

Mail: The Super Touchpoint

A JICMAIL 2025 REPORT



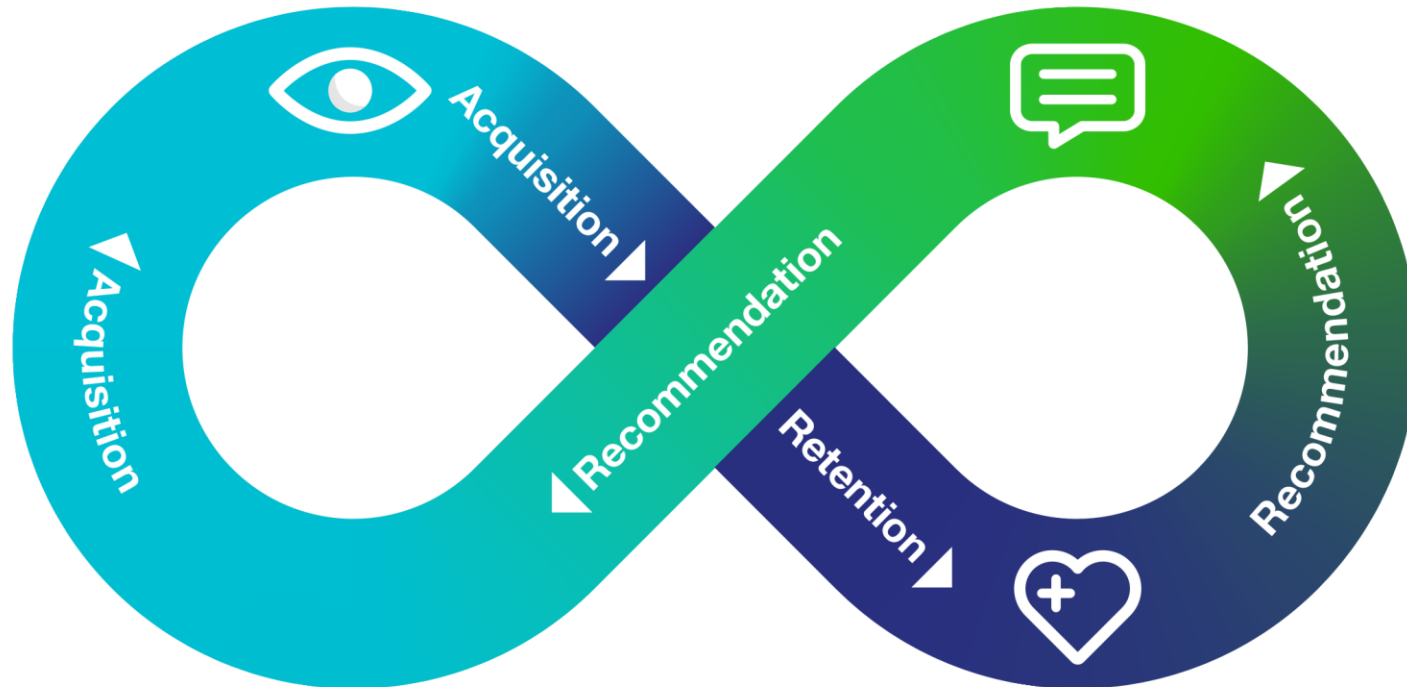
Mail Media Metrics

Fundamental marketing objectives remain unchanged

2

1 Acquisition of in-market customers
while stimulating future demand

3 Recommendation of products
and services to friends and family



2 Retention of existing customers
and deepening customer loyalty

If only it were so simple

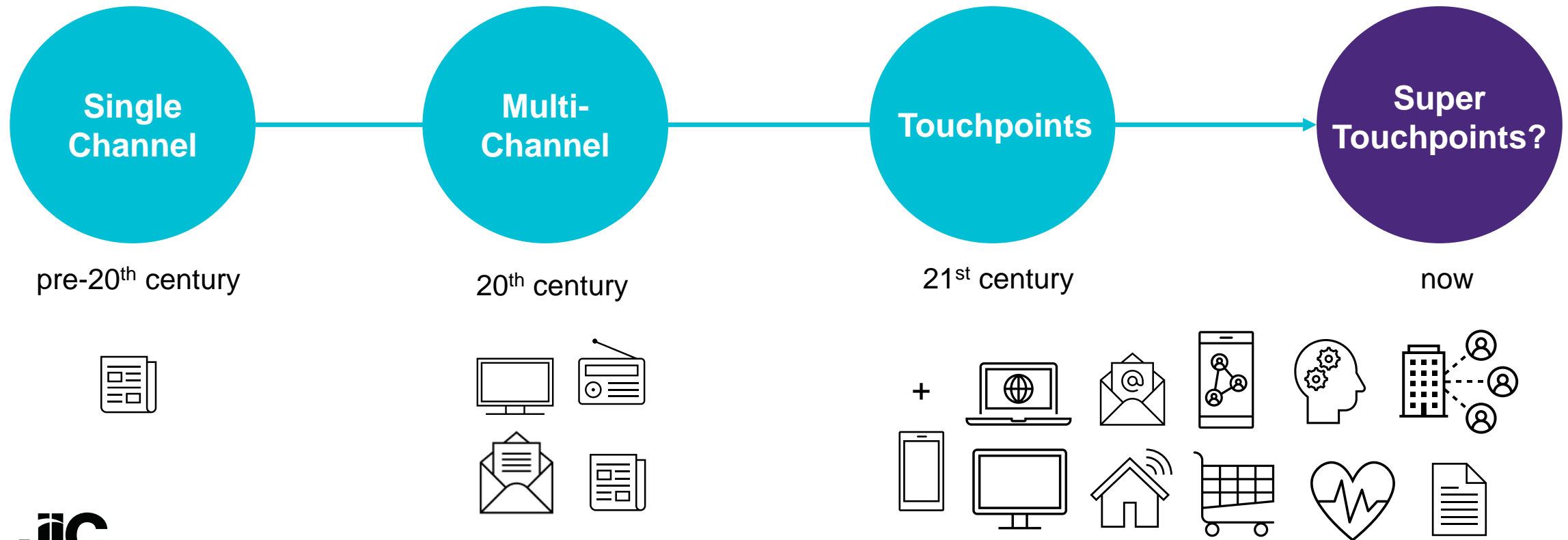
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1. Lack of big platform inter-operability
2. Non-transparent measurement
3. Ad fraud
4. Increased CPAs
5. Persistence of third-party cookie usage
6. Increased price-sensitivity
7. Ad saturation
8. Declining creativity
9. Competition for consumer attention



An unscientific history of multi-channel planning

4



We asked the industry to define “Super Touchpoint”

5



Disproportionately large investment for disproportionately effective outcomes

6

01

A **Super Touchpoint** enables marketers to merge audience-first planning with a cut-through behavioural or creative insight, to deliver disproportionately effective outcomes for consumers and brands alike.

02

A **Super Touchpoint** creates deeper emotional connections with consumers; delivers a stimulating sensory experience that attracts attention; provides advertisers with a platform for brand storytelling and/or inspires consumers to start a conversation.

03

Any channel can be a **Super Touchpoint**. If it conforms to best practice measurement; has the tools available to create a genuine and surprising customer insight; and has the potential to drive impact at all stages of the purchase cycle then it should encourage marketers to think about a disproportionately large investment to drive disproportionately effective outcomes.



The Super Touchpoints checklist

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A Super Touchpoint channel
enables you to...

