

# JICMAIL Response Rate Tracker

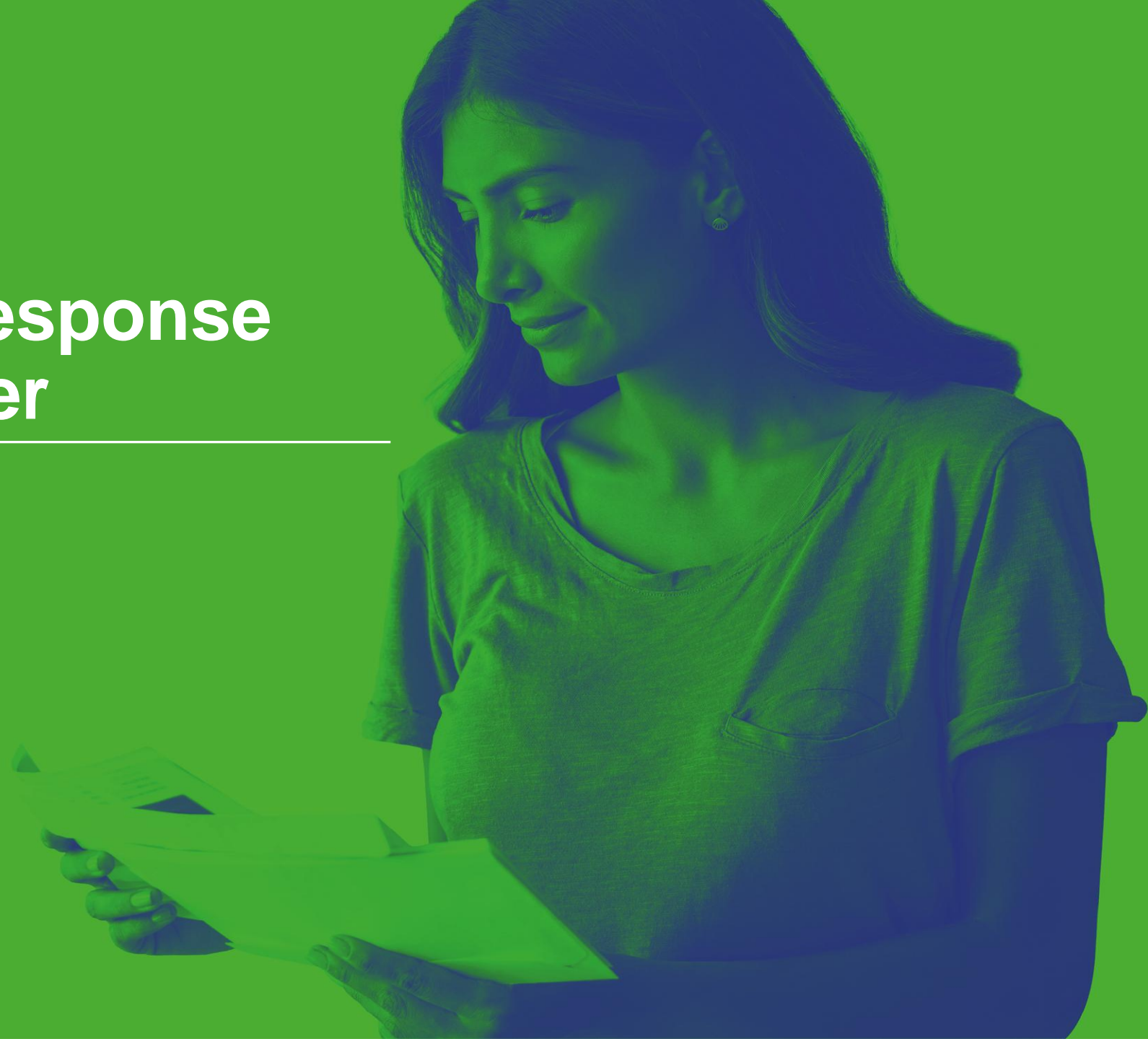
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2024 Update

