

# Test and Learn Solutions for Mail

---

*May 2024*



Mail Media Metrics



**JICMAIL has  
partnered with a  
number of third  
parties to offer  
additional campaign  
effectiveness  
measurement**

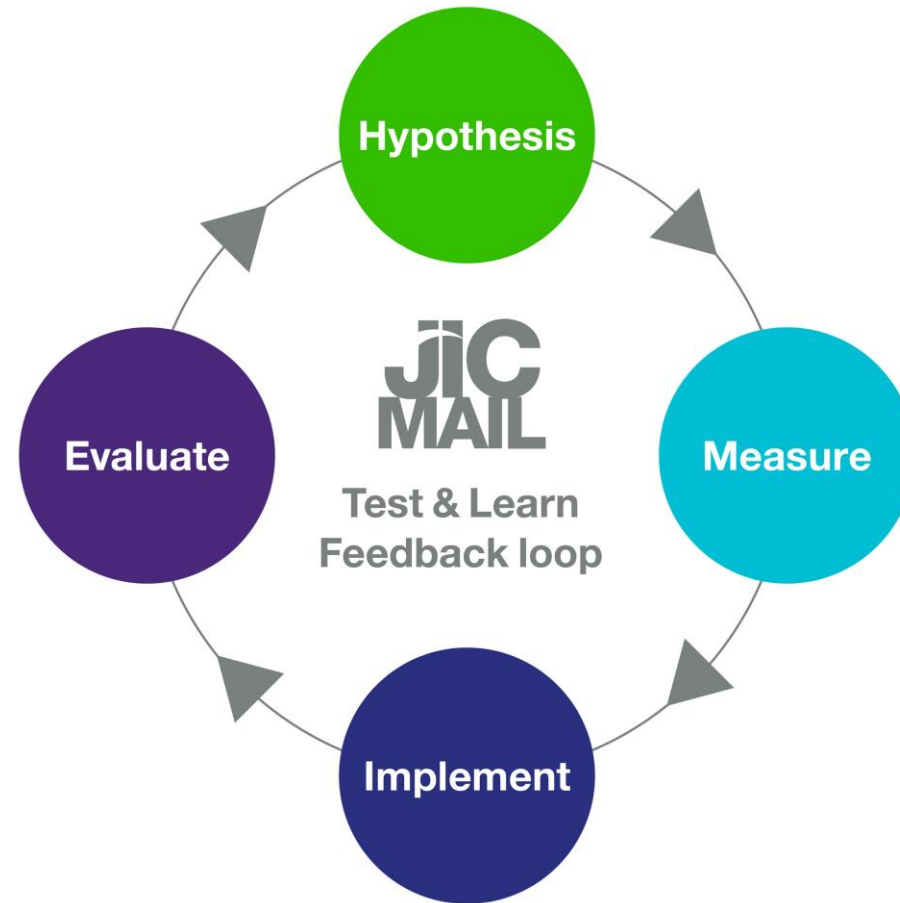
**These studies can  
be funded by  
advertisers,  
agencies or  
intermediaries**

**Or they can be  
funded using  
JICMAIL credits  
earned by those who  
have levy payments  
in excess of £5,000**

# The more you measure, the more you grow

---

3

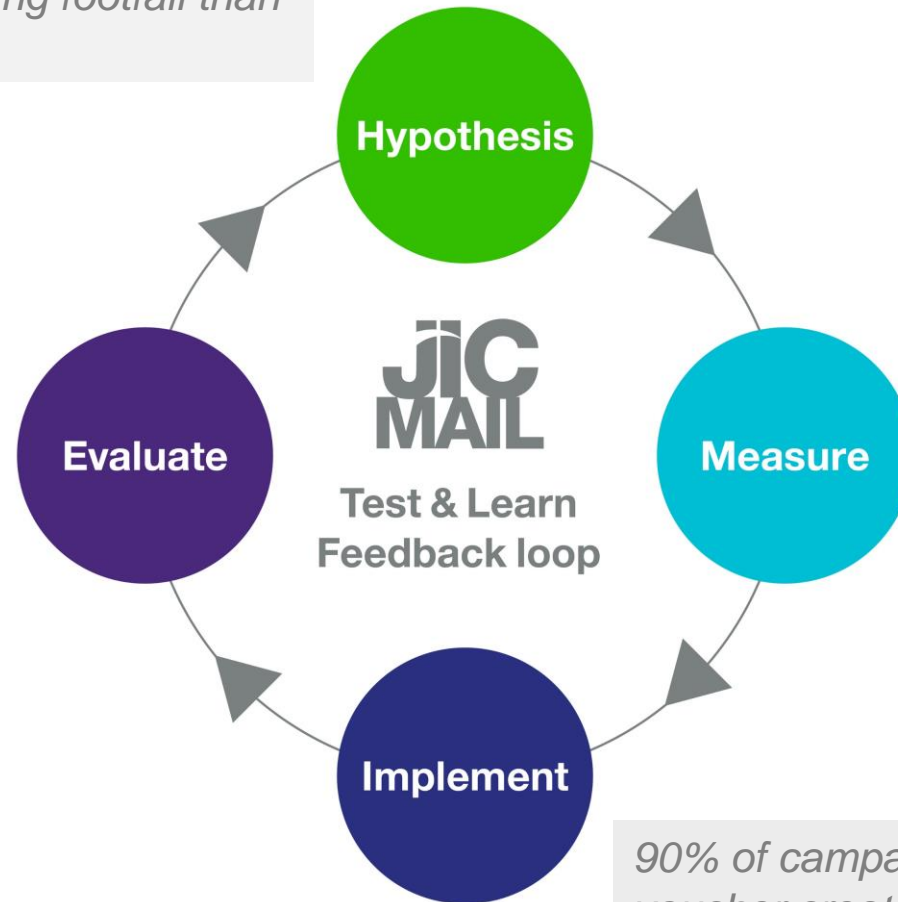


# The more you measure, the more you grow

4

*Direct Mail containing vouchers is more effective at driving footfall than DM that does not*