- ✓ Harness a unique audience insight
- ✓ Harness the power of creativity
- ✓ Create an emotional connection
- ✓ Deliver sensory marketing comms
- ✓ Leverage trust
- ✓ Deliver carefully synchronised comms
- ✓ Hyper-target or build scale
- ✓ Explore rich targeting opportunities
- ✓ Build full-funnel effects
- ✓ Deploy best practice measurement



Mail Media Metrics

A framework for Super Touchpoint planning

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Why Mail is a Super Touchpoint channel

9

Mail...



Attracts
CONSUMER
Attention.

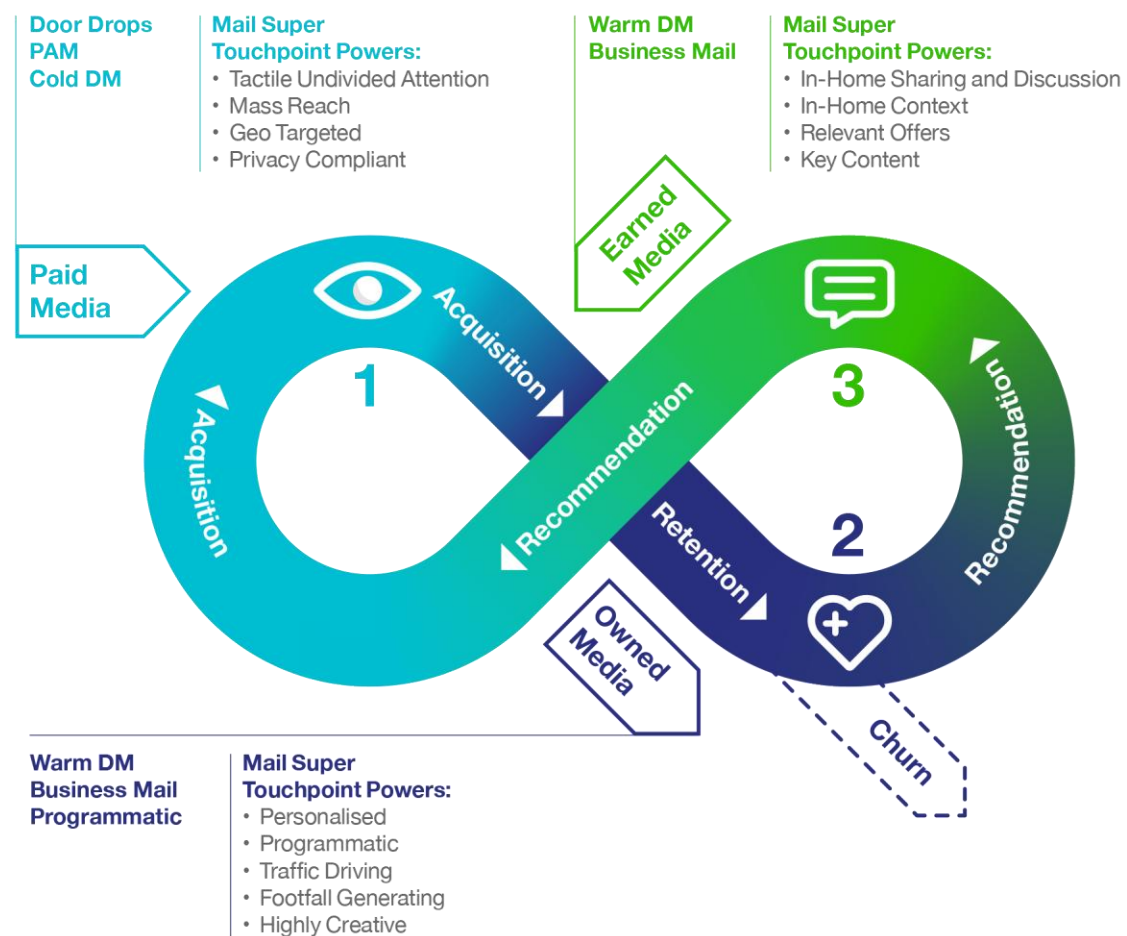


Deepens
CUSTOMER
Relationships.



