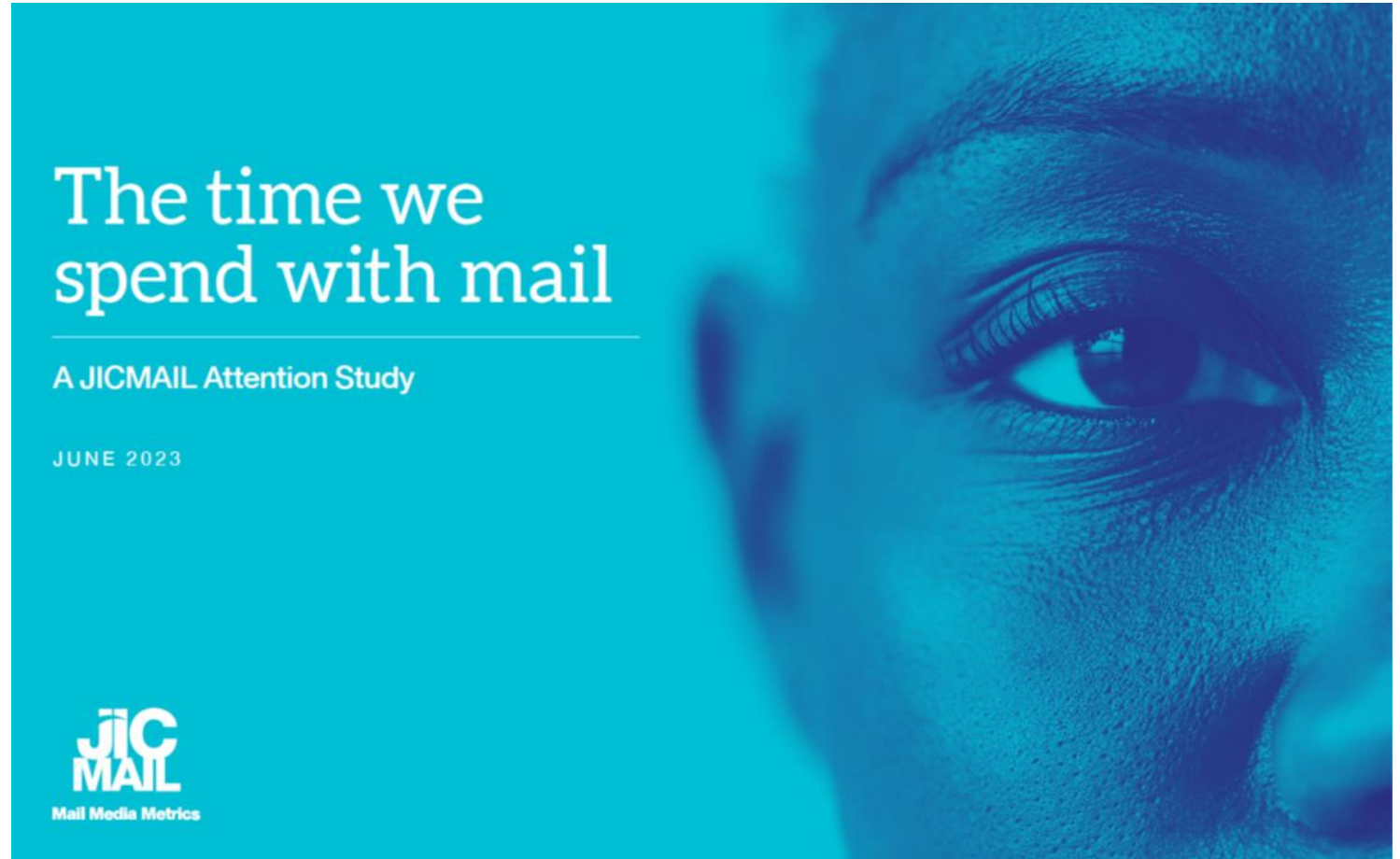

Attention economy



What about mail?