*Results tell us that vouchers are x3 as effective at driving footfall. Vouchers usage will be upweighted next campaign*



*We will run an A/B test, evaluating creative that contains vouchers vs mail that does not simultaneously*

*90% of campaign delivered using non-voucher creative. 10% delivered to a matched audience using voucher creative*

# 10%-30% savings through Royal Mail testing and innovation incentives

5

| ADVERTISING MAIL TEST & INNOVATE SCHEME |   | ADVERTISING MAIL FIRST TIME USER SCHEME |   | BUSINESS MAIL TEST & INNOVATE SCHEME |   |
|---|---|---|---|--------------------------------------|---|
| WHO IS IT FOR?                          | For brands innovating mailing plans or testing new activity.  | WHO IS IT FOR?                          | Brands new to mail or not used the channel for 24 months or more.   | WHO IS IT FOR?                       | For brands innovating mailing plans or testing new activity.  |
| CREDIT                                  | <b>10%</b> per item for a standard test.<br><b>15%</b> per item for an exceptional test.<br><b>7%</b> per items for Partially Addressed Letters | CREDIT                                  | You can earn up to <b>20%</b> postage credits on advertising mail and <b>7%</b> on Partially Addressed Letters. | CREDIT                               | <b>10%</b> per item for a standard test.<br><b>30%</b> per item for an exceptional test.<br><b>10%</b> per item for roll out. |
| TO QUALIFY                              | Test from 4k to 200k.<br>10k for Partially Addressed.<br>Maximum is 1m items.*  | TO QUALIFY                              | Post a minimum of 4k Advertising Mail and 10k for Partially Addressed.<br>Maximum is 1m items.                  | TO QUALIFY                           | Test from 4k to 200k<br>Maximum is 10m items.*  |
| TIMESCALE                               | One off campaign or series of tests over 6 months.  | TIMESCALE                               | 12 month period.  | TIMESCALE                            | One off campaign or series of tests over 6 months.<br>12 month extension available.   |

# Test and learn solutions from JICMAIL

---



**KANTAR  
LINK**

**JiC  
MAIL**  
Mail Media Metrics

**+**  
**KANTAR**

STARCOUNT



# Selecting the right solution

| WHAT / HOW ARE YOU MEASURING?           | RAM Creative Testing | Kantar Link Testing | JICMAIL Panel Campaign Tracking | Starcount Audience Testing | Unifida MTA and MMM |
|---|----------------------|---------------------|---------------------------------|----------------------------|---------------------|
| Optimising Creative?                    | X                    | X                   | X                               |                            |                     |
| Optimising Targeting?                   |                      |                     | X                               | X                          |                     |
|   |                      |                     |                                 |                            |                     |
| Pre-testing Campaign?                   | X                    | X                   |                                 |                            |                     |
| Testing Live Campaign?                  |                      |                     | X                               | X                          | X                   |
|   |                      |                     |                                 |                            |                     |
| Existing Customers?                     | X                    | X                   | ?                               |                            | X                   |
| New Customers?                          | X                    | X                   | X                               | X                          | ?                   |
|   |                      |                     |                                 |                            |                     |
| Addressed Mail                          | X                    | X                   | X                               |                            | X                   |
| Door Drops / Partially Addressed        | X                    | X                   | X                               | X                          |                     |
|   |                      |                     |                                 |                            |                     |
| Measuring Impact on Brand Metrics?      | X                    | X                   |                                 |                            |                     |
| Measuring Impact on Commercial Metrics? |                      |                     | X                               | X                          | X                   |
|   |                      |                     |                                 |                            |                     |
| Turnaround Time                         | 2-3 weeks            | 2-3 weeks           | 4-6 weeks                       | 1-2 weeks                  | 4-6 weeks           |
| Costs                                   | < £5k                | > £5k               | Circa £10k                      | > £3k                      | £10k to £20k        |

