JICMAIL Quarterly Results

Q3 2023

Mail Media Metrics

Q3 2023 Highlights

1.

Mail engagement

Mail continues to assert its importance in challenging economic times. Open, read and retention rates have increased for the fifth quarter running in Q3 2023. In addition, 76% of DM targeted existing customers, vs 24% cold mail. Warm mail recorded a frequency of 4.55 interactions and cold mail 3.88 interactions.

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Mail effectiveness

Purchases driven by mail increased to 6% of mail items vs 5% a year ago. By channel, this broke down to 3.0% to online purchases, 2.2% in store and 1.4% by other means (by mail or phone).

3.

Share of attention

Tesco Clubcard, The NHS and Farmfoods are punching above their weight in delivering mail attention. Share of attention is higher than share of doormat (mail volumes) for each of these advertisers.

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As of Q3 2023 a number of new variables have been added

All new variables are labelled “(from Q3 2023)” and include:

Sectors:

- Bank / Building Society
- Insurance Services
- Other Financial Services

Content:

- QR Codes

Commercial Actions

- Emailed the sender
- Downloaded or used sender's app
- Used a QR code
- Made a purchase/payment/donation in a shop
- Made a purchase/payment/donation online
- Made a purchase/payment/donation by other means (e.g. postal, phone)

Physical Actions:

- Thrown Away
- Recycled

Item Variables:

- Received by Current Customer or Donor? Yes / No

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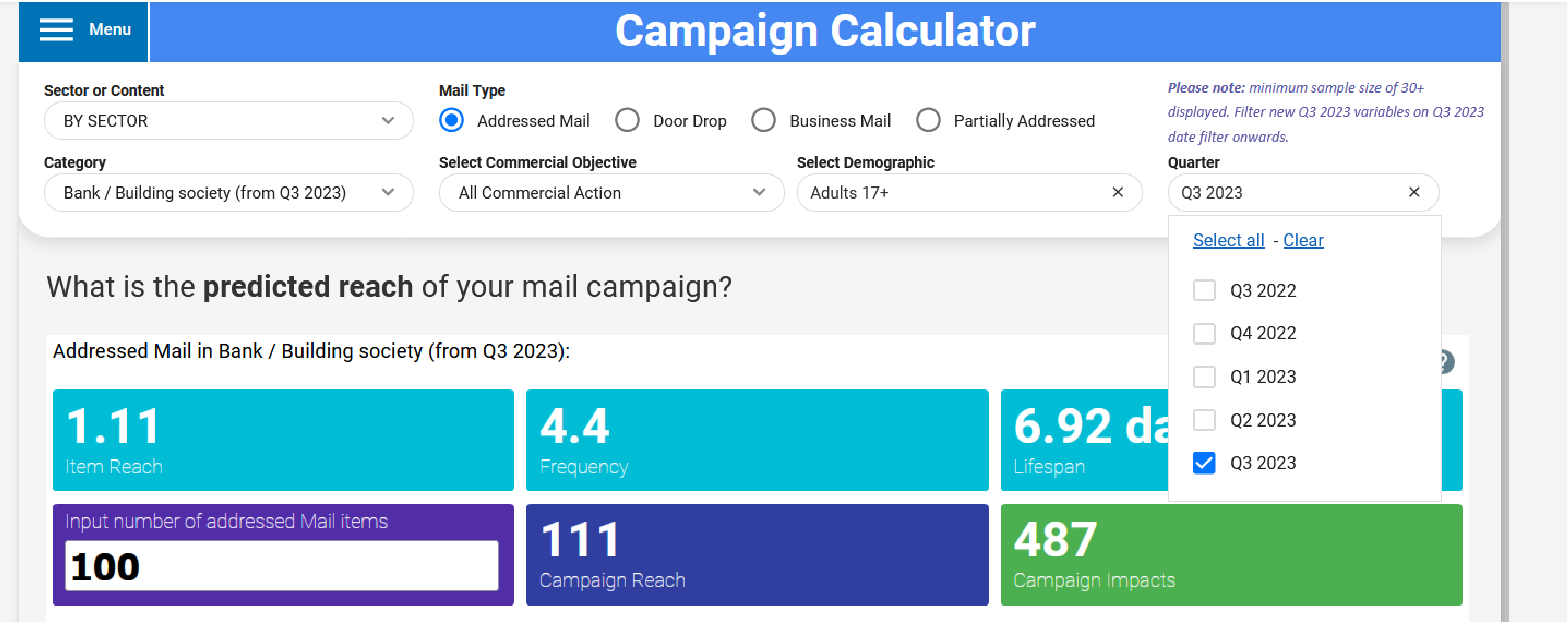
Mail Media Metrics

Users should filter on the Q3 2023 date filter onwards when viewing these new variables



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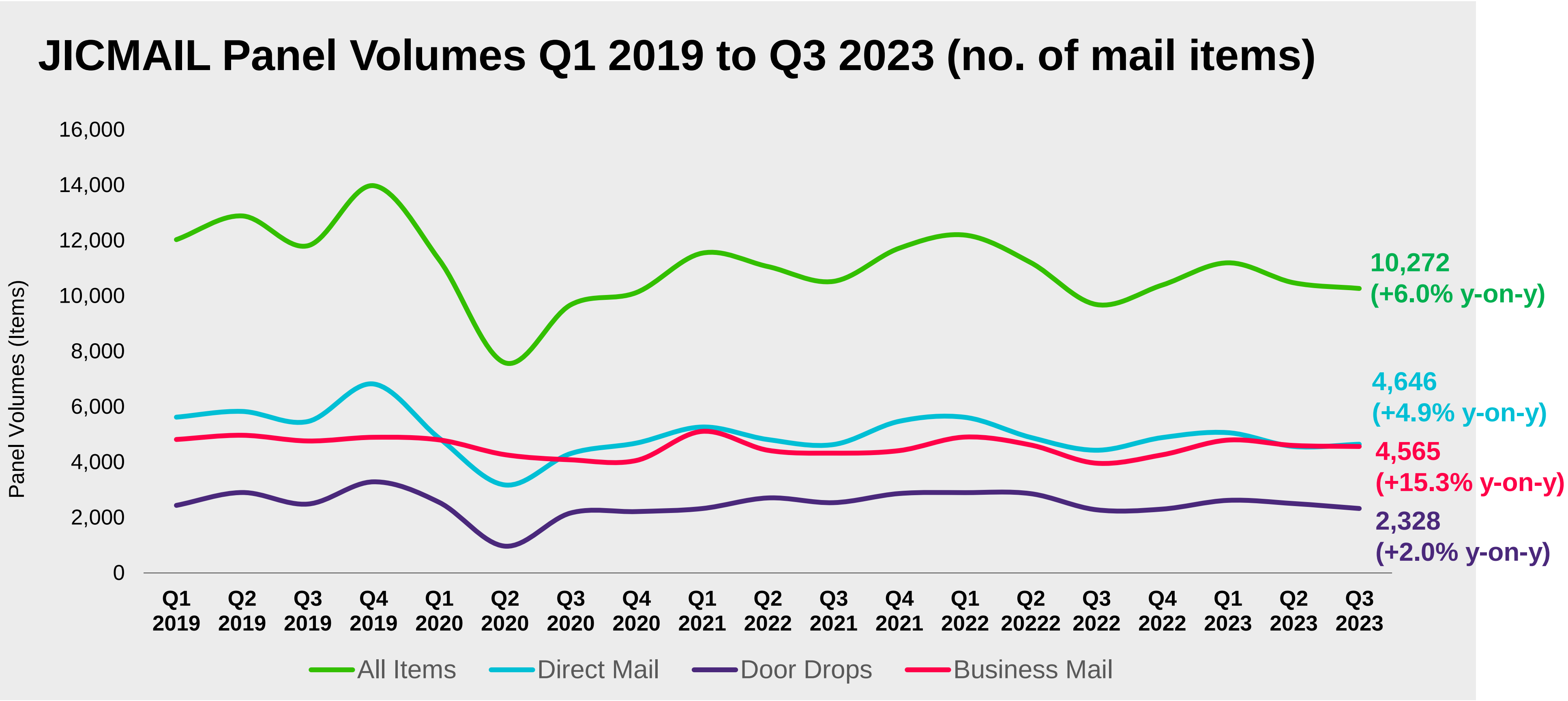
Mail Media Metrics

Panel volumes up 6% year-on-year in Q3 2023

Business Mail volumes have increased by 15.3%, Direct Mail by 4.9%, and Door Drops by 2.0%