The time we spend with mail A JICMAIL Attention Study


Q1 Do you know how many seconds of Attention are paid to Business Mail across 28 days?



The time we spend with mail

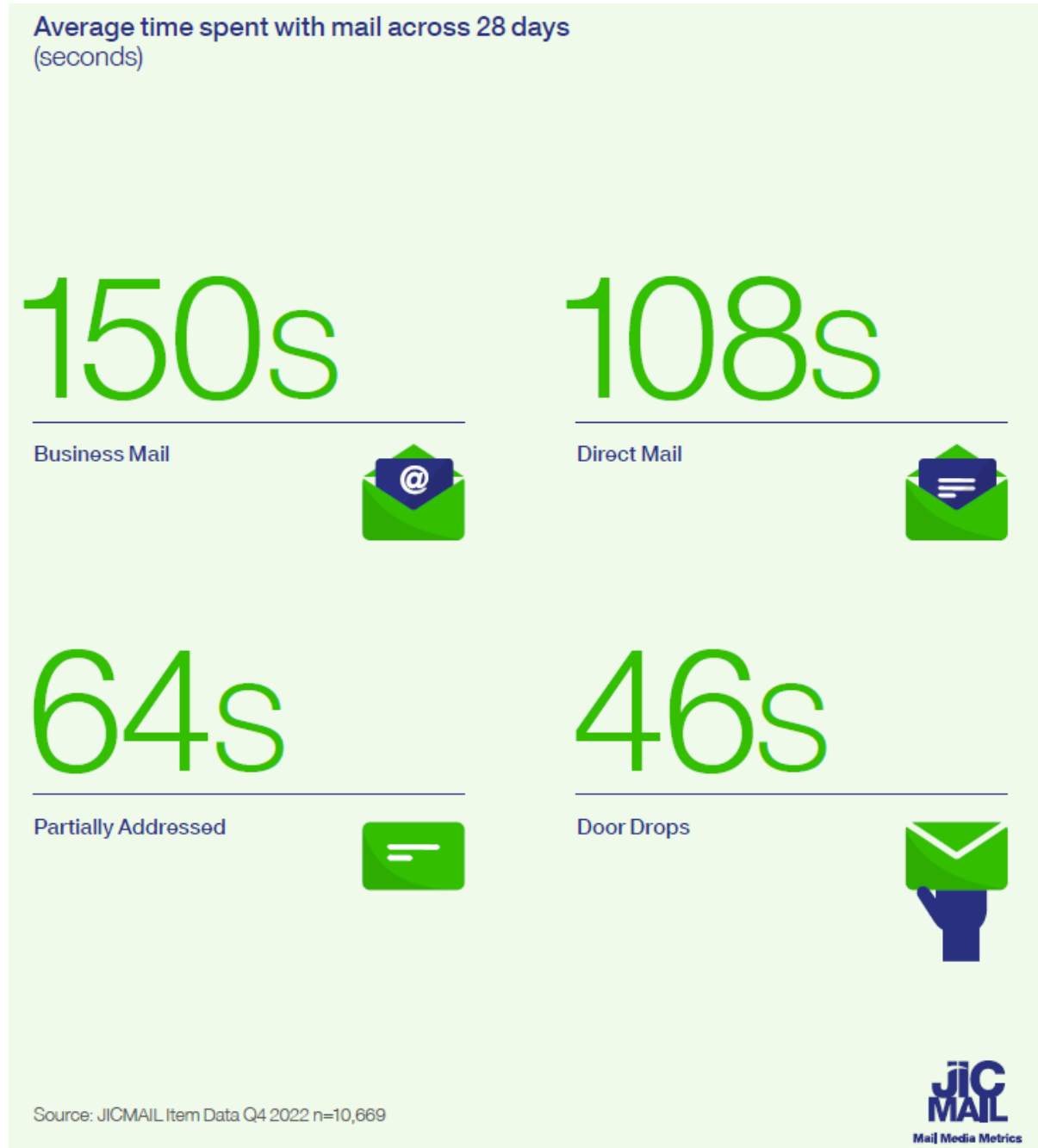
A JICMAIL Attention Study

JUNE 2023



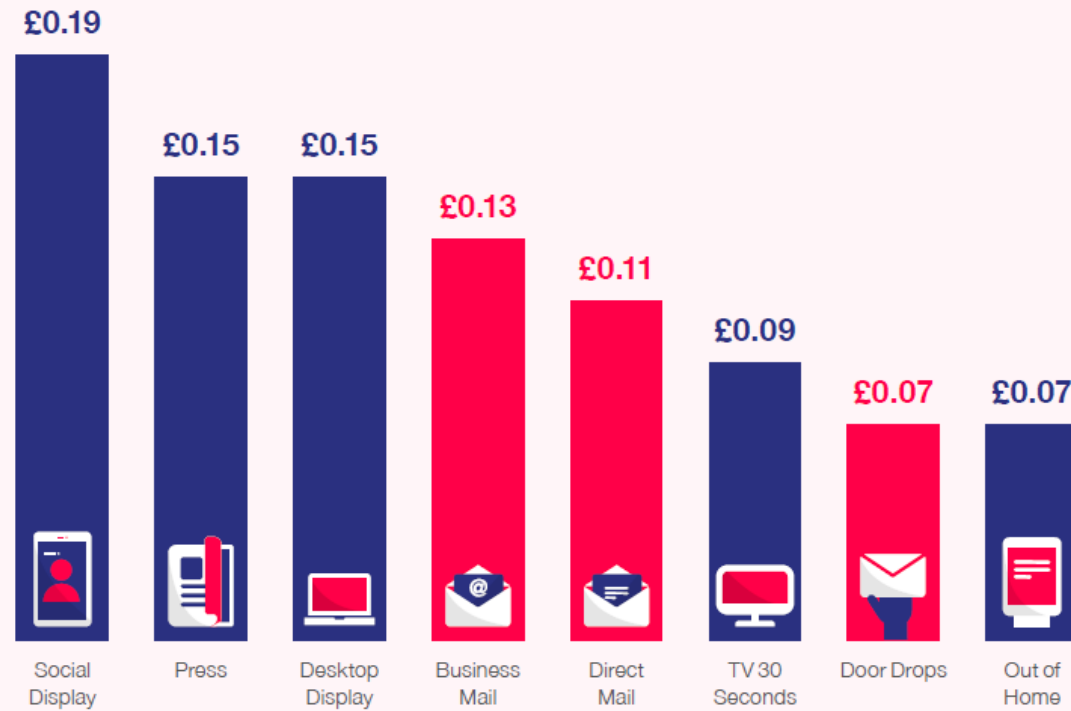
Mail Media Metrics

Mail is a high attention channel



Mail is highly attention efficient

Cost per minute: ABC1 Adults





The time we spend with mail

The JICMAIL Attention Manifesto

5 considerations for attention based planning

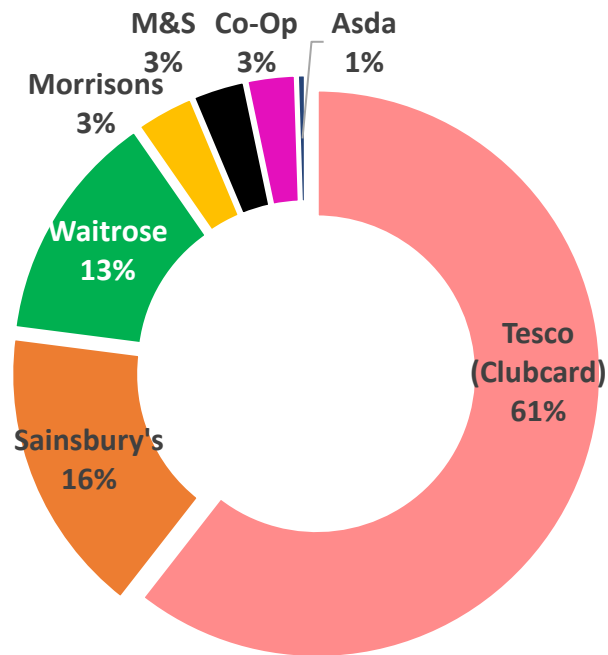
1. Attracting consumer attention is not an end in itself. However, for attention to be established as a marketing metric of value, it needs to be proven that it is **linked to effective outcomes**.