March 2025



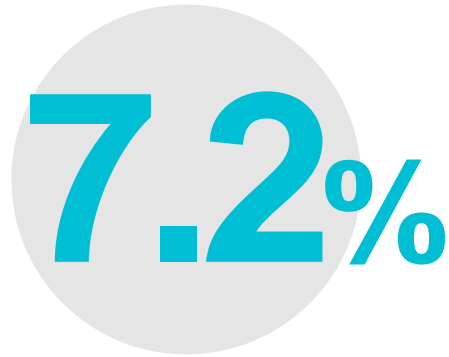
Mail Media Metrics



# Response Rate Tracker all-time metrics

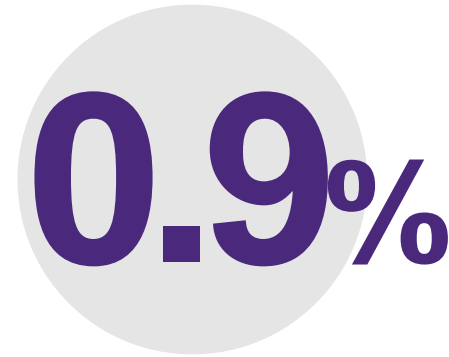
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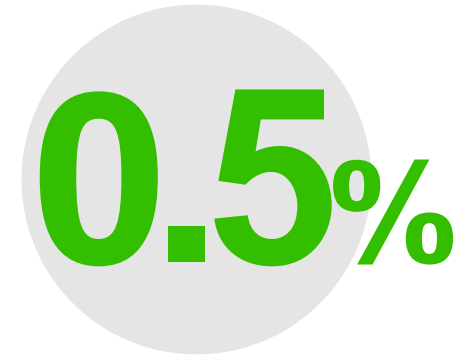
**Warm Direct Mail  
average response  
rate**

**£9.0 ROI**



**Cold Direct Mail  
average response  
rate**

**£3.2 ROI**



**Door Drops average  
response rate**

**£2.9 ROI**

# Four key findings from the 2025 update

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1.

## **Acquisition and retention effectiveness growing:**

Cold DM response rates were up 24% in 2024, while Warm DM response grew 6%

2.

## **Door Drop campaign ROI**

increased 41% year on year in 2024

3.

Mail which has both a **brand and response** objective will see **response rates triple** on average.

4.

Volume matters: **larger cold DM sends enjoy higher ROI**, while repeat sends will see improvements across all performance metrics.

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# Background and methodology

# What the Response Rate Tracker is used for

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## **Benchmarking**

Assess the performance of past campaigns against benchmarks from the same industry sector.



## **Target Setting**

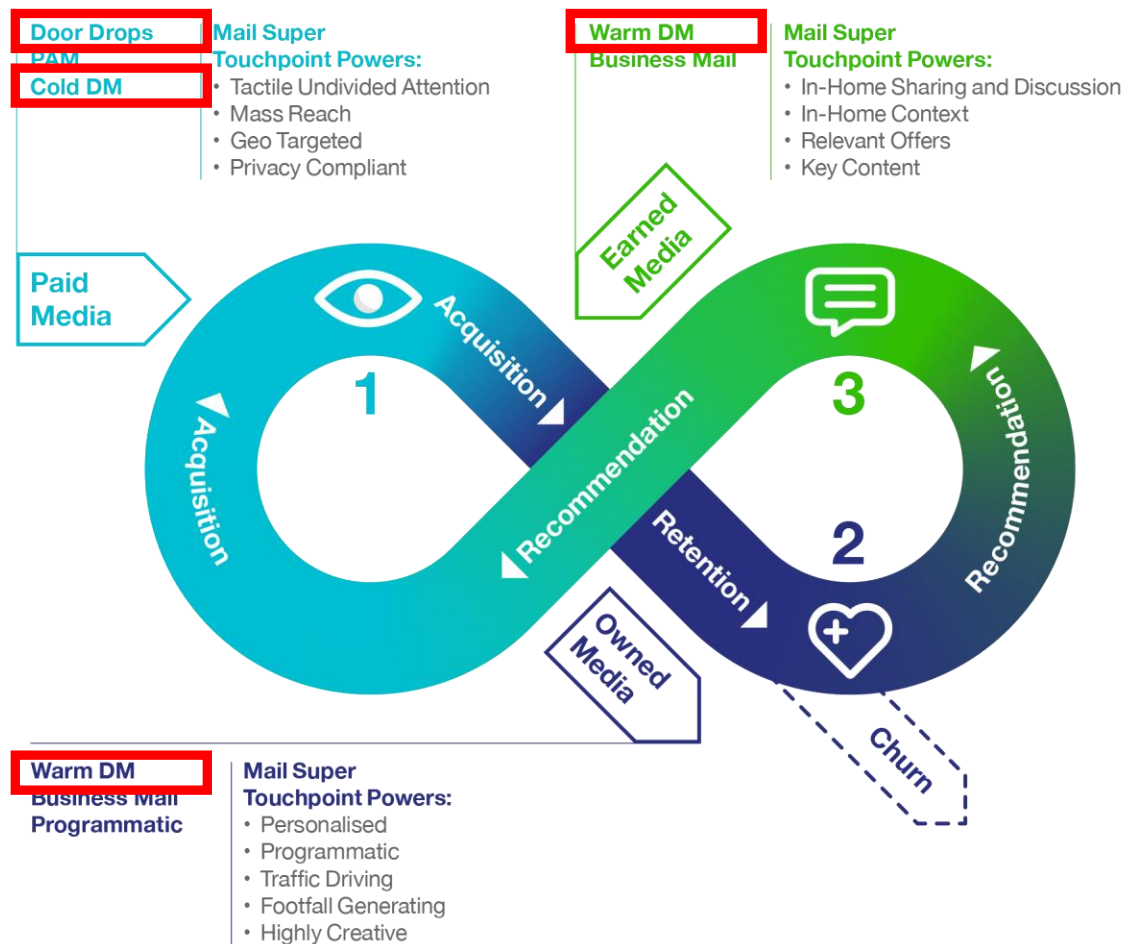
Set realistic performance targets for upcoming campaigns by introducing more accurate inputs into business forecasting models.