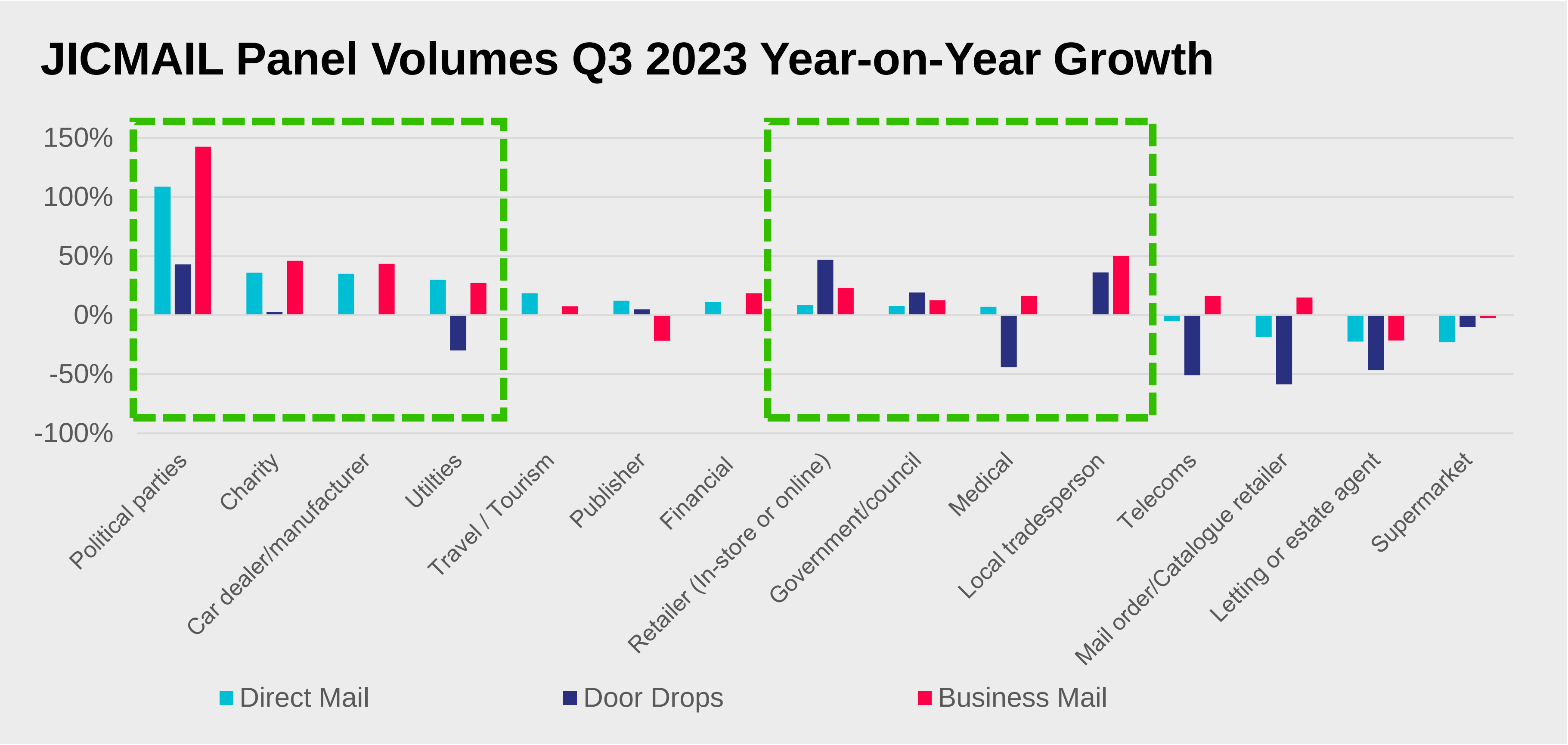


Source: JICMAIL Item Data Q1 2019 to Q3 2023 n=209,749 mail items

Mail Media Metrics

Political parties, charities, retail, utilities and local tradesperson volumes drive increased sample on the JICMAIL panel

Apart from for Business Mail, volumes have declined for Telecoms, Mail Order, Letting / Estate Agents and Supermarkets year on year.



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Mail Media Metrics

Source: JICMAIL Item Data Q1 2019 to Q3 2023 n=209,749 mail items

Mail Engagement Q3 2023

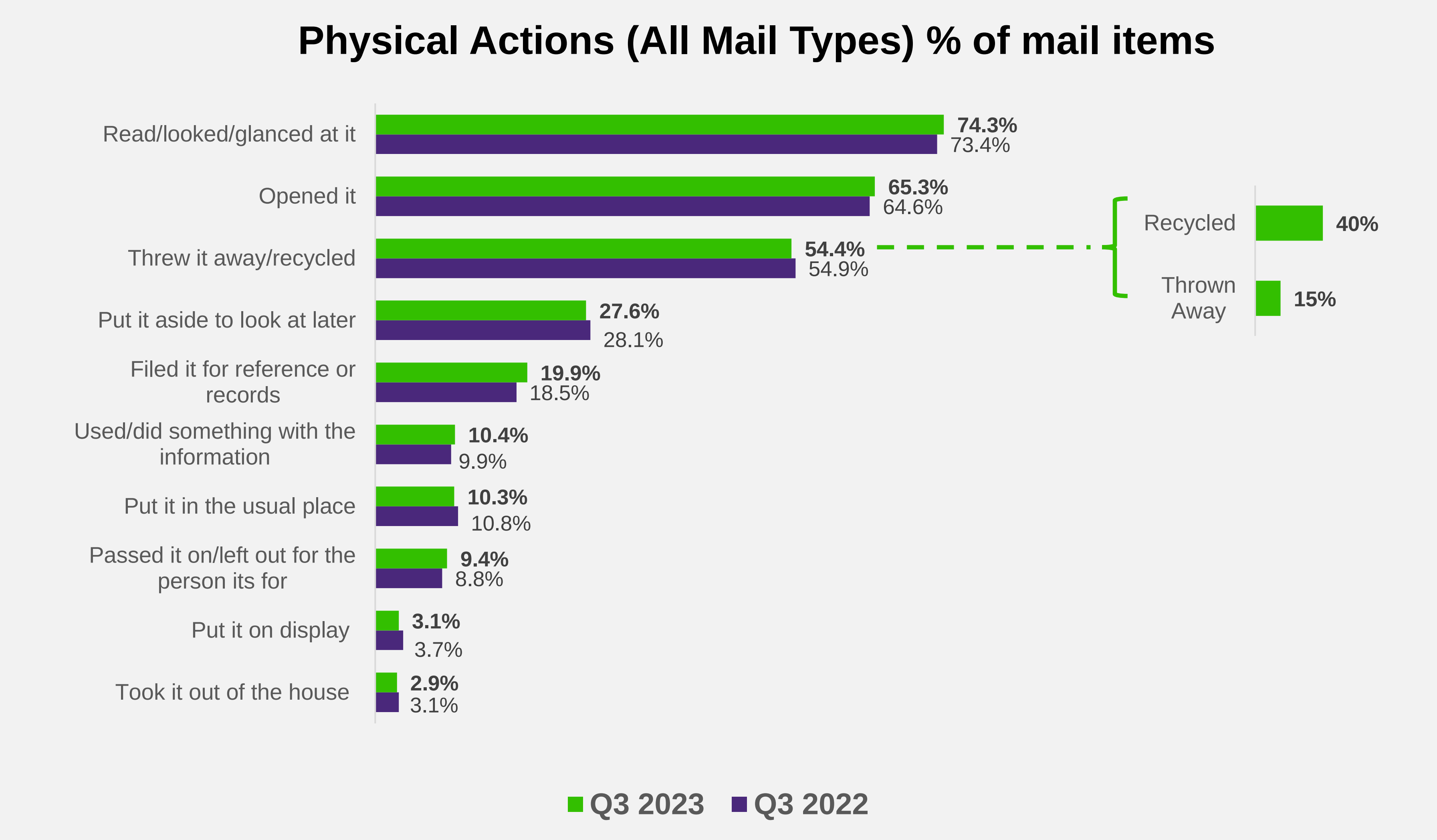
Reach, Frequency, Lifespan and Attention

Mail Media Metrics

Mail open, read and retention rates continue to grow for the fifth quarter running

Fifth quarter in a row in which mail read, open and retention rates have grown year-on-year.

New for Q3 2023, we can see that more than doubled the amount of mail is recycled vs thrown away.