2. We are at the **early stages of understanding how attention works**, but the issue brings into focus some fundamental principles related to consumer-centric planning for effective outcomes.
3. When planning across the entire full-effect customer journey, factor attention thinking into your planning as well as your **evaluation frameworks**.
4. Marketers must consider what type of attention they are planning for: active, passive, solus, contextual, emotional, in-home, out-of-home... attention planning covers a broad spectrum, and marketers must at least **ensure that their organisation has a shared and unified understanding of what attention means** to their business and how it links to business outcomes.
5. Establishing the causal relationship between attention and business outcomes should be established through a program of test and learn. Attention based hypotheses must sit at the heart of **attention based planning and testing**.

5 questions for all marketers and mail practitioners

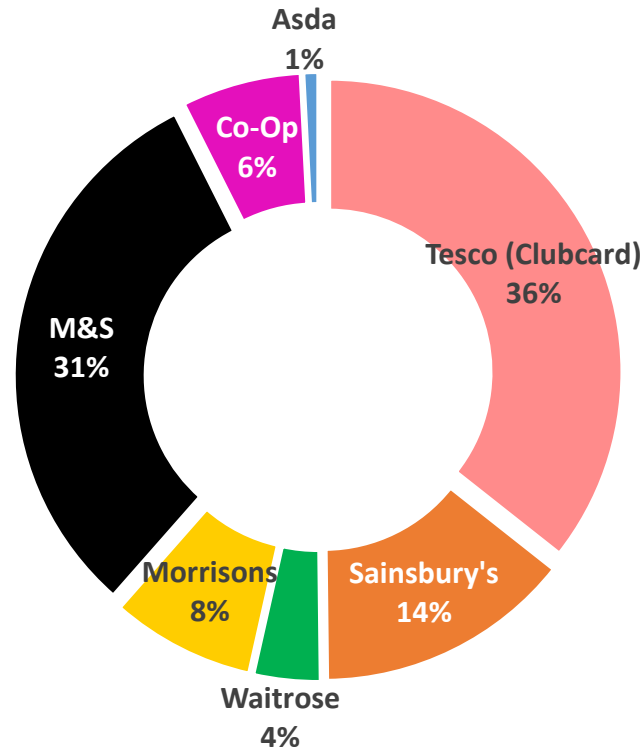
1. What is the right context in the home to deliver your message?
2. Where in the customer journey can you exploit the attention rub effects of high attention channels?
3. How can you fully leverage the power of solus attention?
4. Where does attention fit in your full effect measurement framework?
5. What are the key test and learn hypotheses for attention based planning?