## **Validating**

Compare self-reported JICMAIL panel data to campaign-level performance benchmarks.

# Benchmarks available across the Super Touchpoint planning loop



1 Attract Customer Attention

2 Deepen Customer Relationships

3 Ignite Household Conversations

# Fifteen participating organisations

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New to 2025



Mail Media Metrics

# Anonymous campaign level data gathered by JICMAIL, including the following details...

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1. ANONYMOUS  
ADVERTISER DETAILS

Industry Sector	Product Level
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2. MAIL DETAILS

Mail Type	B2B or B2C	Cold or Warm	Brand or Response
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3. CAMPAIGN DETAILS

Start and End Date	Volumes	Burst / Repeat?	Budget
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4. RESPONSE DATA

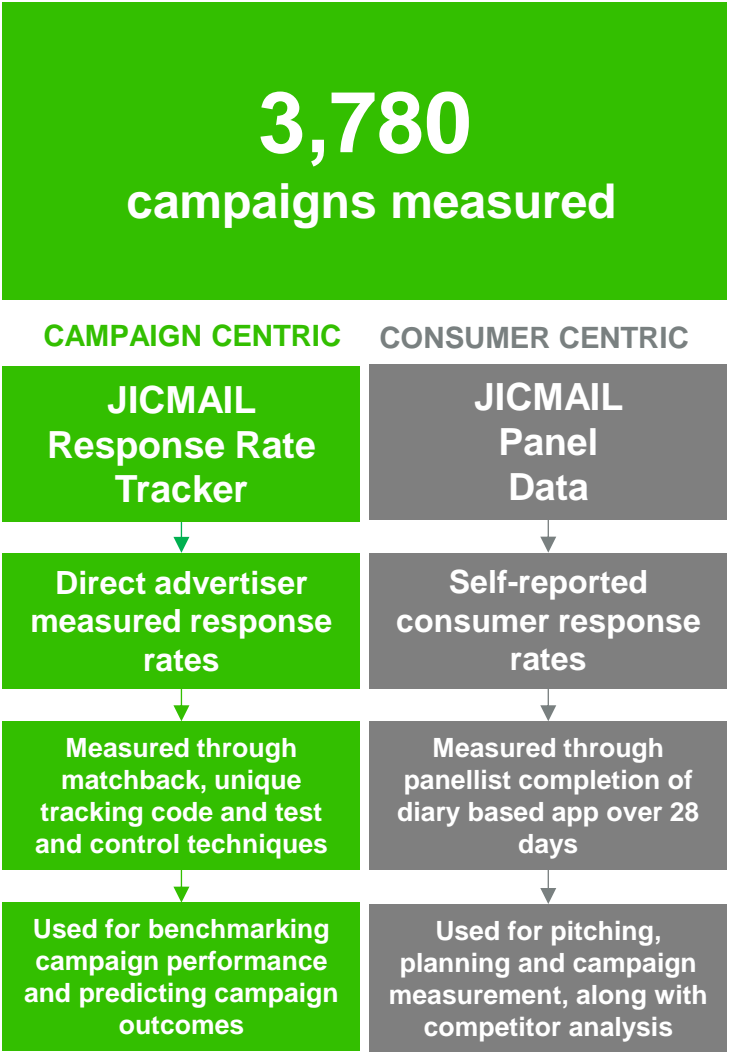
Response Metric Measured	Response Rate	CPA and AOV*	ROI*
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\* not reported for all campaigns