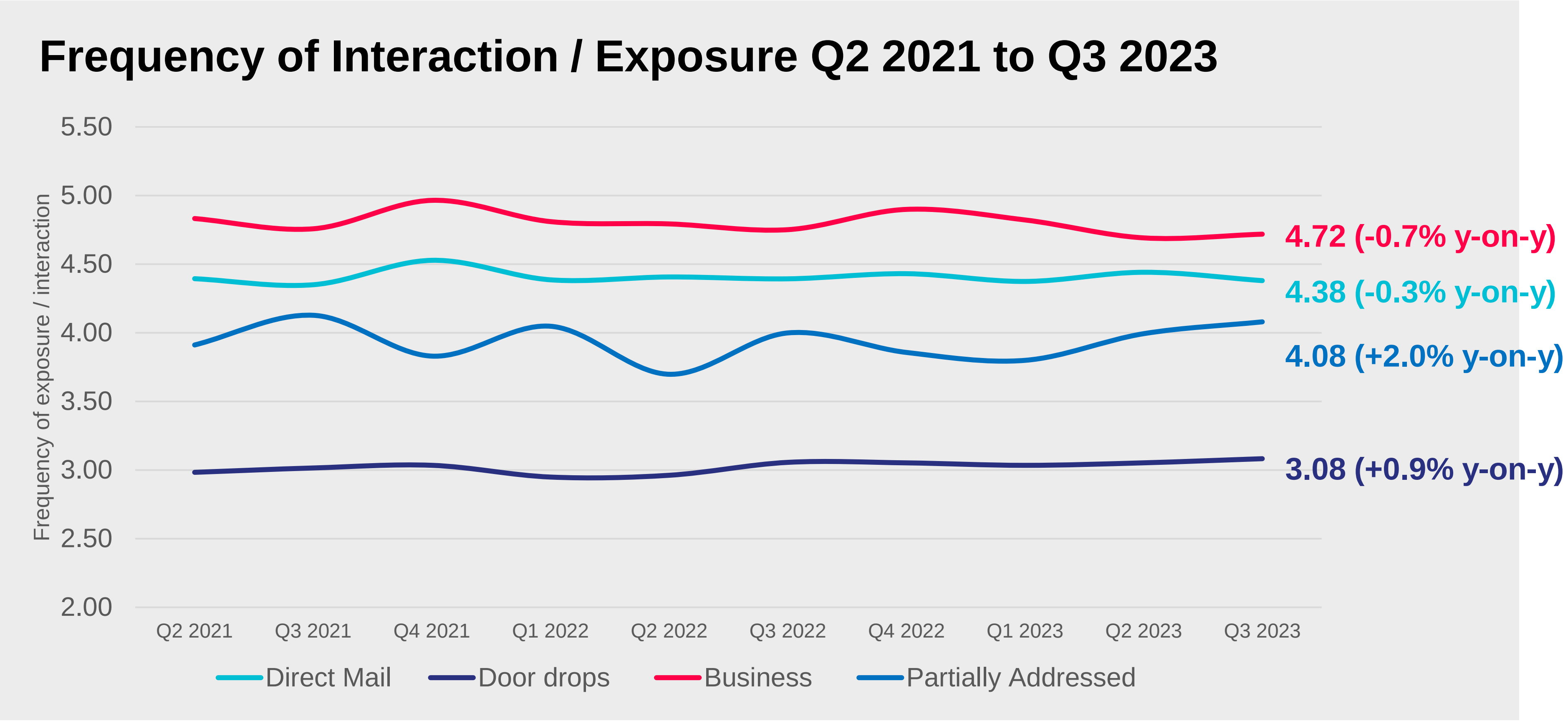


Source: JICMAIL Item Data Q3 2022 n=9,693 mail items; Q3 2023 n=10,272

Mail Media Metrics

Frequency of interaction stable year-on-year

Marginal upward shift in Door Drop and Partially Addressed interaction rates. Marginal decline in Direct Mail and Business Mail interaction rates.

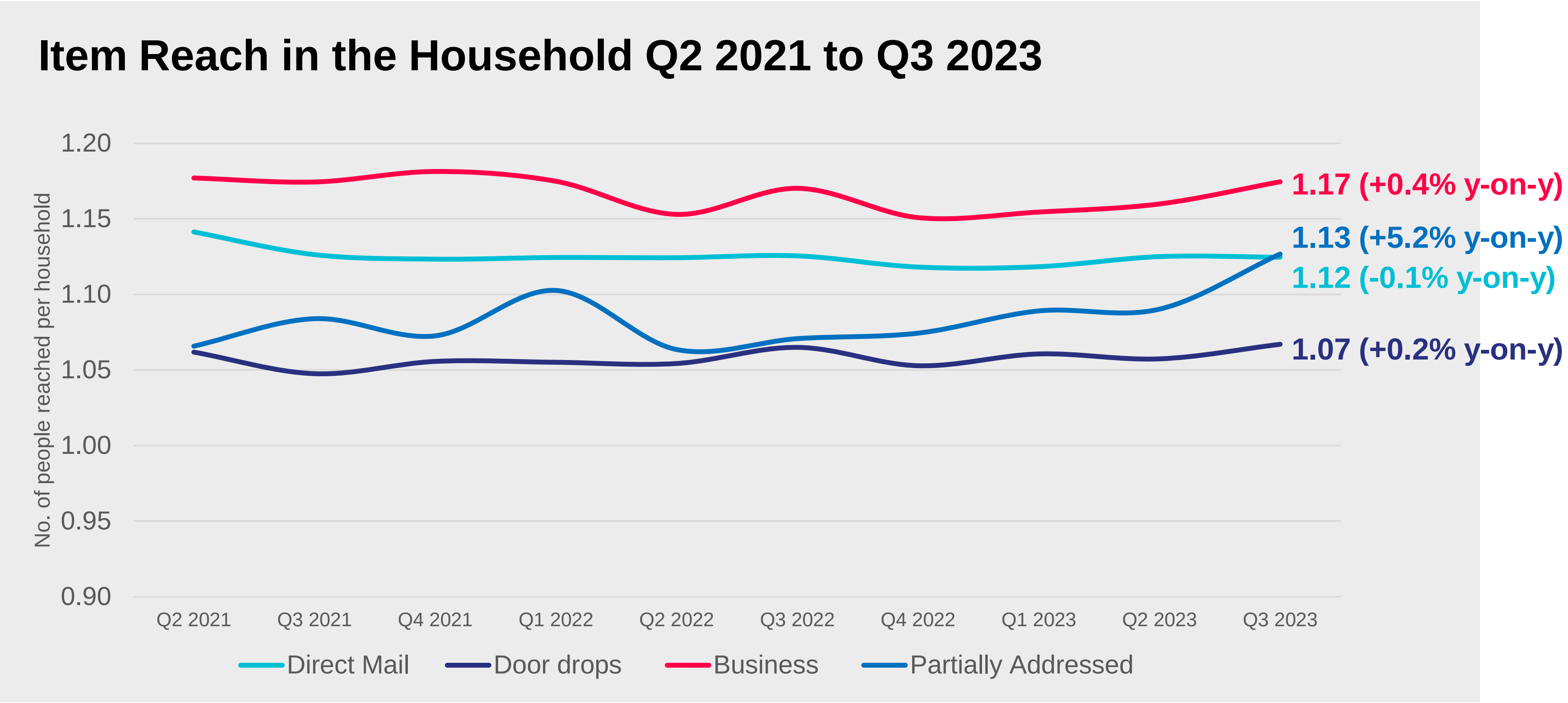


Mail Media Metrics

Source: JICMAIL Item Data Q2 2021 to Q3 2023 n=108,770 mail items

Mail sharing also virtually stable in Q3 2023

Partially Addressed Mail and Direct Mail item reach is now virtually neck and neck, although PAM sample sizes are much smaller (391 items in Q3 2023)

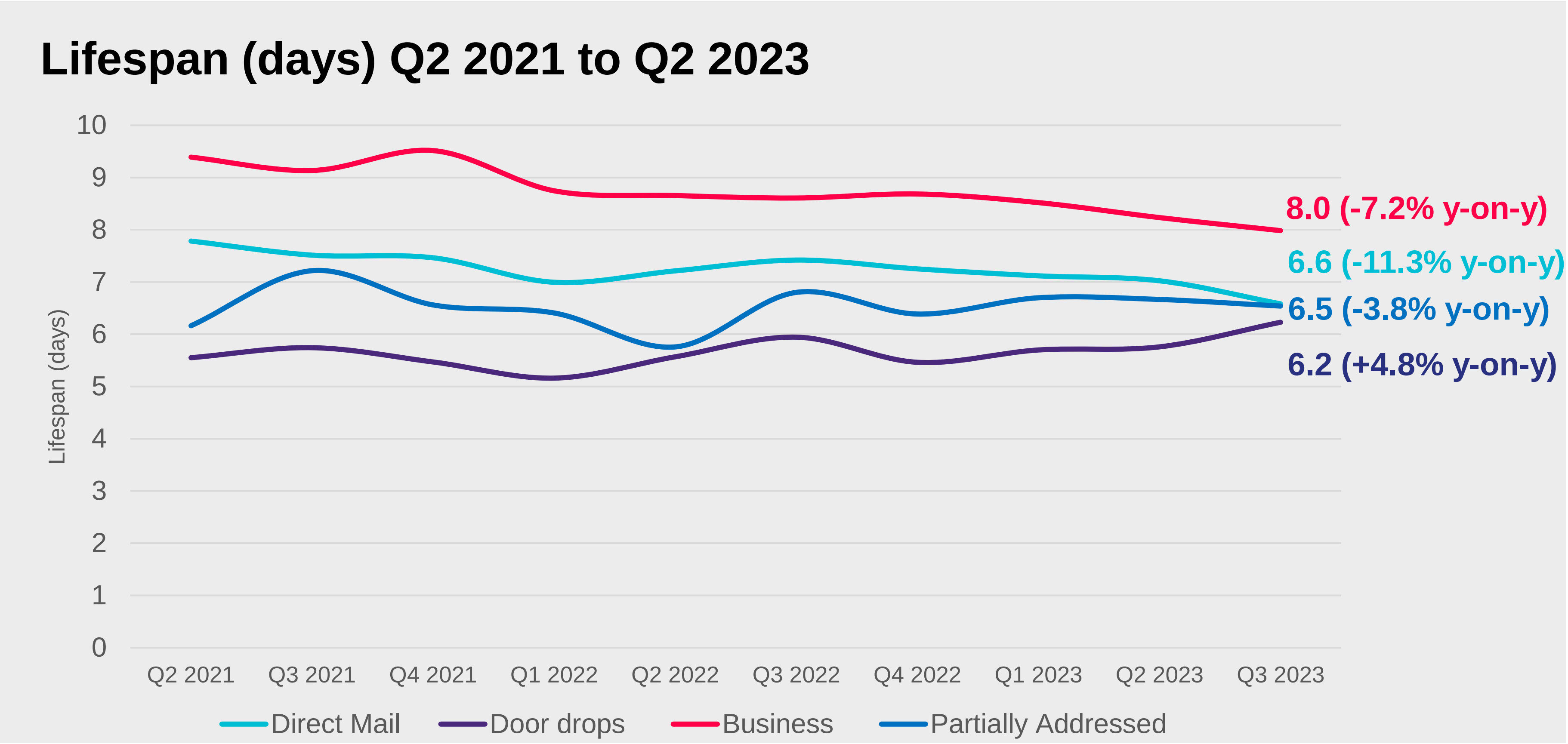


Mail Media Metrics

Source: JICMAIL Item Data Q2 2021 to Q3 2023 n=108,770 mail items

Lifespan up for Door Drops in Q3, but down for the other mail types

It is worth noting that more mail is being filed away year-on-year. While not necessarily "active", this is still in the home although no longer contributing to lifespan calculations.