New JICMAIL journey relationships to be unlocked - Retail Grocers

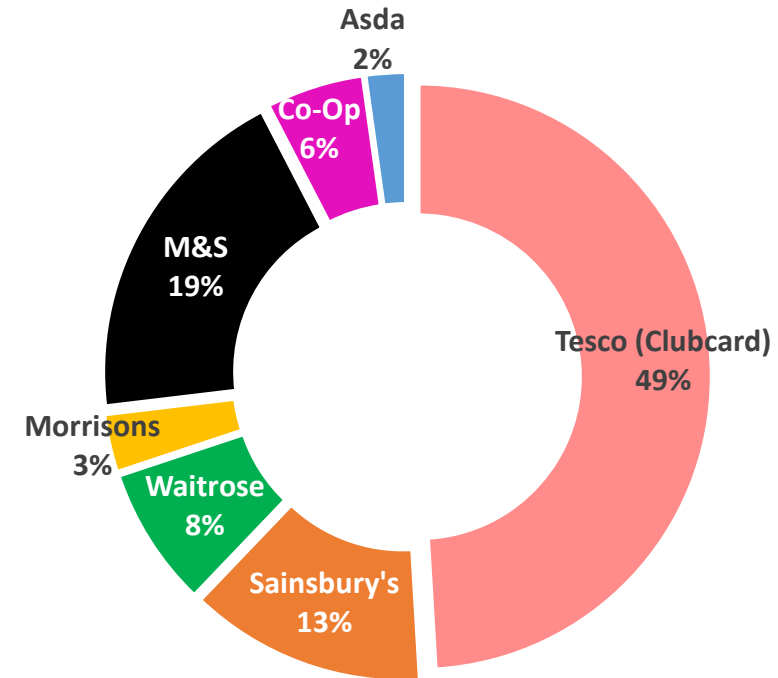
Share of Mail Voice (Doormat)



Share of Attention (Time Spent)



Share of Commercial Actions



Mail Media Metrics

Source: Kantar TNS item data Q32017 – Q22023, n=283,699. Of which Tesco 4,263, M&S 1699, Sainsbury's 1,545, Co-Op 1,107, Waitrose 1,088, Asda 487, Morrison's 338. Time Spent data n=26,141 in Q42022 – Q22023

Include 'share of creative' analysis too!



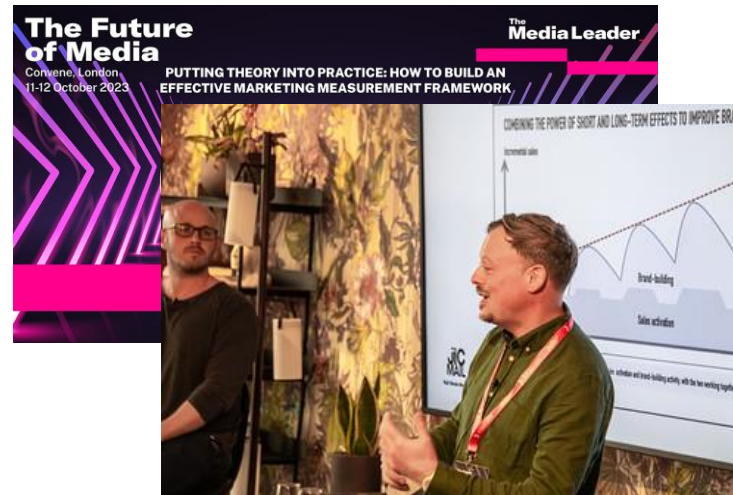
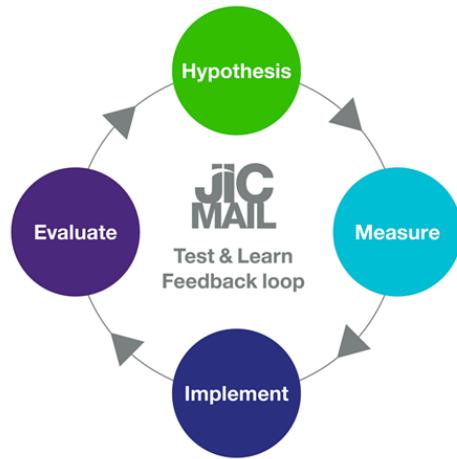
Full effect metrics now benchmarked across journey