# Campaign data vs JICMAIL panel data

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# Sample profile: 90% DM

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Warm DM



46%

Cold DM



44%

Door Drops



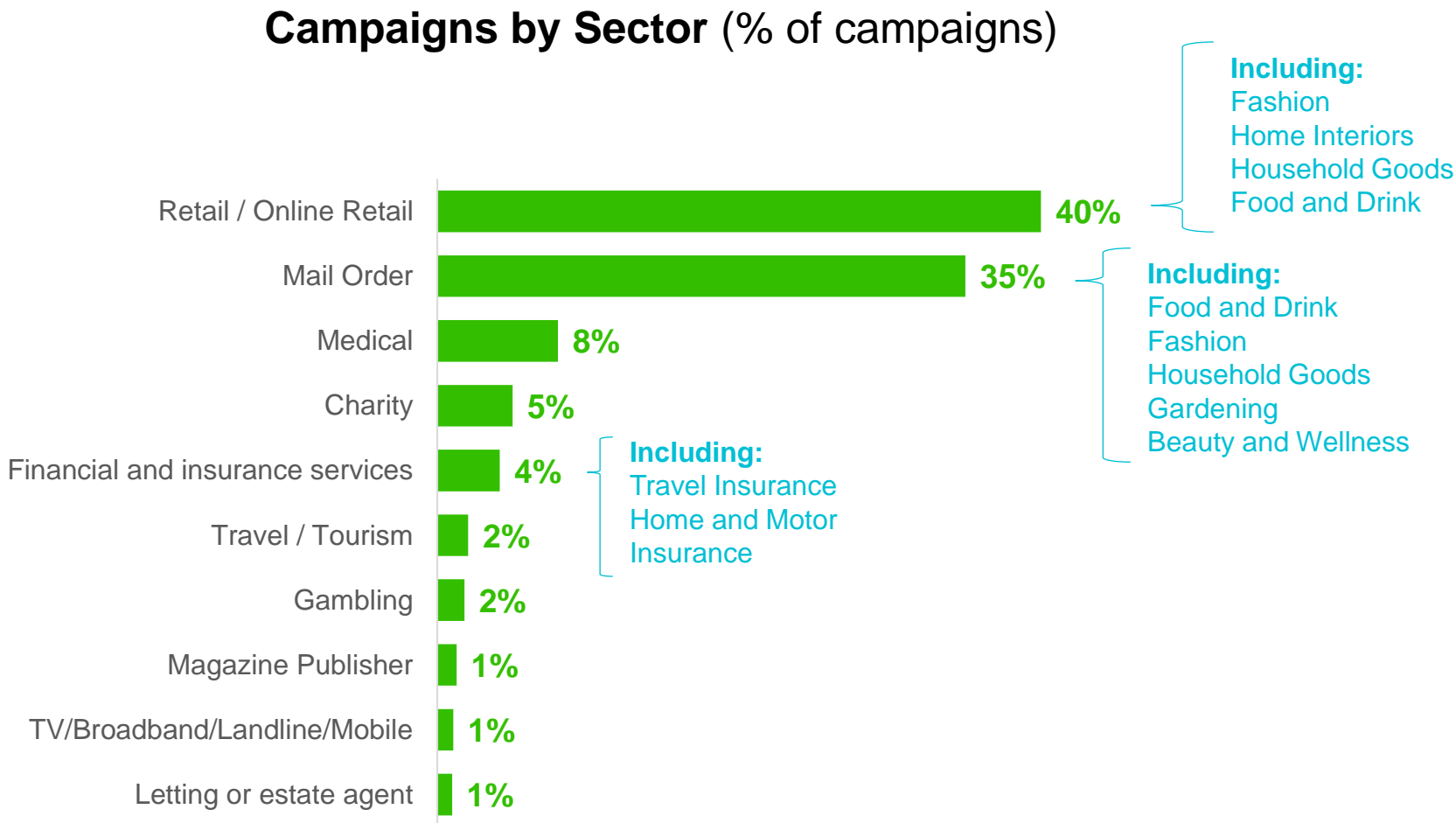
9%

PAM



2%

# Three quarters are retail / mail order campaigns



# Results dashboard available in JICMAIL Discovery

## JICMAIL Response Rate Tracker Dashboard

Direct Mail

Door Drops