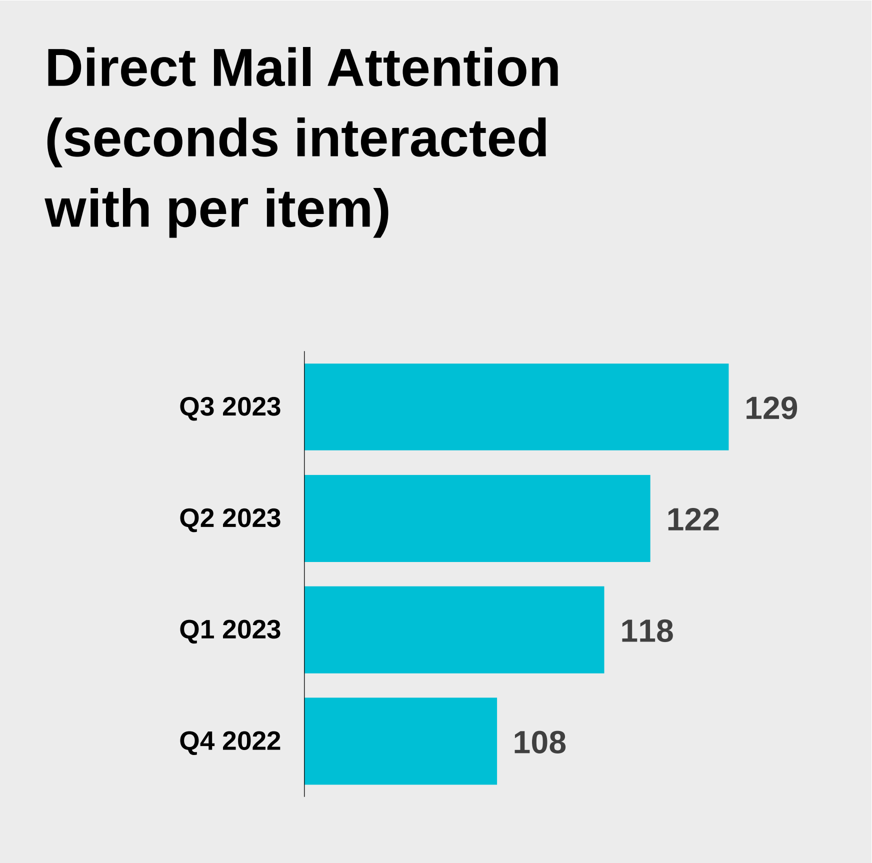


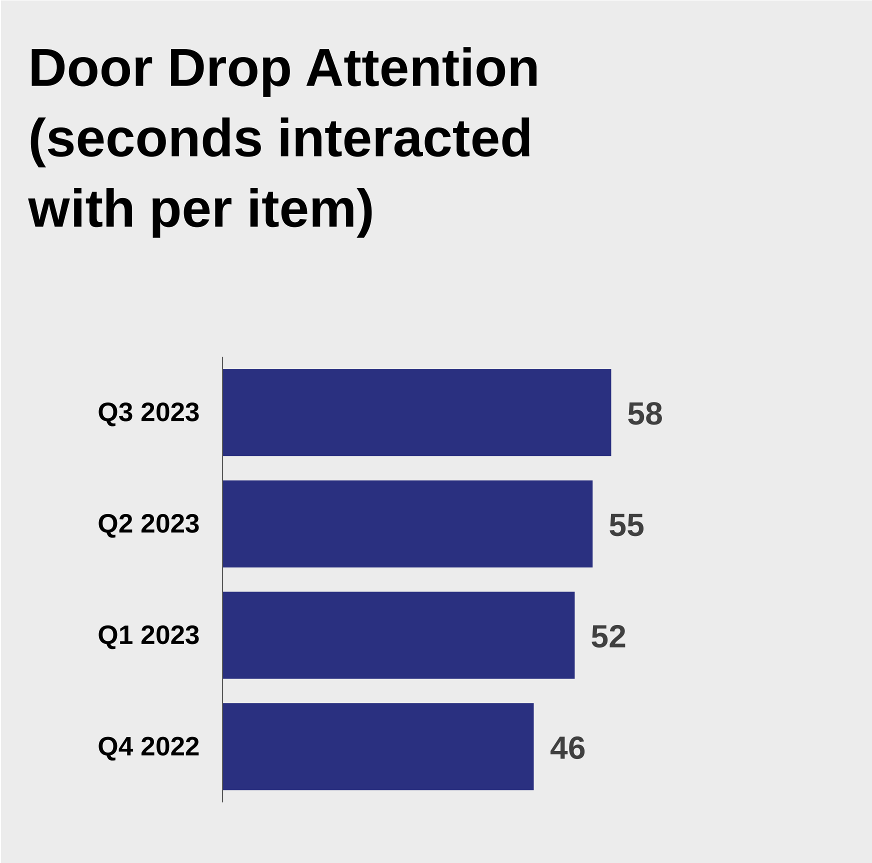
Source: JICMAIL Item Data Q2 2021 to Q3 2023 n=108,770 mail items

JICMAIL
Mail Media Metrics

Direct Mail and Door Drop attention climbed steadily in Q3 2023

The average piece of Direct Mail was engaged with for over two minutes across a 28 day period in Q2 2023. For Door Drops the figure was nearly one minute.