# 1. RAM Creative Testing

---





# RAM Tests - Questions

9

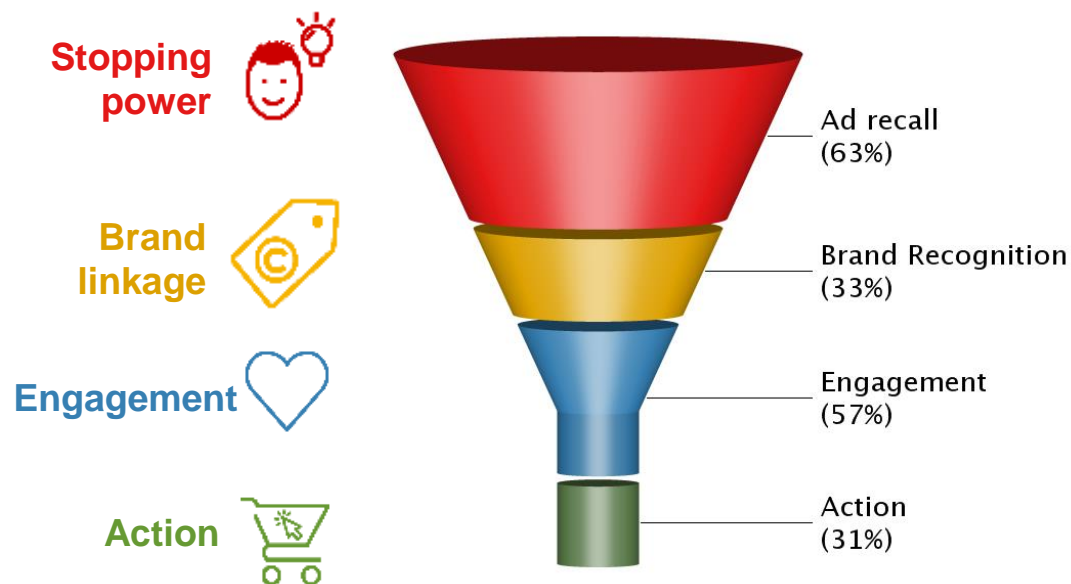
## CREATIVE (COPY & IMAGE) TESTING



- Which of your creative executions are most effective at shifting key marketing metrics?
- Which execution is most likely to prompt and encourage the behaviours you are seeking, or the alter the attitudes you wish to influence?
- Which executions switch-on or switch-off your key audiences?
- How does performance compare to JICMAIL industry benchmarks?
- How does performance compare to RAM international benchmarks?
- Costs: start at £1.5k for live testing of existing creative/content through to £5k for A/B content/creative testing with additional client questions
- Timeline: 2 weeks from sign off of questionnaire and creative

# RAM Tests: Methodology and Outputs

10



## OUTPUTS

- Clients supplied with a template questionnaire to complete that outlines the JICMAIL and RAM standard questions with space for additional client questions.
- Specification for images quality, format and size is also provided
- Draft versions of the questionnaire are provided in Word and online format by RAM for client review.
- Results are provided with significance testing as standard and debrief to the client.
- PowerPoint deck and data tables of results supplied.

## METHODOLOGY

- Digital mock-up of mail item sent to nationally representative panel.
- Questions relate to ad recall, brand metrics and JICMAIL commercial actions.
- Bespoke client questions can be added.
- Benchmark results against established JICMAIL and RAM norms.
- Cost effective method of choosing between two or more creative/content options.

# The RAM Metrics used in the A/B Test

---

1

## BRAND RECOGNITION

Previous knowledge of the advertiser

2

## ENGAGEMENT

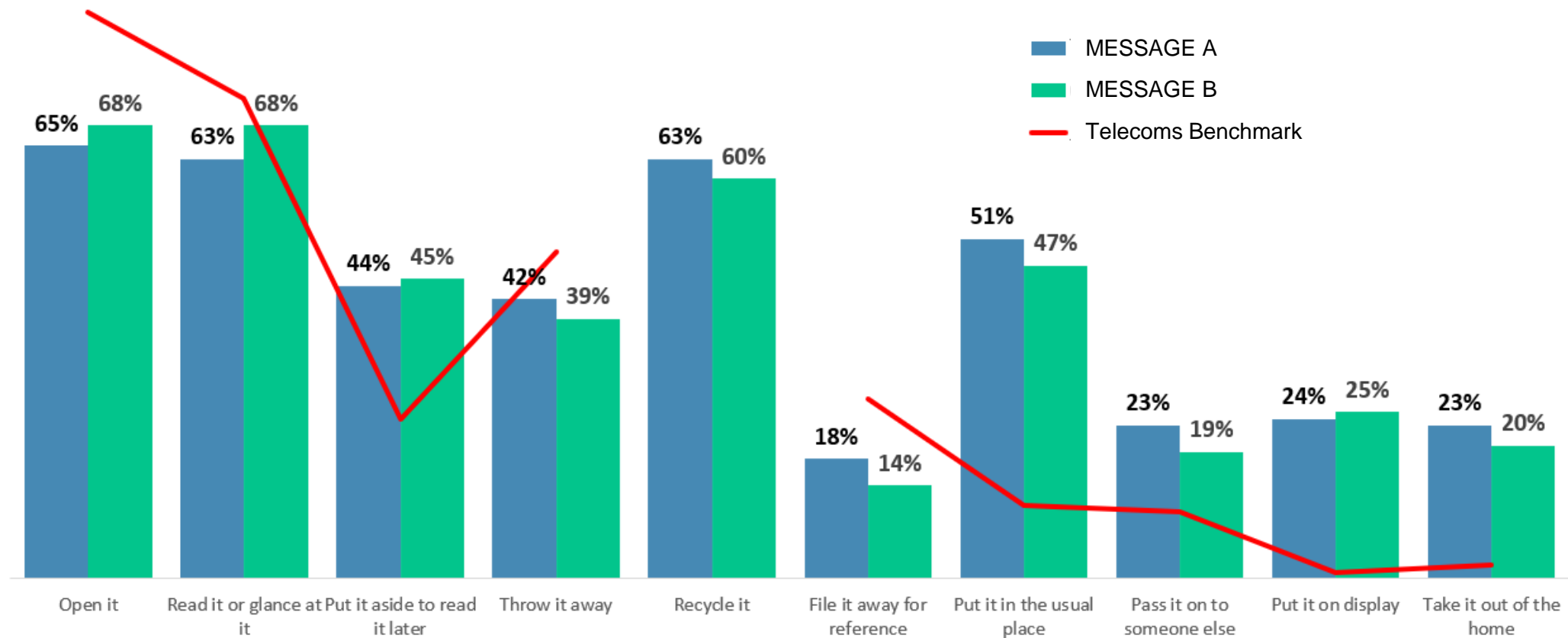
Did people engage with the campaign – creativity, benefit, likeability, trigger emotion

3

## ACTION

Are people going to look for more information, visit the website, discuss

# The JICMAIL benchmarks provide sector level insights



## 2. Kantar Link Testing

---



**KANTAR  
LINK**

# Business questions answered

---

14

- **LINK NOW**

- Is my mail / door drop copy strong enough to run?
- Which ads should I have in my rotation and which should I drop?
- Which ads should I invest more or less behind?