Per 1 Million Mail Items



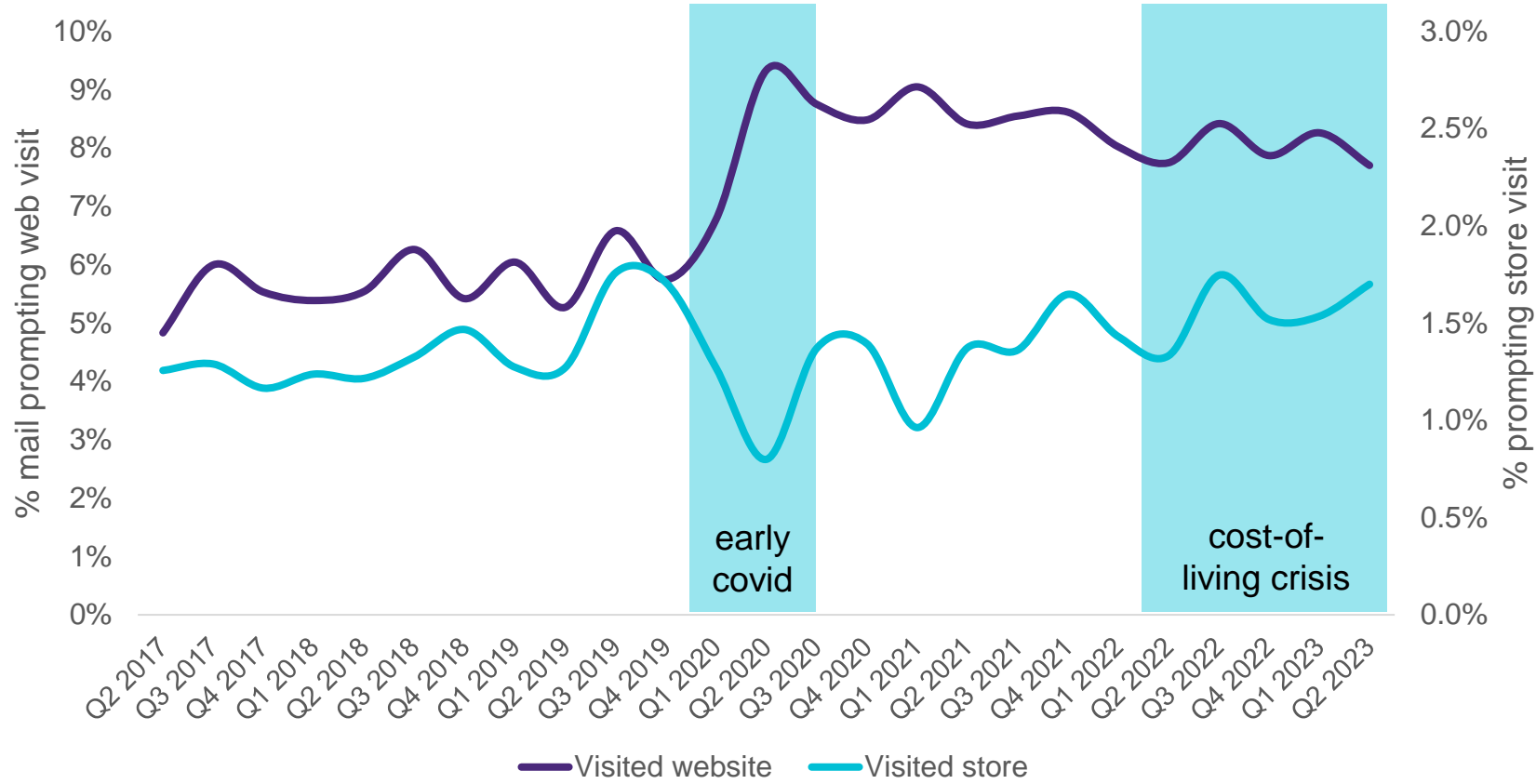
	Went Online	Discussed	Transacted	Time Spent (Seconds)	Frequency
M&S	19%	13%	17%	147	4.72
Morrisons	7%	17%	26%	139	4.33
Sainsbury's	8%	14%	25%	93	4.41
Tesco	9%	14%	39%	121	4.67
Set Avg.	12%	14%	27%	107	4.59

