

# The Nielsen Ad Intel Platform

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Offer for SMP members

The logo for JIC MAIL is positioned in the bottom left corner. It features the text 'JIC' in a large, bold, sans-serif font, with 'MAIL' in a smaller, bold, sans-serif font directly below it. The background of the logo area shows a still life of various fruits, including bananas and apples, arranged in a bowl and on a wooden surface.

**JIC  
MAIL**

Mail Media Metrics



# What is different about re-booted circulation data?

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1.

As of January 2024 updated mail circulation data endorsed as gold-standard by JICMAIL is available via Nielsen Ad Intel.

2.

The mail supply-side provides near-census level mail volumes for publication.

3.

The resulting dataset gives a much more accurate view on mail volumes and spend by advertiser and mail type (direct mail and door drops).

4.

Nielsen Ad Intel is only available to subscribers. SMP members now have the chance to subscribe at an agreed rate.

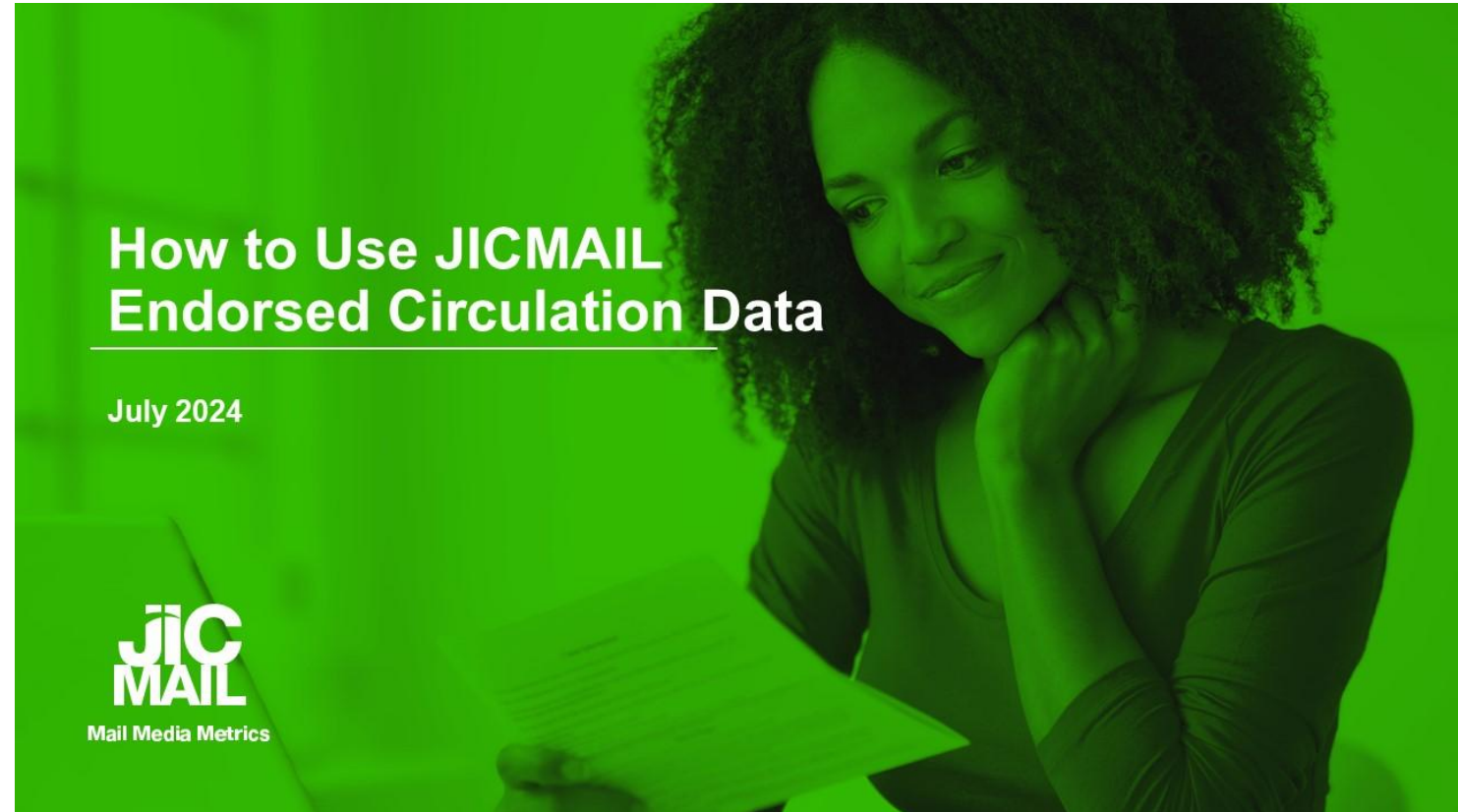


Mail Media Metrics

# How to Use JICMAIL Endorsed Circulation Data

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To help derive more value from Nielsen Circulation Data, download Ian Gibb's 'How to Use JICMAIL Endorsed Circulation Data' from the JICMAIL website:  
<https://www.jicmail.org.uk/data/nielsen-circulation-data/>



# How can re-booted circulation data help you?

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<i>Use...</i>	<i>Used by...</i>
<b>1. Measuring advertiser share of voice</b>	Advertisers and agencies looking to understand what relative advantage they can gain by using the mail channel.
<b>2. Measuring mail's share of ad spend vs other channels</b>	Advertisers and agencies looking to optimise their media mix and gain a full picture of what they are spending and where.
<b>3. Tracking the number of advertisers using the mail channel</b>	Sell-side organisations looking to track advertiser activity in the mail channel.
<b>4. Calculating campaign reach and frequency</b>	Combine circulation data with JICMAIL reach and frequency data to calculation audiences reach and impressions delivered.
<b>5. Assessing phasing of mail activity alongside other channels</b>	Planners looking to ensure maximum multi-channel impact but phasing mail activity to land either in or around above-the-line campaign dates.
<b>6. Tracking competitor activity regionally</b>	Advertisers looking to understand where their competitors are targeting in the mail space.
<b>7. Accessing high quality mail creative</b>	Creative and integrated agency planners looking to inspire creativity and understand what is and isn't working for other brands in their client's category.
<b>8. Granular volume data for Marketing Mix Modelling</b>	Measurement practitioners looking to enhance their econometric models when quantifying campaign performance by channel.

Campaign  
Reporting  
Deep Dive

# Ad Intel platform gives you access to dashboards that provide a quick and high-level overview of the data

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# The creative dashboard gives quick and easy access to all Direct Mail and Door Drop creatives