- **LINK EXPRESS**

- What's driving the creative performance of my ad(s)?
- What areas might I address to it/make them work harder?



Mail Media Metrics

# Kantar Link tests apply their long standing copy testing methodology to the mail channel

15

- Engagement



- Creative stopping power
  - Brand linkage

- Brand associations



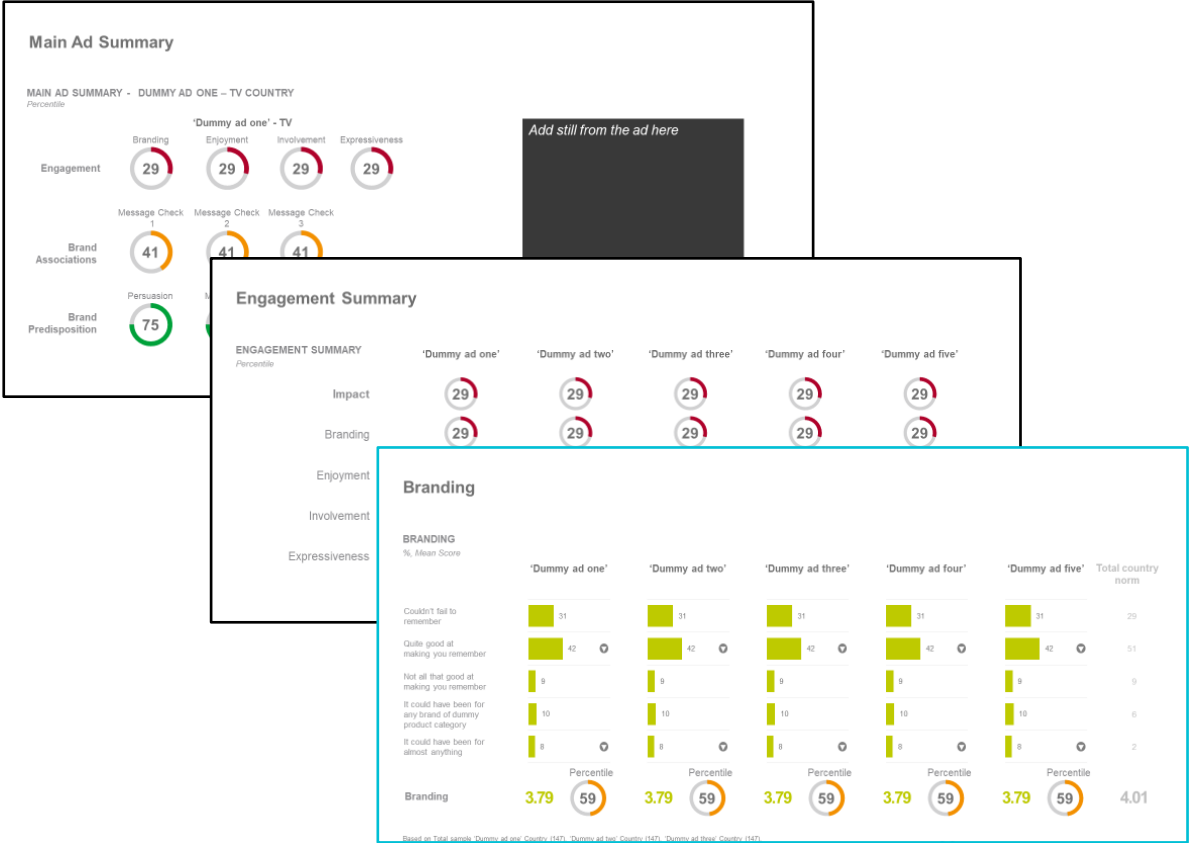
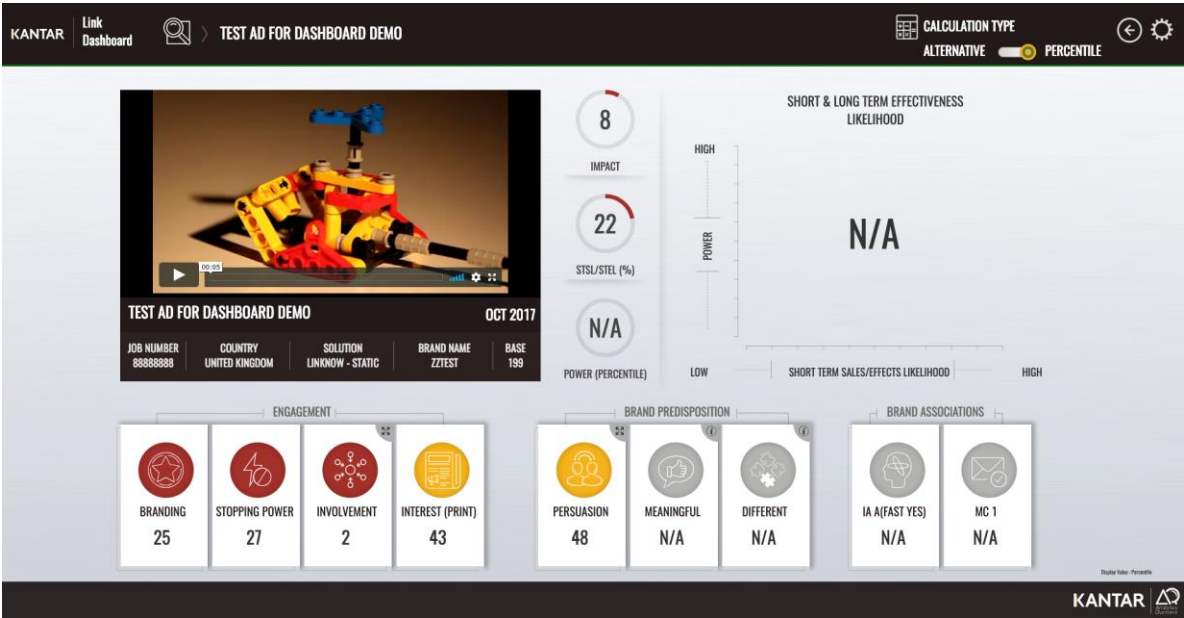
- Impressions about the brand