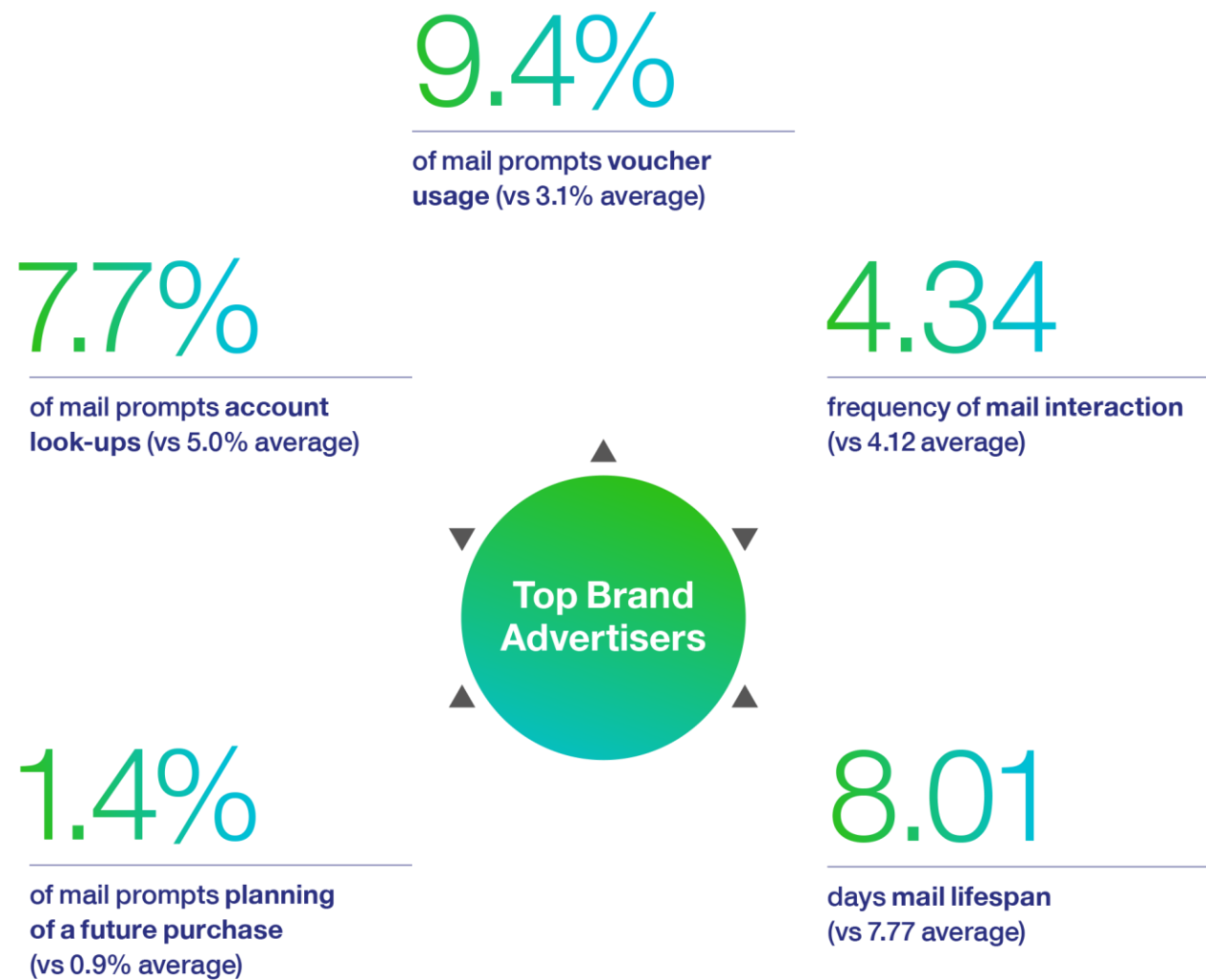
Ignites
HOUSEHOLD
Conversations.