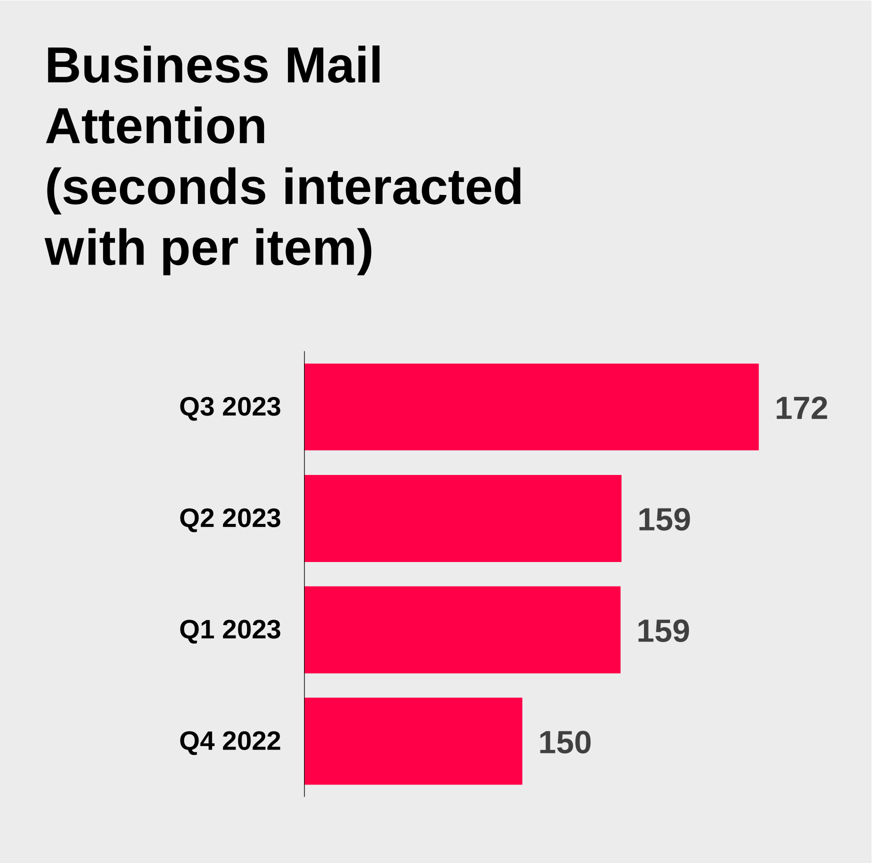


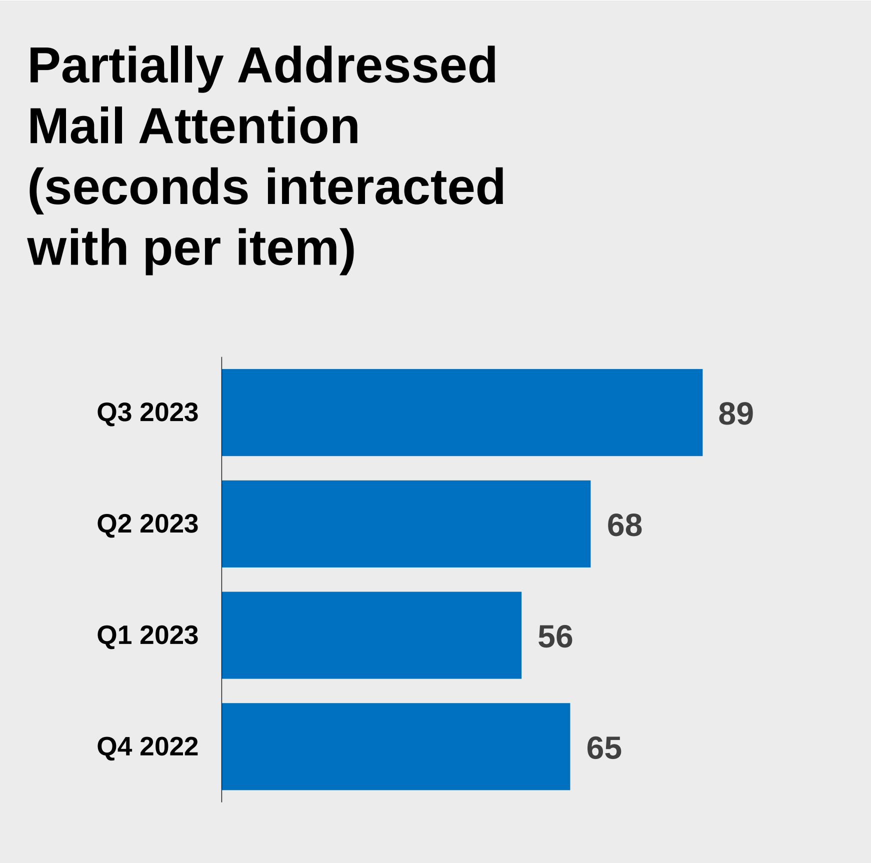


Source: JICMAIL Item Data Q4 2022 to Q3 2023 n=42,347 mail items

Mail Media Metrics

Business Mail attention also climbs in Q3 2023





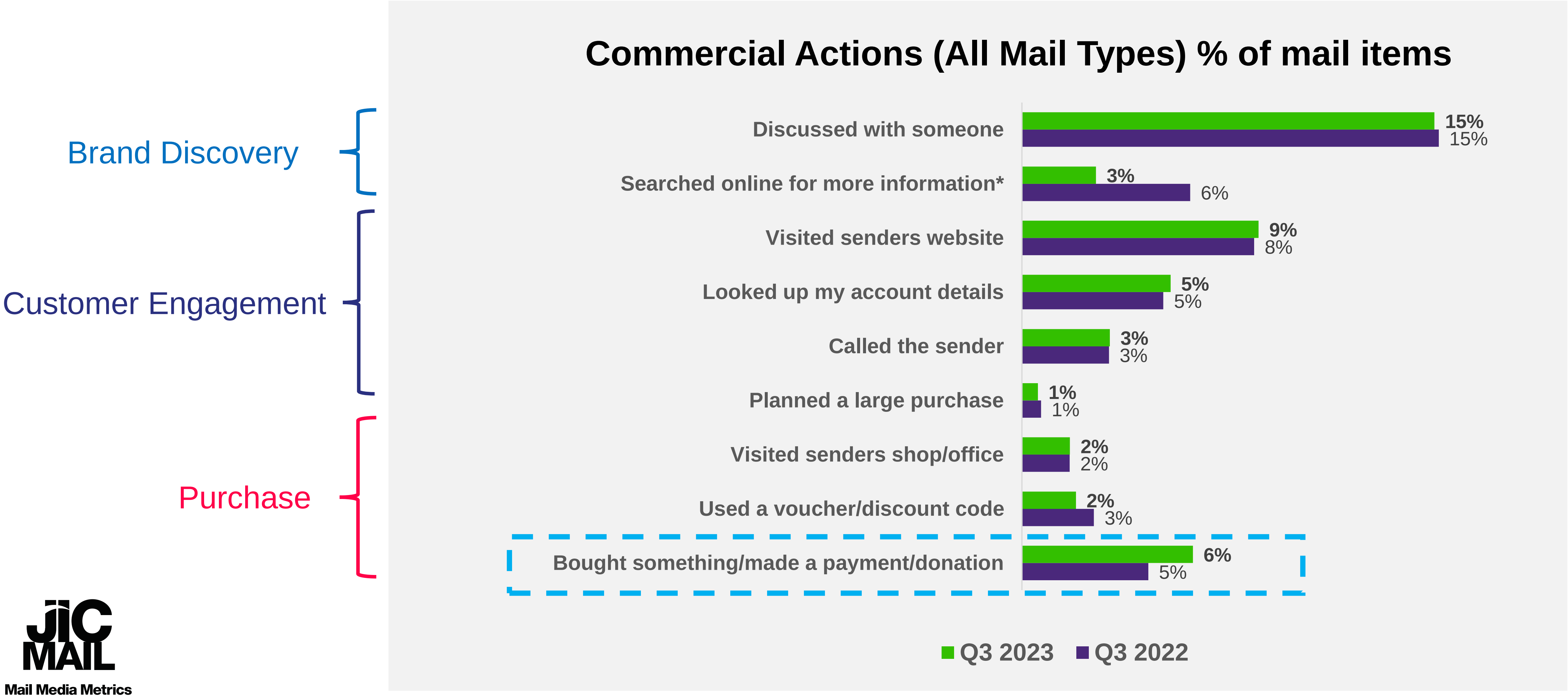
Source: JICMAIL Item Data Q4 2022 to Q3 2023 n=42,347 mail items

Mail Effectiveness Q3 2023

Commercial Actions

Mail Media Metrics

Increase in purchases driven by mail in Q2 2023



JICMAIL Mail Media Metrics

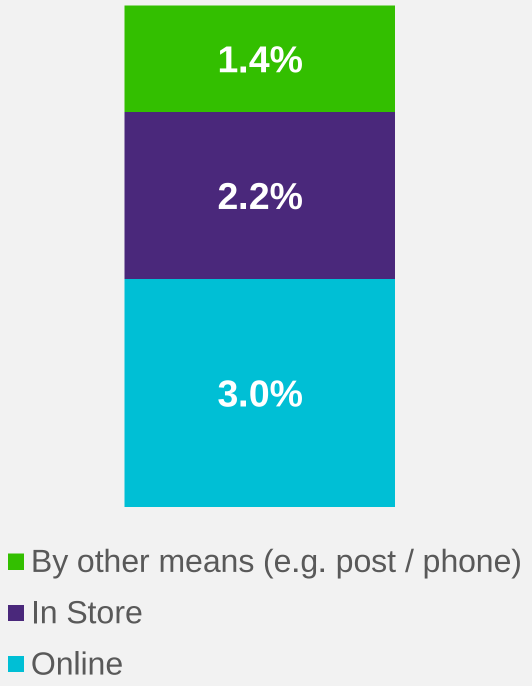
Source: JICMAIL Item Data Q3 2022 n=9,693 mail items; Q3 2023 n=10,272

* Questionnaire wording change from “Went online for more information” to “Searched online for more information.” Interpret year-on-year comparisons with caution

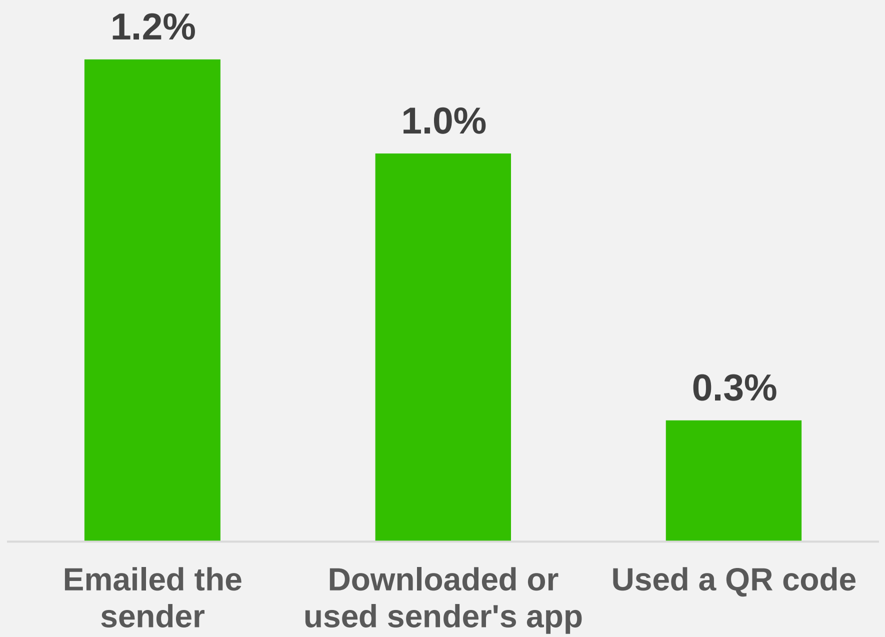
NEW COMMERCIAL ACTIONS: Mail prompts more online purchases than in store. 1% of all mail prompts app usage

- Online purchases account for just under half of the transactions driven by mail.
- Mail's role in a digital world is also underlined by the new metrics tracked which demonstrate mail's ability to prompt email sends and app downloads.