- Brand predisposition



- Short-term persuasion
- Longer-term equity building potential\*

# Ad diagnostics delivered via dashboard



- Results are delivered in an intuitive online deliverable.
- Scores that have a proven link to sales are presented in a normative context.
- Downloads are available in a number of popular formats.



### 3. JICMAIL Panel Live Campaign Tracking

---



# Live Campaign Tracking: key questions answered

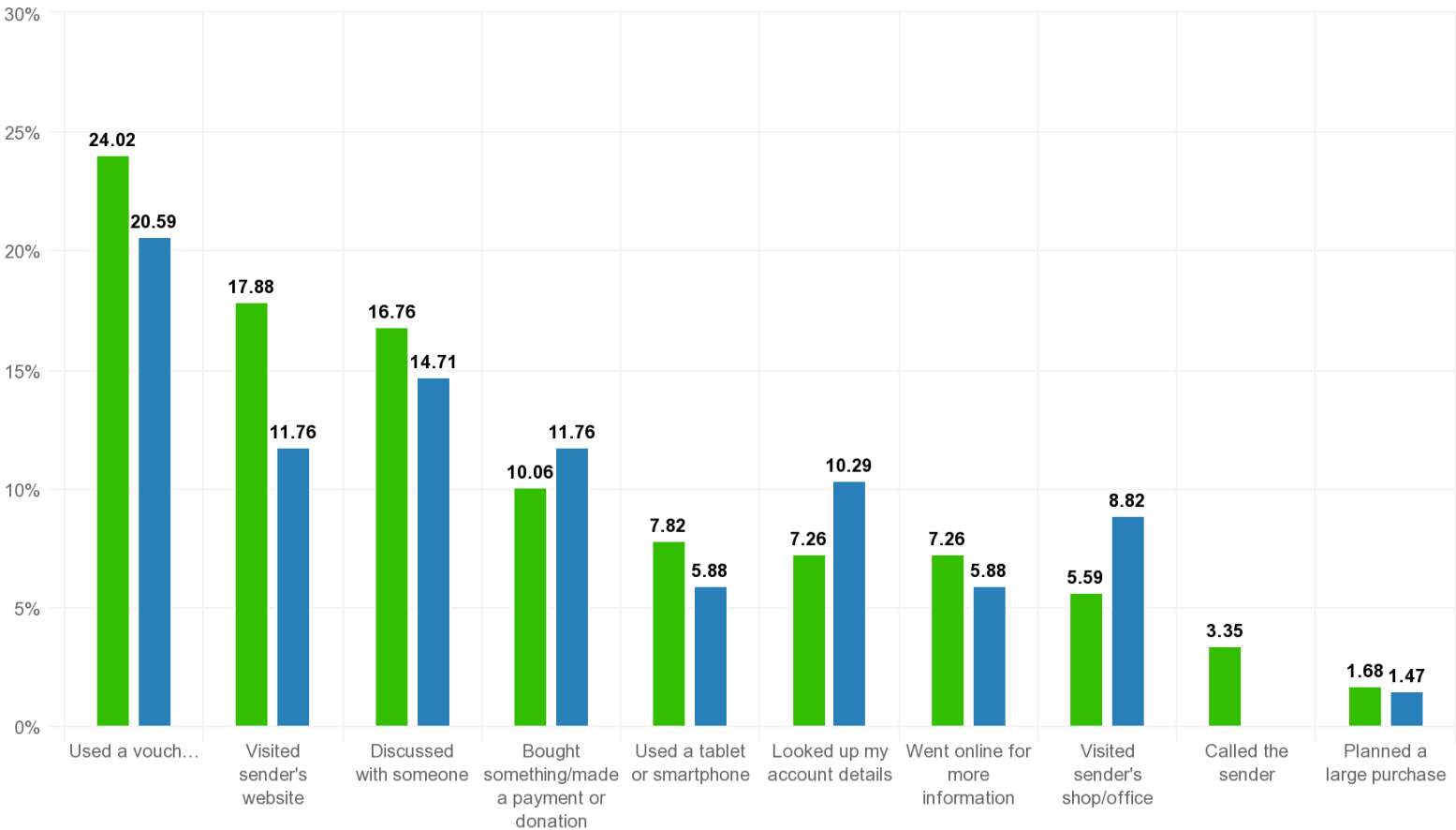
18



- What do the key JICMAIL metrics of frequency, item reach (i.e. mail sharing) and lifespan look like for my specific campaign or creative alternatives?
- How has my campaign performed in terms of driving the types of commercial actions tracked by JICMAIL?
- How has my campaign performed against my organisation's own JICMAIL benchmarks, as well as that of my competitive set?
- Only applicable to addressed mail acquisition packs (no CRM targeting)
- Indicative cost: £10,000 - £12,500 depending on complexity
  - Actual mail item/s sent to nationally representative JICMAIL panel of 1100
  - Standard JICMAIL Questions related to Reach, Frequency, Lifespan and JICMAIL commercial actions applied
  - Panellists are unaware of the test
  - Outputs benchmarked against established JICMAIL sector or competitor norms
  - Kantar holds panellists' details subject to GDPR. regulations
  - Results are provided in Excel tables with relevant cross tabulations.
  - PowerPoint deck of results supplied