Mail's Super Touchpoints strengths



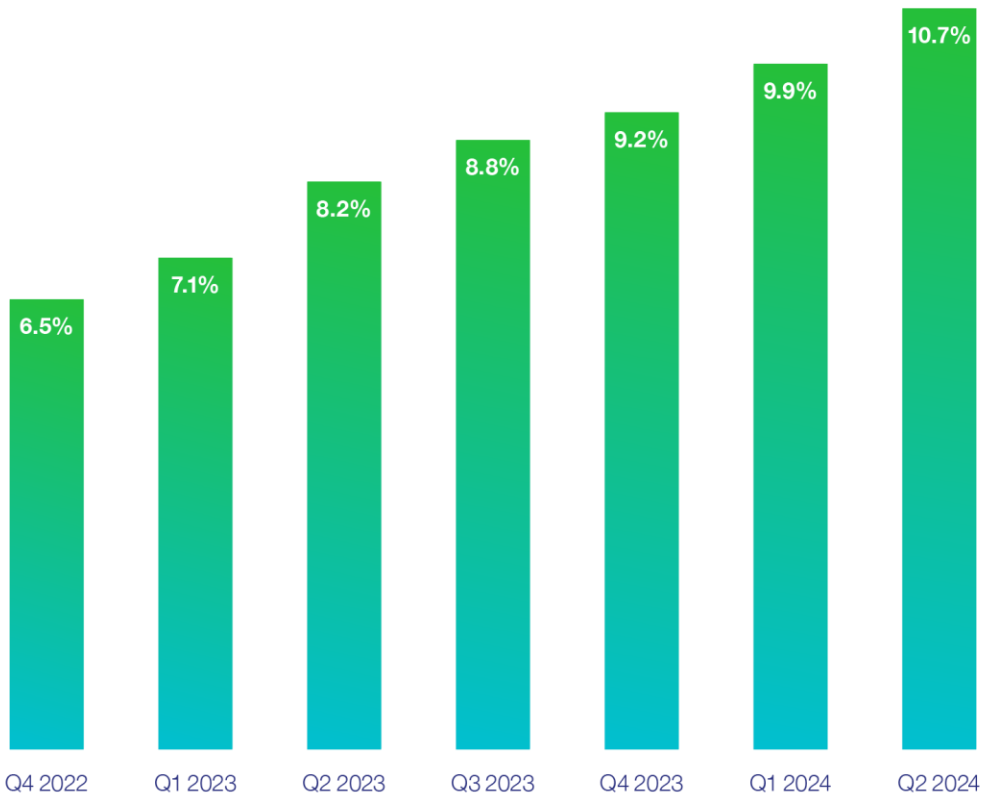
- 1 Attract Customer Attention
- 2 Deepen Customer Relationships
- 3 Ignite Household Conversations

Big brand spenders enjoy high mail engagement



Effectiveness for smaller businesses keeps growing

Door Drop Commercial Effectiveness for Local Tradespeople
(% of mail items with any commercial action taken)



Mail deepens customer value

Assuming...