Purchases by Channel (% of mail items)



New Digital Commercial Actions (% of mail items)

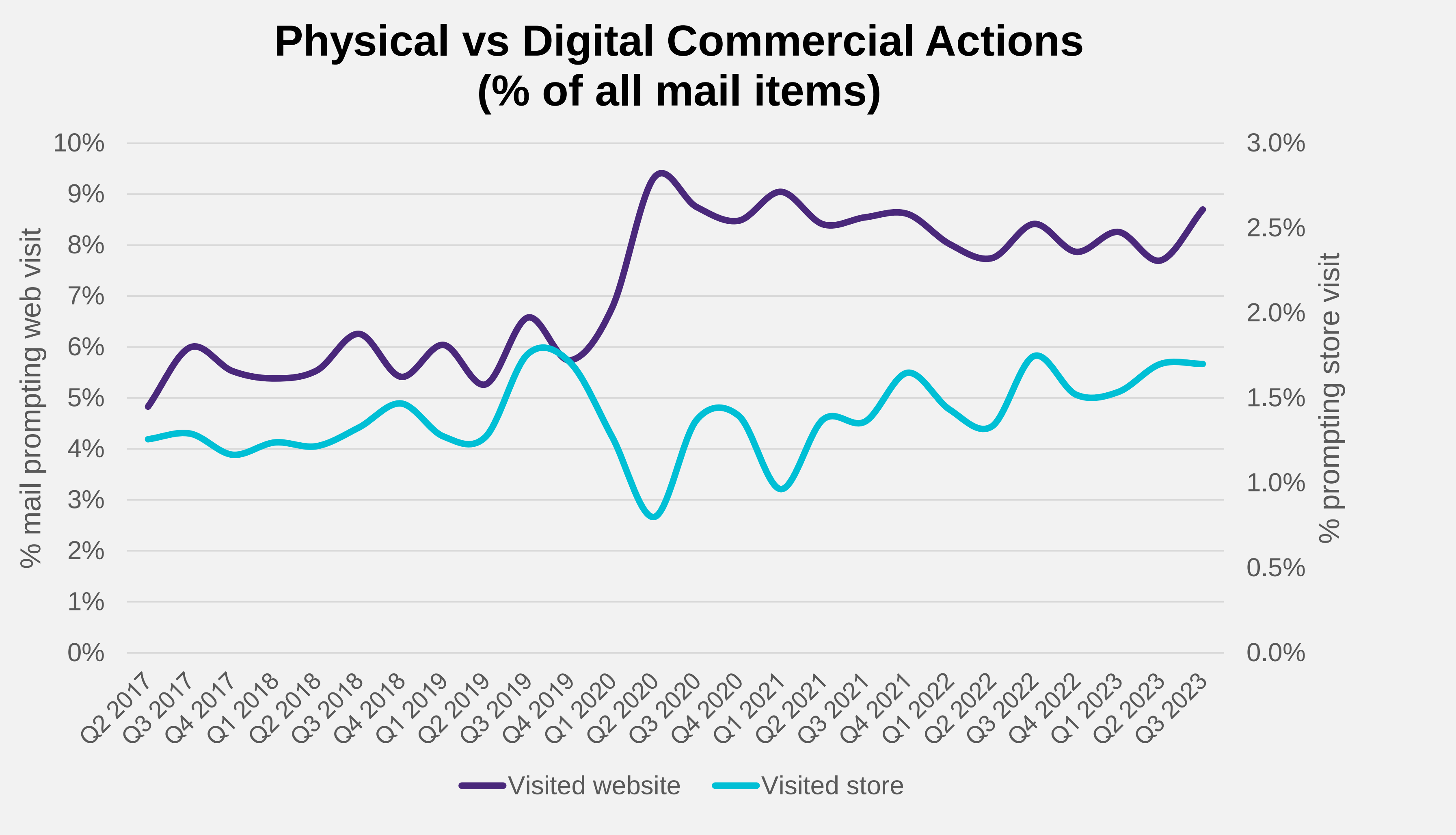


Mail Media Metrics

Source: JICMAIL Item Data Q3 2023 n=10,272

Uptick in the proportion mail driving web traffic. At the same time physical footfall was maintained in Q3 2023

Despite the challenges faced by the British high street, mail continues to be an effective store footfall driver, alongside its digital effectiveness which has reached its highest point in two years.



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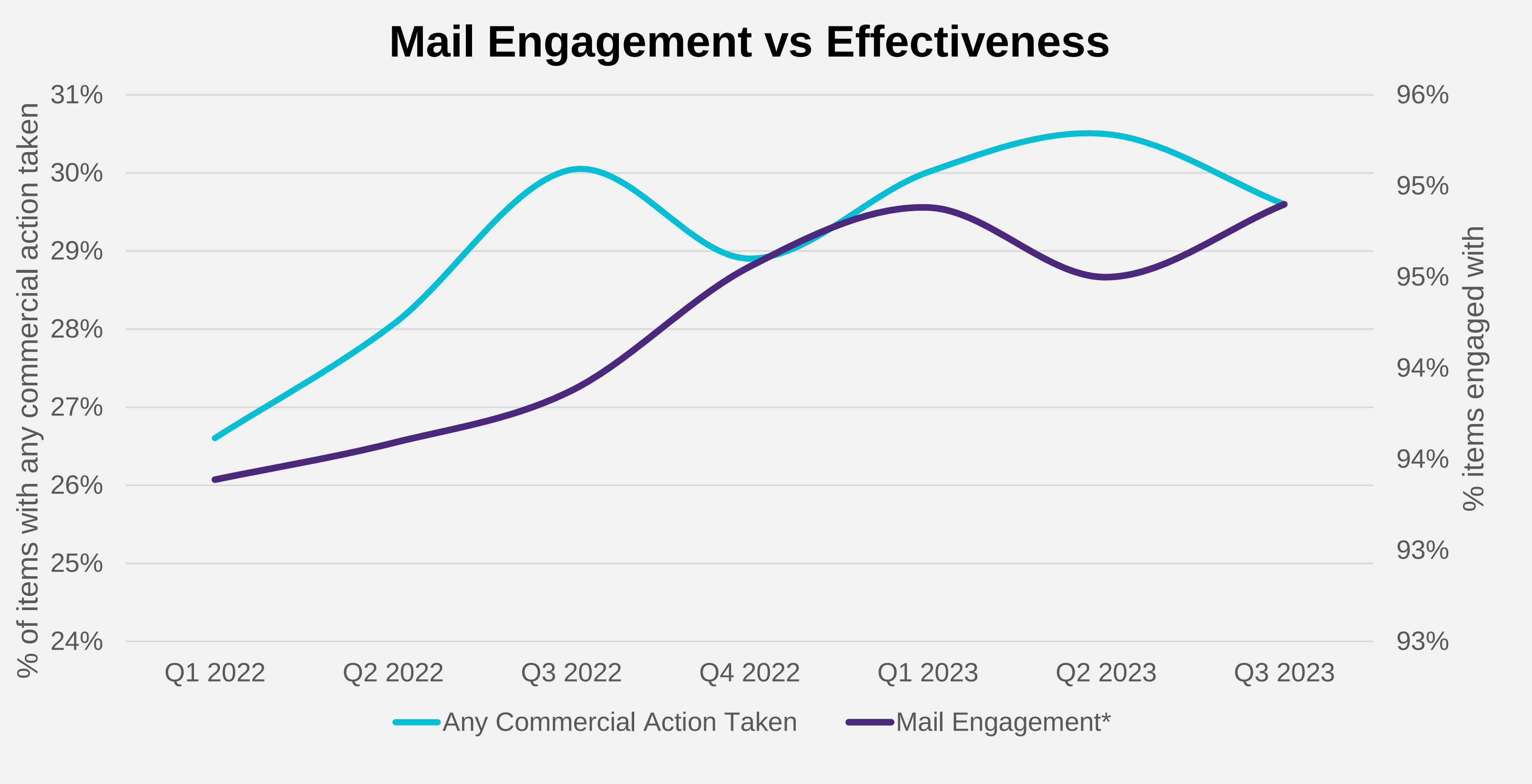
Mail Media Metrics

Source: JICMAIL Item Data Q2 2017 to Q3 2023 n=294,000 mail items

Mail engagement continued to climb steadily in Q3 2023

95% of mail had some sort of physical action taken with it, other than being immediately discarded.



Source: JICMAIL Item Data Q1 2022 to Q3 2023 n=75,449 mail items
* Engaged Mail = % of mail with any physical action taken other than being immediately thrown away