# Live Campaign Tracking: how it's done

- Only solution that tests the real physical mail pack
- Combining gold standard industry mail measurement with ad effectiveness tracking
- Seed the JICMAIL panel with a client campaign to track key JICMAIL metrics at the campaign level
- Data made available to client only and is removed from the overall quarterly data set.



legend:

Brand X Christmas Campaign

Industry benchmark

## 4. STARCOUNT Audience Testing

---



# Creating more detailed acquisition targeting segments using digital and financial data

STARCOUNT

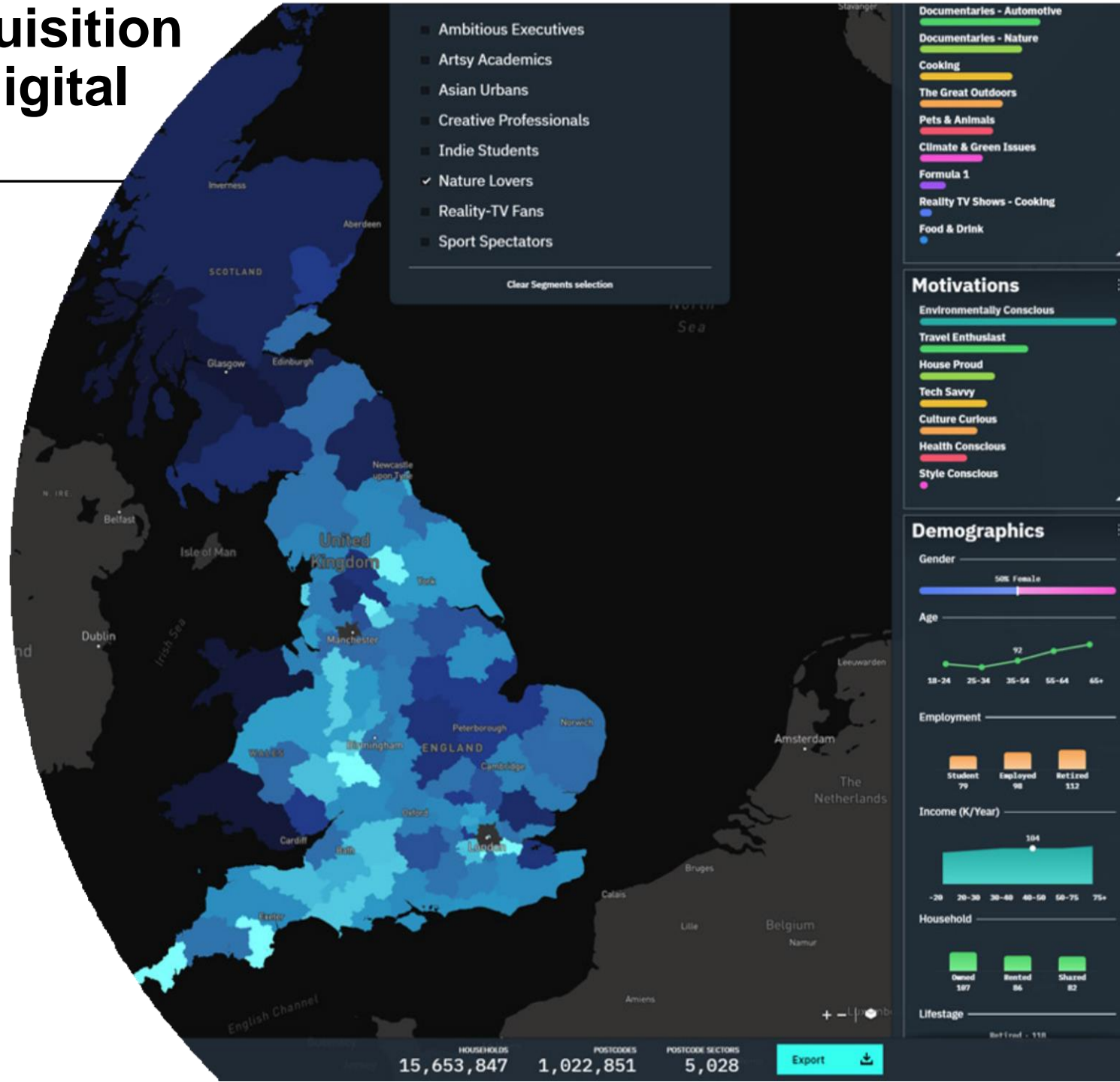
## BRINGING GRANULAR DIGITAL TARGETING TO THE MAIL CHANNEL