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HOMEEXPRESSREPORTSCREATIVESCUSTOMMANAGESSETTINGS

ALL MEDIA - CLIENT VIEW INCLUD SOCIALENGLISH

CREATIVE SEARCHBRAND SUMMARYMEDIA DETAILMEDIA SUMMARY

PERIOD - JAN 1 - JAN 31

MEDIA TYPE - 2

PRODUCT CATEGORY MAJOR

PRODUCT CATEGORY MID

PRODUCT CATEGORY MINOR

ADVERTISER

BRAND

ADD ADDITIONAL FILTERS

ADD KEYWORD

OPTIONS

365 PHARMACIST

Period: 29/01/2024 - 29/01/2024

1 / 5

365 PHARMACIST - ONLINE PHARMACY

MEDIA PLAN

SHOW DETAILS

4IMPRINT PLC

Period: 10/01/2024 - 31/01/2024

1 / 4

4IMPRINT - PROMOTIONAL MERCHANDISE

MEDIA PLAN

SHOW DETAILS

4IMPRINT PLC

Period: 10/01/2024 - 31/01/2024

1 / 4

4IMPRINT - PROMOTIONAL MERCHANDISE

MEDIA PLAN

SHOW DETAILS

4TH UTILITY HOLDINGS LTD

Period: 04/01/2024 - 31/01/2024

1 / 2

4TH UTILITY - BROADBAND

MEDIA PLAN

SHOW DETAILS

5 ELEMENT BEAUTY ROOM

Period: 22/01/2024 - 22/01/2024

1 / 1

5 ELEMENT BEAUTY ROOM

MEDIA PLAN

SHOW DETAILS

7 MILES KOREAN & CHINESE ...

Period: 22/01/2024 - 22/01/2024

1 / 1

7 MILES KOREAN & CHINESE ...

MEDIA PLAN

SHOW DETAILS

7DAYS PERFORMANCE

Period: 03/01/2024 - 04/01/2024

1 / 1

7DAYS PERFORMANCE

MEDIA PLAN

SHOW DETAILS

7DAYS PERFORMANCE

Period: 04/01/2024 - 19/01/2024

1 / 1

7DAYS PERFORMANCE

MEDIA PLAN

SHOW DETAILS

JiC  
MAIL

Mail Media Metrics

Excel reports are sent monthly to your email in a previously agreed format. No log in to the platform required.

SMP Report

File Edit View Insert Format Data Tools Extensions Help

Menus 100% 123 Default... 11 B I A

K3 fx

Nielsen

Created 06/08/2024 11:00:28 +01:00

Period From 01/01/2023 to 31/12/2023

Dimension filter Media Type - 2(Direct Mail, Door Drops)