Mail Media Metrics

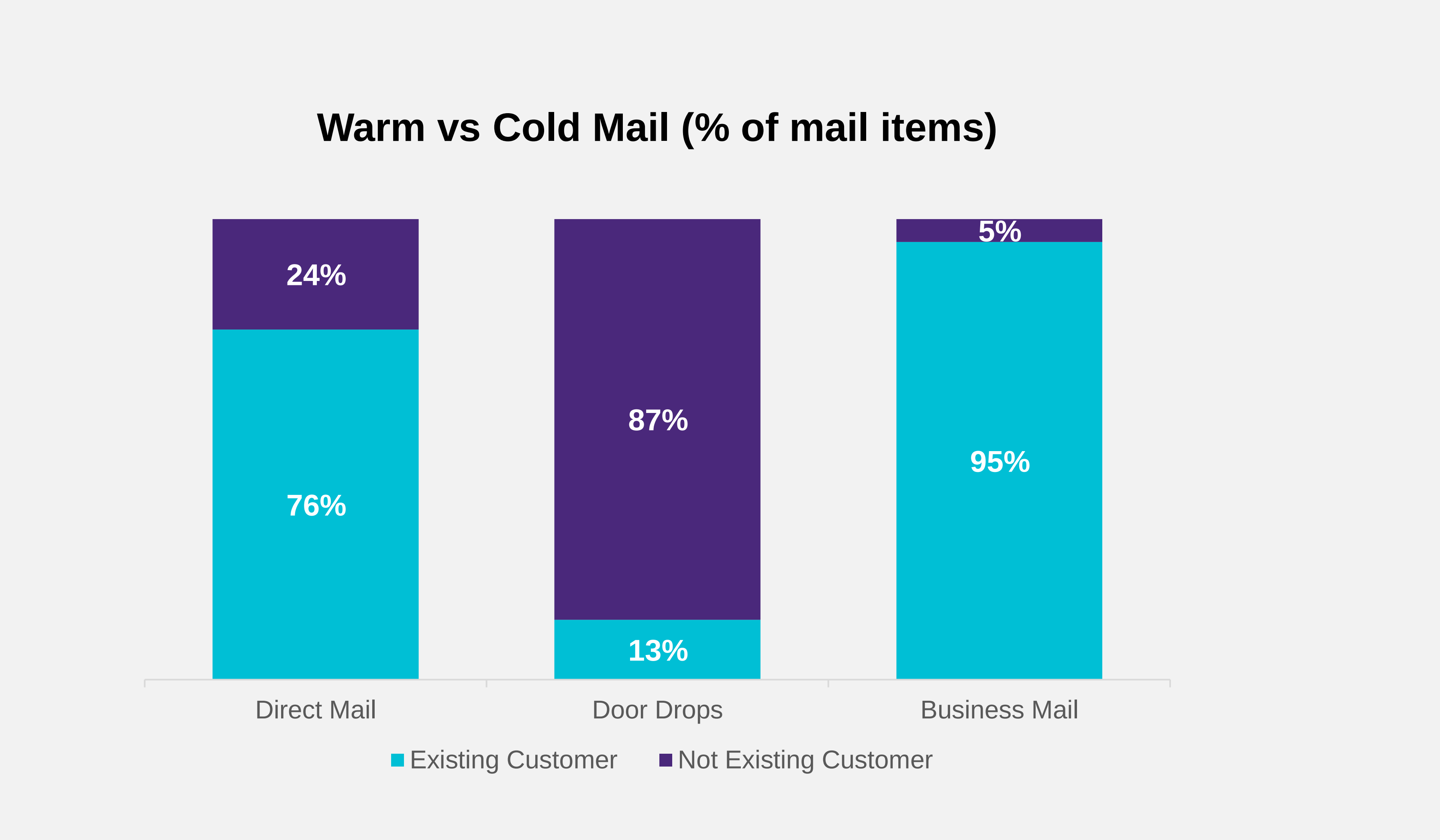
New Reporting for Q2 2023

Cold vs Warm

Mail Media Metrics

Three quarters of Direct Mail items were received by existing customers (warm mail). A quarter went to non-customers (cold)

- While Door Drops are primarily an acquisition channel, some will inevitably be seen by existing customers (13% of Door Drops in total).
- While all Business Mail should technically be seen by existing customers, the 5% of mail which is received by people who claim that they aren't is likely a reflection of lapsed purchasing habits.



Mail Media Metrics

Source: JICMAIL Item Data Q3 2023 n=10,272

Existing customers are more engaged with a specific piece of advertiser Direct Mail, than new prospects are

- Warm Direct Mail reports higher reach, frequency, lifespan and attention metrics than cold mail.

	Frequency	Item Reach	Lifespan (days)	Attention (seconds)
Warm DM	4.55	1.13	6.9	142
Cold DM	3.85	1.10	5.6	80

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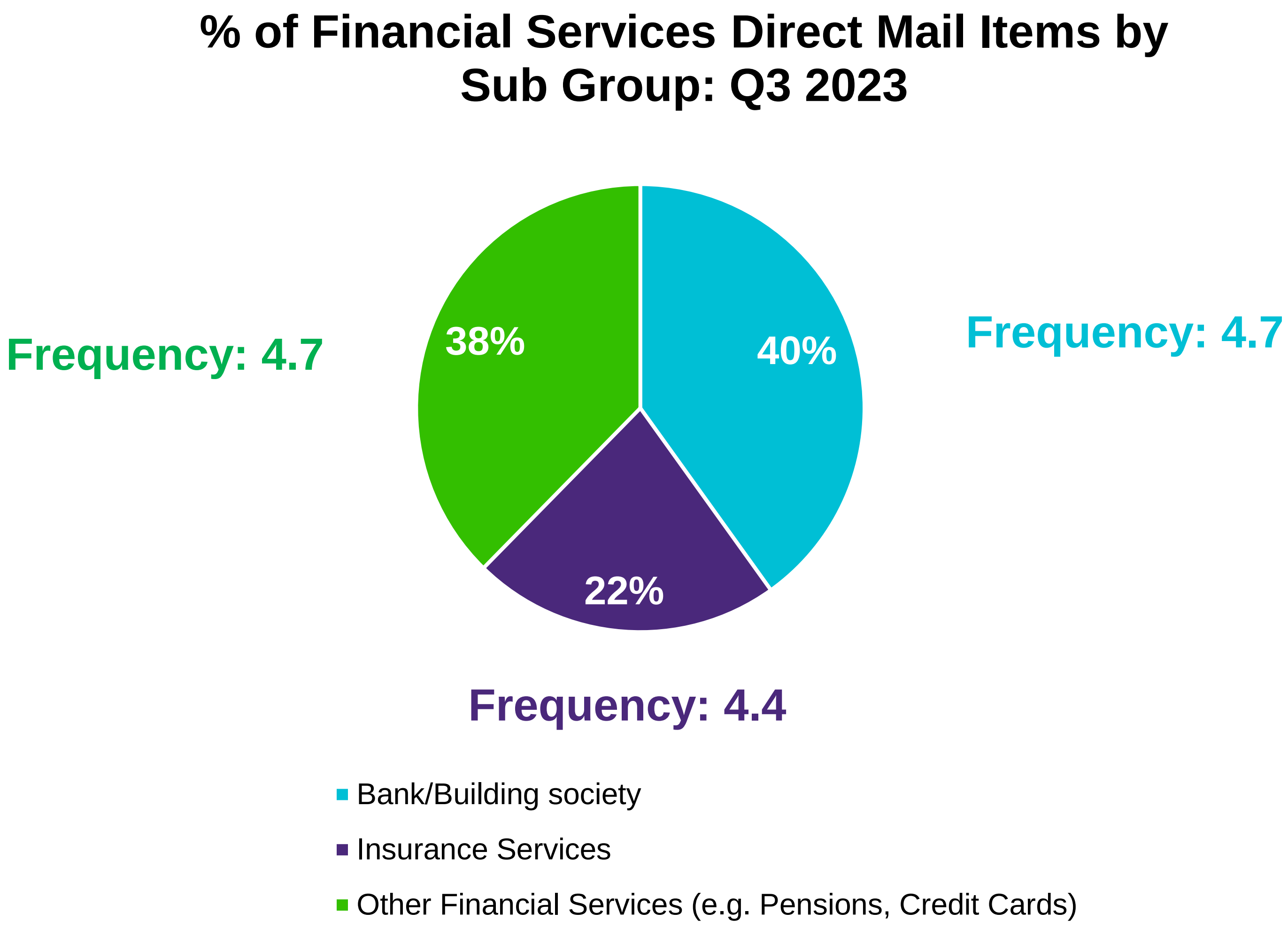
Source: JICMAIL Item Data Q3 2023 n=4,646 Direct Mail Items

Other new variables: Financial Services sub-groups



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Other new variables: 5% of DM contains a QR code

- While QR codes make a negligible difference to Direct Mail frequency of interaction, Door Drops containing a QR code have 10% more interactions than the average Door Drop.

	DM	Door Drops	Business Mail
% Containing QR Codes	5%	3%	2.5%
Frequency of interaction	4.34	3.32	4.39

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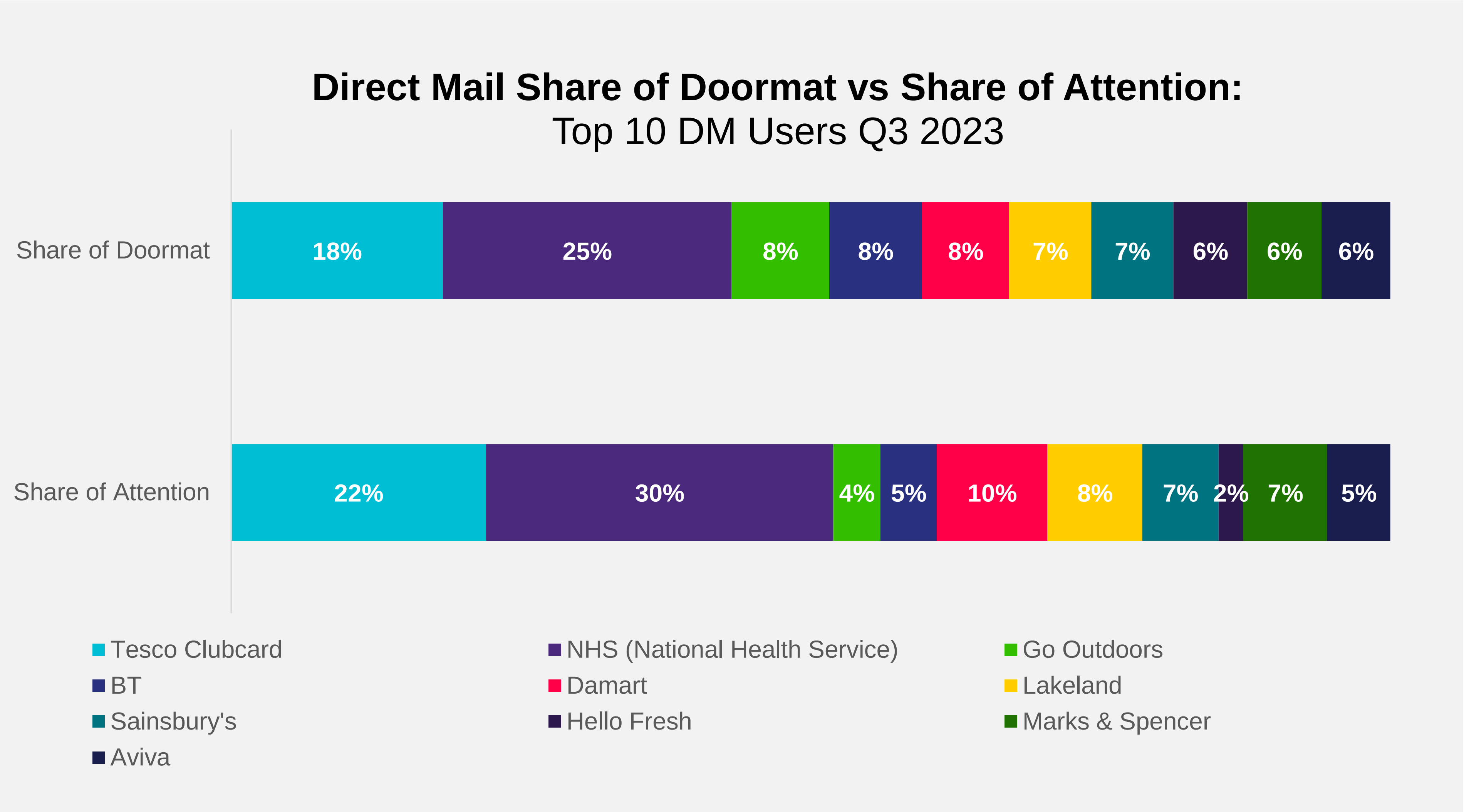
Mail Media Metrics