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

JIC  
MAIL

Mail Media Metrics

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





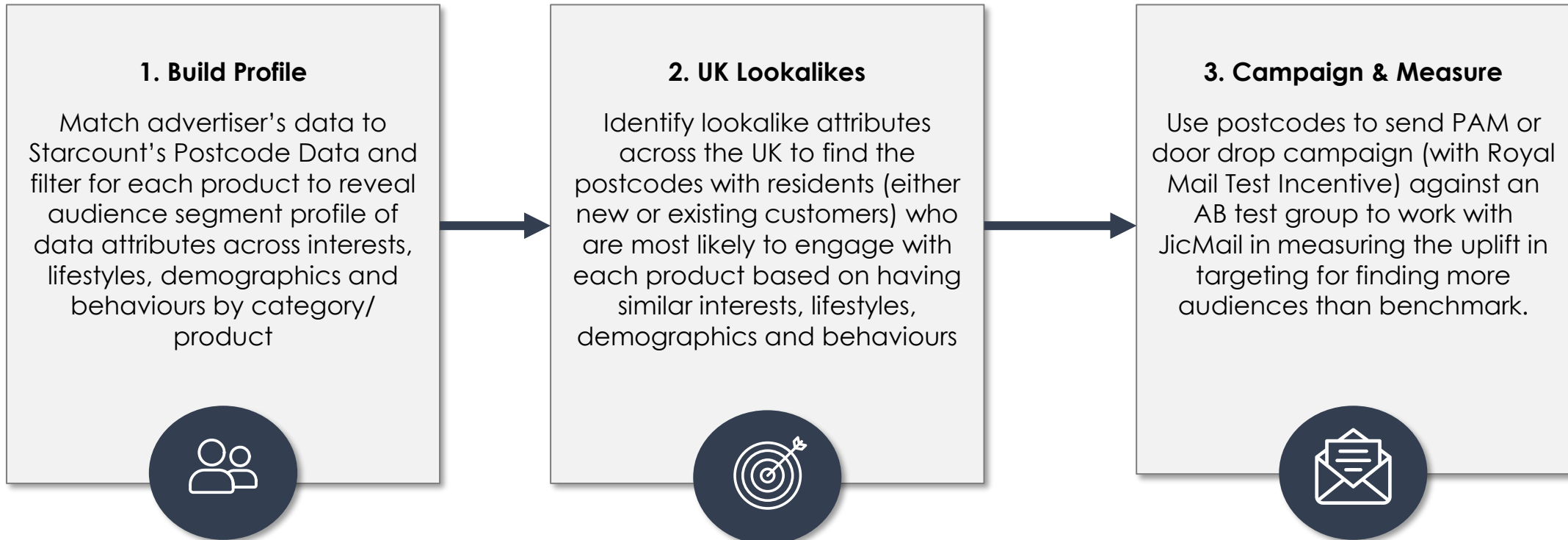
- How can you enhance the targeting of your acquisition campaigns?
- How can digital browsing / interest data combined with financial transaction data enhance campaign targeting?
- How does an enhanced target audience segment perform vs your standard acquisition target data?

An enhanced target list can either be created using an advertiser's customer data to create a lookalike profile; or a new audience can be built from scratch using social browsing and financial data.

Indicative cost: £2,500 per enhanced audience target list – i.e. a list of post codes to be used in Door Drop and / or Partially Addressed campaigns

# Option 1: Building an audience acquisition profile using advertiser customer matching

## CUSTOMER MATCH & LOOKALIKES



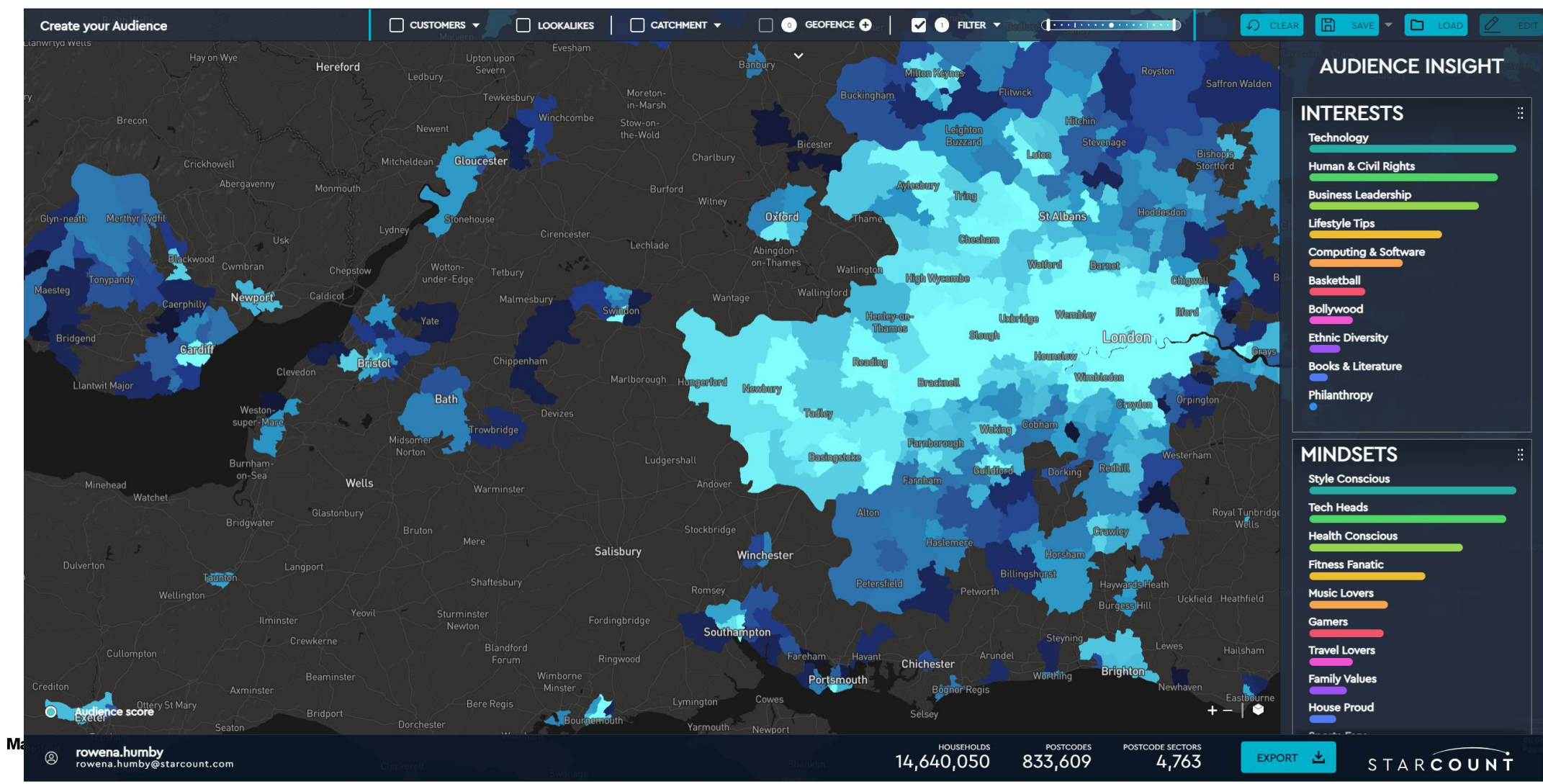
# Option 2: Best-build target audiences based solely on Starcount data