Filter Untitled

Layout Untitled

Advertiser	Brand	Direct Mail Mail Type	Direct Mail Postage Type	Direct Mail Envelope Type	Direct Mail Media Region	Direct Mail Weight	Direct Mail Age Group	Direct Mail Gender	Direct Mail Mosaic Group	Direct Mail Financial Mosaic Group
Grand Total										
Sky UK Ltd	Sky - Digital satellite TV	Prospect Mailing	Whistl	Lasered + Overprint	X - HTV	11	55-64	Female	Blue Collar Owners	Burdened Borrowers
Sky UK Ltd	Sky - Sky Sports Channels	Customer Sale	Whistl	Window	X - Lancashire	20	55-64	Male	Low Rise Council	Hardened Cash Payers
Sky UK Ltd	Sky - Broadband	Customer Sale	Whistl	Label + Overprint	Ulster	11	65+	Female	Other	Just About Surviving
Sky UK Ltd	Sky - Broadband	Customer Sale	Whistl	Lasered + Overprint	Central Scotland	16	45-54	Female	Low Rise Council	Just About Surviving
Sky UK Ltd	Sky - Broadband	Customer Sale	Whistl	Window + Overprint	Ulster	17	65+	Female	Other	Just About Surviving
Sky UK Ltd	Sky - Broadband	Prospect Mailing	Whistl	Lasered + Overprint	X - Anglia	11	55-64	Male	Town Houses & Flats	Good Paying Realists
Sky UK Ltd	Sky - Sky Protect	Customer Sale	Uk Mail	Window + Overprint	X - Anglia	34	65+	Male	Suburban Semis	Capital Accumulators
Sky UK Ltd	Sky - Sky Protect	Customer Sale	Uk Mail	Window + Overprint	X - West Country	24	65+	Male	Country Dwellers	Farmowners & Traders
Sky UK Ltd	Sky - Sky Sports F1 Channel	Customer Sale	Whistl	Lasered + Overprint	X - West Country	20	65+	Male	Independent Elders	Good Paying Realists
Sky UK Ltd	Sky - Sky Multiscreen	Customer Sale	Whistl	Label + Overprint	X - Anglia	11	65+	Female	Blue Collar Owners	Good Paying Realists
Sky UK Ltd	Sky - Sky Q	Customer Sale	Whistl	Window + Overprint	London	17	65+	Male	Blue Collar Owners	Indebted Strugglers
Sky UK Ltd	Sky - Sky Q	Customer Sale	Whistl	Window + Overprint	X - HTV	17	65+	Male	Blue Collar Owners	Burdened Borrowers
Sky UK Ltd	Sky - Sky Q	Customer Sale	Whistl	Window + Overprint	X - Lancashire	17	55-64	Male	Low Rise Council	Hardened Cash Payers
Sky UK Ltd	Sky Mobile - Mobile Network	Doordrop	Doordrop	Not Allocated	London	15	Unknown	Not Allocated	Suburban Semis	Adventurous Spenders
Sky UK Ltd	Sky Mobile - Mobile Network	Doordrop	Doordrop	Not Allocated	London	15	Unknown	Not Allocated	Suburban Semis	Adventurous Spenders
Sky UK Ltd	Sky Mobile - Mobile Network	Doordrop	Doordrop	Not Allocated	London	15	Unknown	Not Allocated	Suburban Semis	Adventurous Spenders
Sky UK Ltd	Sky Mobile - Mobile Network	Doordrop	Doordrop	Not Allocated	London	15	Unknown	Not Allocated	Suburban Semis	Farmowners & Traders