77,000

Average warm mail campaign volume: 77,000 items

£207

AOV for warm retail mail = £207

1,469

Abandoned Cart Gap: 1,469 items

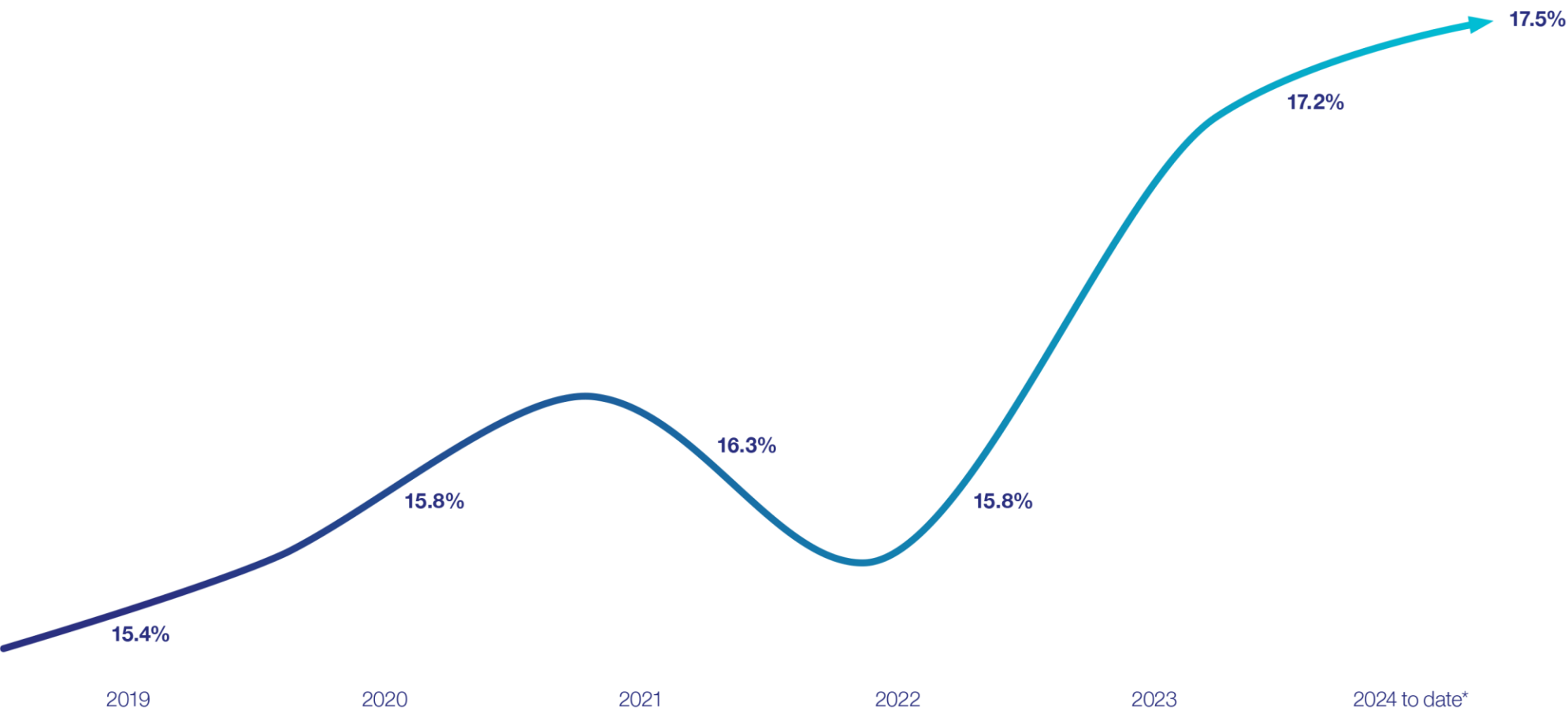
£304,000

Abandoned shopper cart revenue gap = £304,000



Mail ignites household conversations

% Direct and Business Mail Prompting Discussion



Mail tackles these challenges head on

15

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Introducing JICMAIL+ campaign measurement

16

How does JICMAIL+ work?



Enhanced JICMAIL+ learnings

17

1.



Which mail creative executions resonate with your audience and why?

2.



What new acquisition audiences can you uncover and how receptive will they be to mail?

3.



What does the mail channel contribute to a multi-channel campaign in terms of effective outcomes?

Don't just take it from us

18



“The JICMAIL study is a masterful piece of research, which is valuable considering the often overlooked role of direct mail among traditional media planners, despite it being bigger than Channel 4 in terms of revenue (UK).”

Faris Yakob

The Rise of the Super Touchpoint

JICMAIL gathered a roundtable of industry experts to explore the relative merits of media touchpoints across the customer journey...

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