## BUILD BEST TARGET AUDIENCES





# A list of key postcodes is the key deliverable



## 5. UNIFIDA Multi-touch attribution modelling and MMM

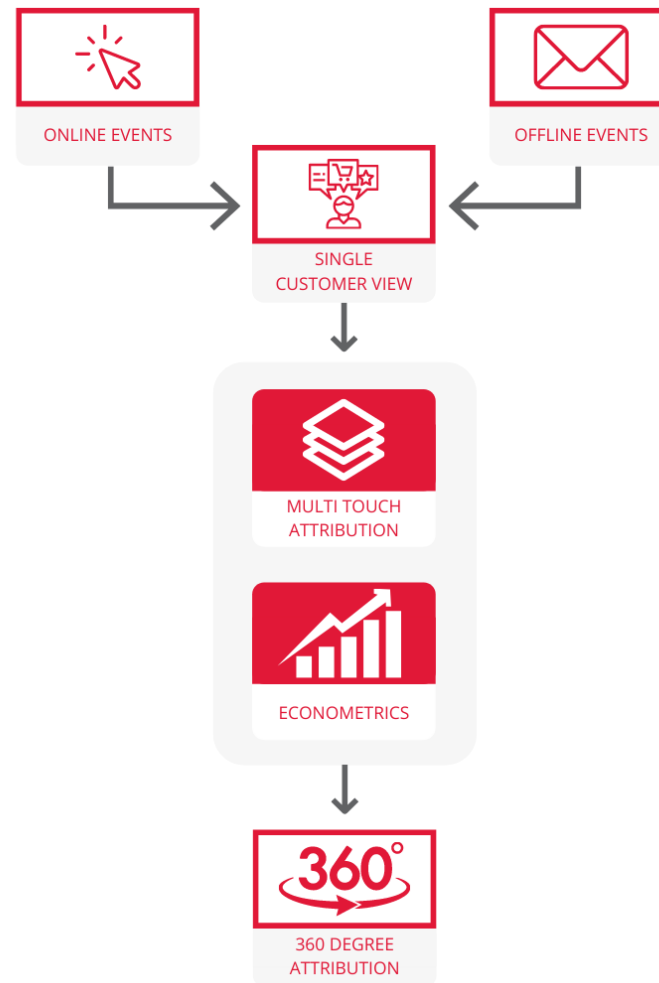
---














- Last click-attribution models under-estimate the impact of non-digital channels.
- Third party data dependent attribution models are on their way out along with third party cookies.
- Multi-touch attribution models that are fuelled by customer data provide a full picture of campaign impact and apportion appropriate value to the mail channel.
- Additionally, these MTA exercise can be used to inform and calibrate econometric (MMM) exercises

# A single customer view

---



# Example of increase in print attribution when compared to last click attribution measurement

| Channel       |  | Share of Value | % Share of Value | GA % Share of Value |
|---------------|--|----------------|------------------|---------------------|
| Affiliates    |    | £21,912        | 4.7%             | 9.6%                |
| Catalogue     |    | £162,359       | 34.7%            | -                   |
| Direct Entry  |    | £54,831        | 11.7%            | 17.8%               |
| Email         |    | £5,851         | 1.2%             | 0.5%                |
| Facebook      |    | £26            | 0.0%             | 0.0%                |
| Instagram     |    | £106           | 0.0%             | 0.0%                |
| Internal      |    | £49,046        | 10.5%            | -                   |
| Pay-Per-Click |    | £38,428        | 8.2%             | 12.0%               |
| Referrals     |   | £2,402         | 0.5%             | 1.5%                |
| Search Engine |  | £23,128        | 4.9%             | 21.3%               |
| No Event      |  | £110,419       | 23.6%            | 37.3%               |
| Total         |  | £468,509       | 100%             | 100%                |

# Please get in touch to discuss Test & Learn

---



[jicmail.org.uk](https://jicmail.org.uk)



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



[admin@jicmail.org.uk](mailto:admin@jicmail.org.uk)



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

**JIC  
MAIL**

Mail Media Metrics