Sky UK Ltd	Sky Mobile - Mobile Network	Doordrop	Doordrop	Not Allocated	London	15	Unknown	Not Allocated	Suburban Semis	Good Paying Realists
Sky UK Ltd	Sky Mobile - Mobile Network	Doordrop	Doordrop	Not Allocated	X - Anglia	15	Unknown	Not Allocated	High Income Families	Discerning Investors
Sky UK Ltd	Sky Mobile - Mobile Network	Doordrop	Doordrop	Not Allocated	X - Anglia	15	Unknown	Not Allocated	Town Houses & Flats	Good Paying Realists
Sky UK Ltd	Sky Mobile - Mobile Network	Doordrop	Doordrop	Not Allocated	X - Central	15	Unknown	Not Allocated	Country Dwellers	Hardened Cash Payers
Sky UK Ltd	Sky Mobile - Mobile Network	Doordrop	Doordrop	Not Allocated	X - Central	15	Unknown	Not Allocated	High Income Families	Discerning Investors
Sky UK Ltd	Sky Mobile - Mobile Network	Doordrop	Doordrop	Not Allocated	X - Central	15	Unknown	Not Allocated	Mortgaged Families	Burdened Borrowers
Sky UK Ltd	Sky Mobile - Mobile Network	Doordrop	Doordrop	Not Allocated	X - HTV	15	Unknown	Not Allocated	High Income Families	Good Paying Realists
Sky UK Ltd	Sky Mobile - Mobile Network	Doordrop	Doordrop	Not Allocated	X - HTV	15	Unknown	Not Allocated	Suburban Semis	Adventurous Spenders
Sky UK Ltd	Sky Mobile - Mobile Network	Doordrop	Doordrop	Not Allocated	X - HTV	15	Unknown	Not Allocated	Suburban Semis	Good Paying Realists
Sky UK Ltd	Sky Mobile - Mobile Network	Doordrop	Doordrop	Not Allocated	X - Lancashire	15	Unknown	Not Allocated	Blue Collar Owners	Burdened Borrowers



# Subscription packages available – for SMP members

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<b>AD INTEL PLATORM</b> <b>Best for large organisations</b>	<b>MONTHLY EXCEL REPORTS</b> <b>Best for medium and small organisations</b>
<ul style="list-style-type: none"><li>▪ Instant access to data at any time</li><li>▪ Ability to create custom reports</li><li>▪ Convenient access to all creatives</li><li>▪ Ability to export custom reports for your business needs</li><li>▪ Access to the digital dashboards</li><li>▪ 7 logins provided</li><li>▪ Onboarding and ongoing support and training</li></ul>	<ul style="list-style-type: none"><li>▪ Ready-made reports in an approved format give you the most relevant information you want</li><li>▪ Sent directly to your in box each month</li><li>▪ Minimal effort to access the data</li><li>▪ No training necessary</li><li>▪ Creatives delivered through links</li></ul>
<b>£10,000 per year</b>	<b>£5,000 per year</b>

# Next Step

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Get in touch with Nielsen

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Verify you are an SMP member



Mail Media Metrics