Source: JICMAIL Item Data Q3 2023 n=10,272

Advertiser Activity Q3 2023

Share of Doormat and Attention

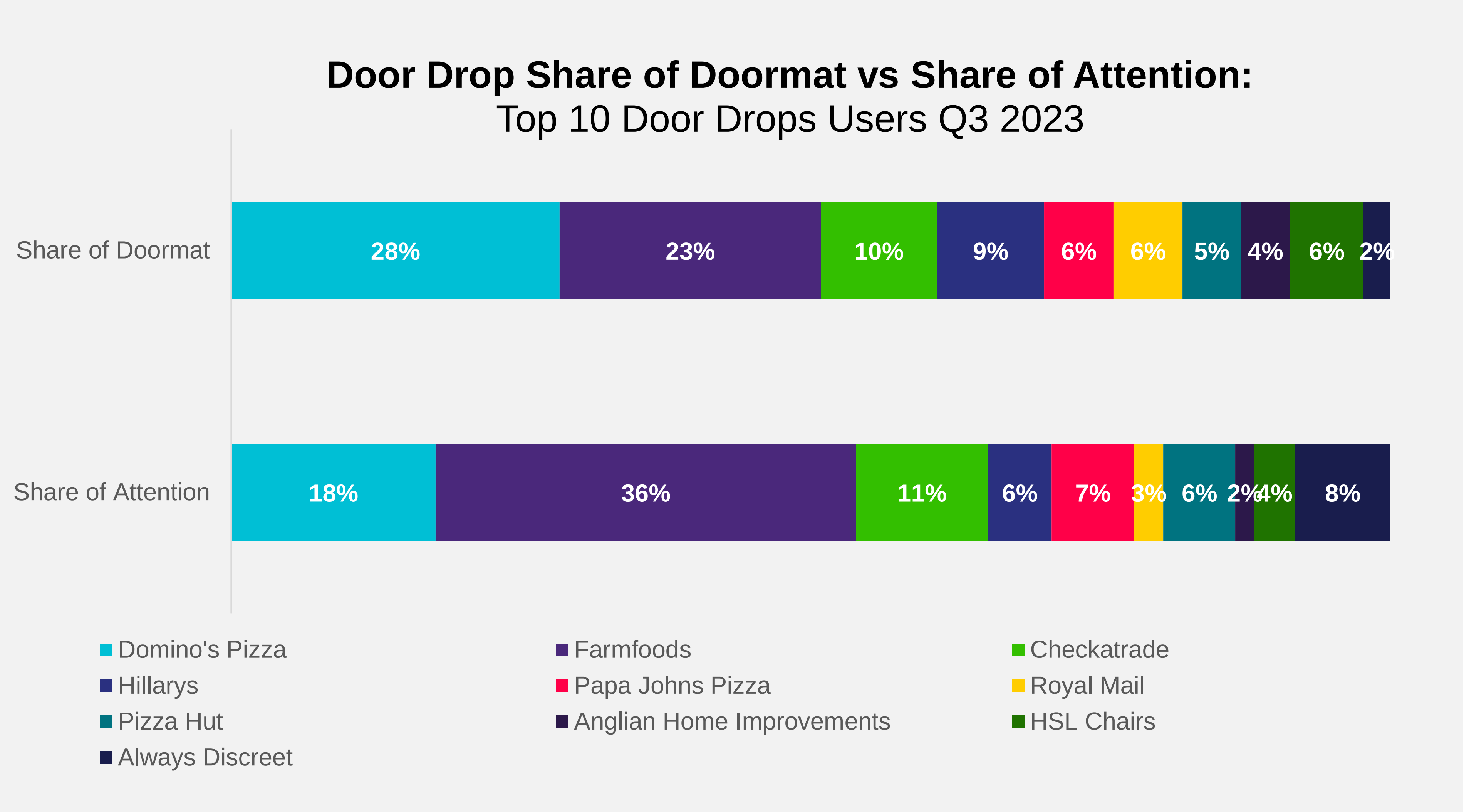
Tesco and NHS dominate in terms of share of door mat and share of attention. Damart over-performing for attention.



Mail Media Metrics

Source: JICMAIL Advertiser Attribution Data Q3 2023

Farmfoods accounted for 23% of Door Drop share of doormat in in Q3 2023, but commanded 36% share of attention



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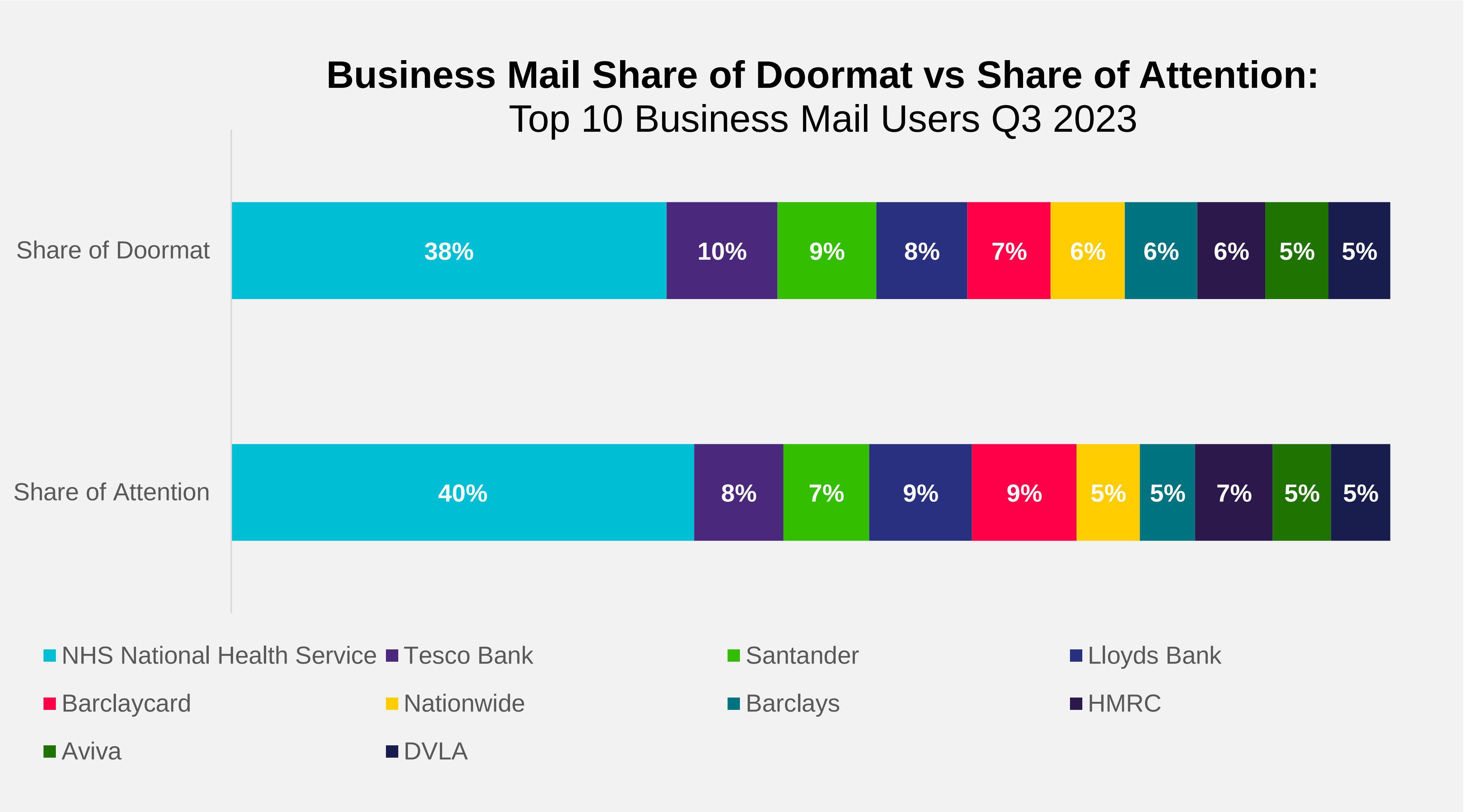
Mail Media Metrics

Source: JICMAIL Advertiser Attribution Data Q3 2023

Share of doormat and share of attention broadly aligned for Business Mail



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Share of attention

Tesco Clubcard, The NHS and Farmfoods are punching above their weight in delivering mail attention. Share of attention is higher than share of doormat (mail volumes) for each of these advertisers.

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Thanks

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