Our path to effectiveness



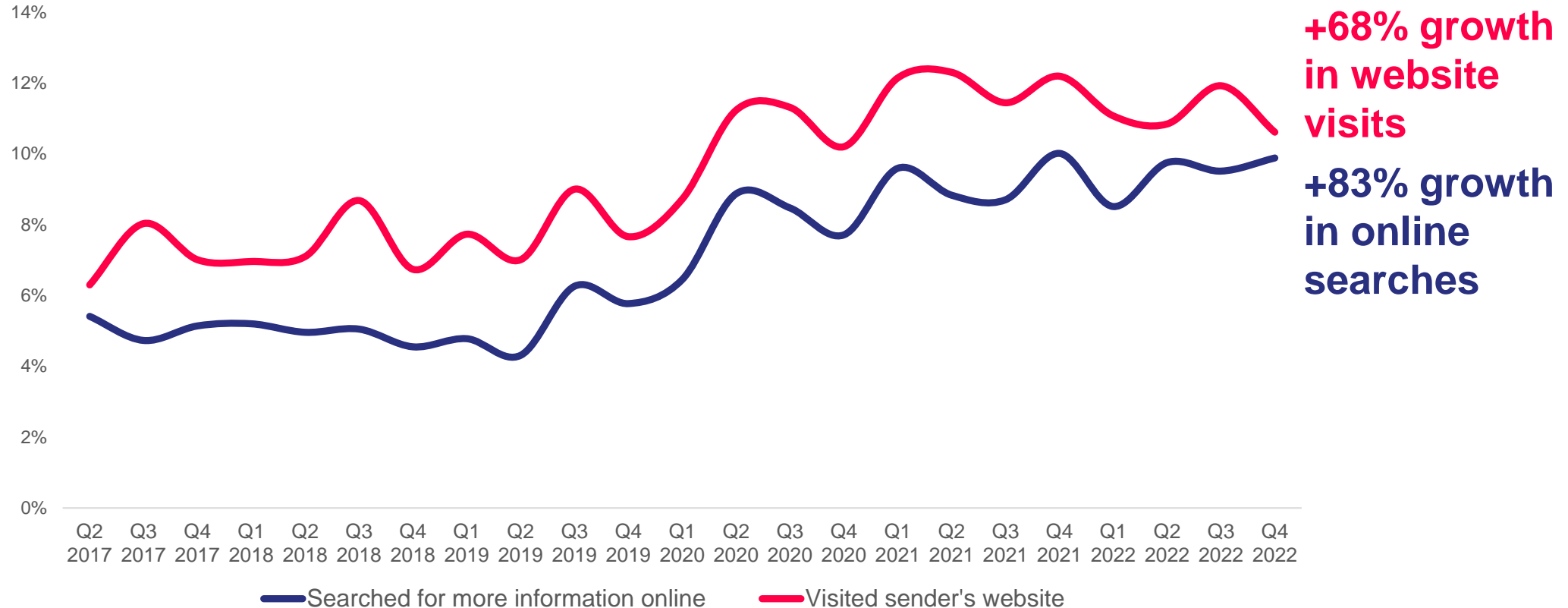
Digital effectiveness transformation maintained across the cost-of-living crisis while mail plays a crucial role in driving store footfall

Physical vs Digital Commercial Actions (% of all mail items)



Our Consumer Duty webinar showed how digital actions prompted by mail have undergone a seismic shift in the last half decade

Key mail commercial outcomes growth over time



In March, we released our pilot Response Rate Tracker Survey



Warm Direct Mail Response Rate: 10.9%	Cold Direct Mail Response Rate: 1.0%	All Direct Mail Response Rate: 5.1%
Warm Direct Mail ROI: 13.5	Cold Direct Mail ROI: 4.4	All Direct Mail ROI: 10.3
Warm Direct Mail CPA: £12.0	Cold Direct Mail CPA: £96.3	All Direct Mail CPA: £43.8
Warm Direct Mail AOV: £146.0	Cold Direct Mail AOV: £249.8	All Direct Mail AOV: £206.0



New Platinum Award Winners!



New Platinum Award Winners!



A Xerox Company