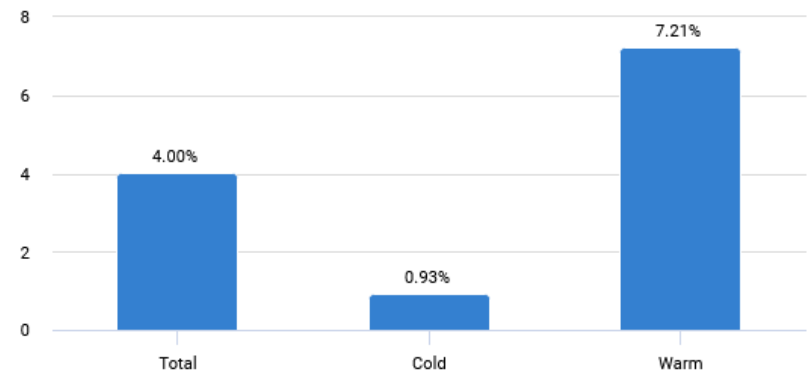
Partially Addressed

All Sectors

n = 3 398 campaigns

- Campaign level data collected for 3,780 campaigns from 15 organisations.
- Caution interpreting results with fewer than 20 campaigns.
- For further details on methodology and participants go to [jicmail.org.uk](http://jicmail.org.uk)

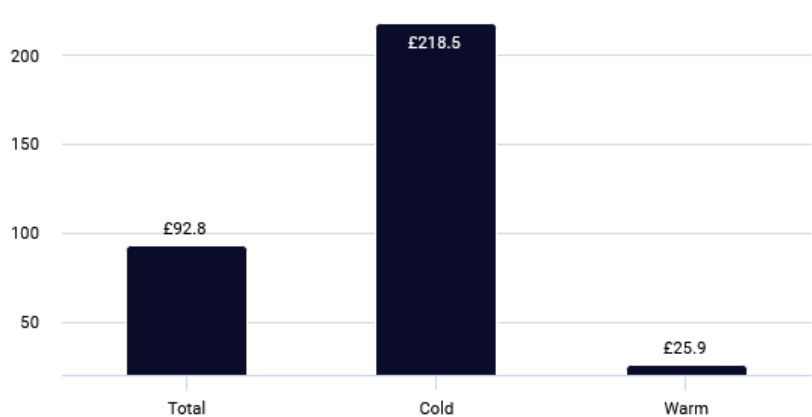
Response Rate (%)



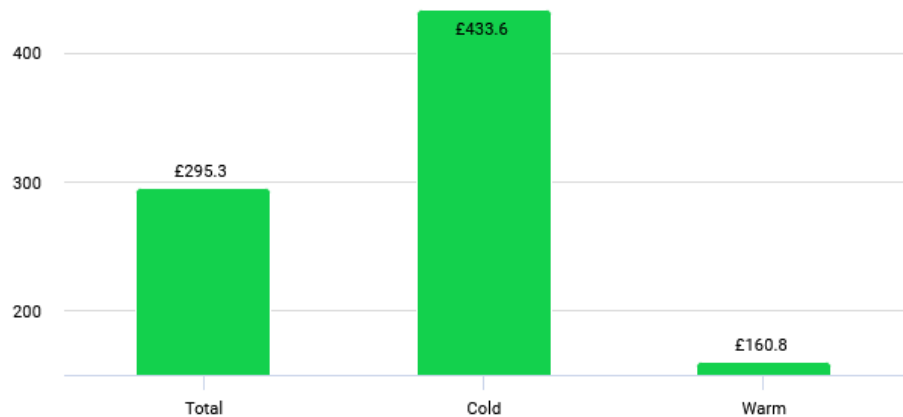
Return on Investment (£)



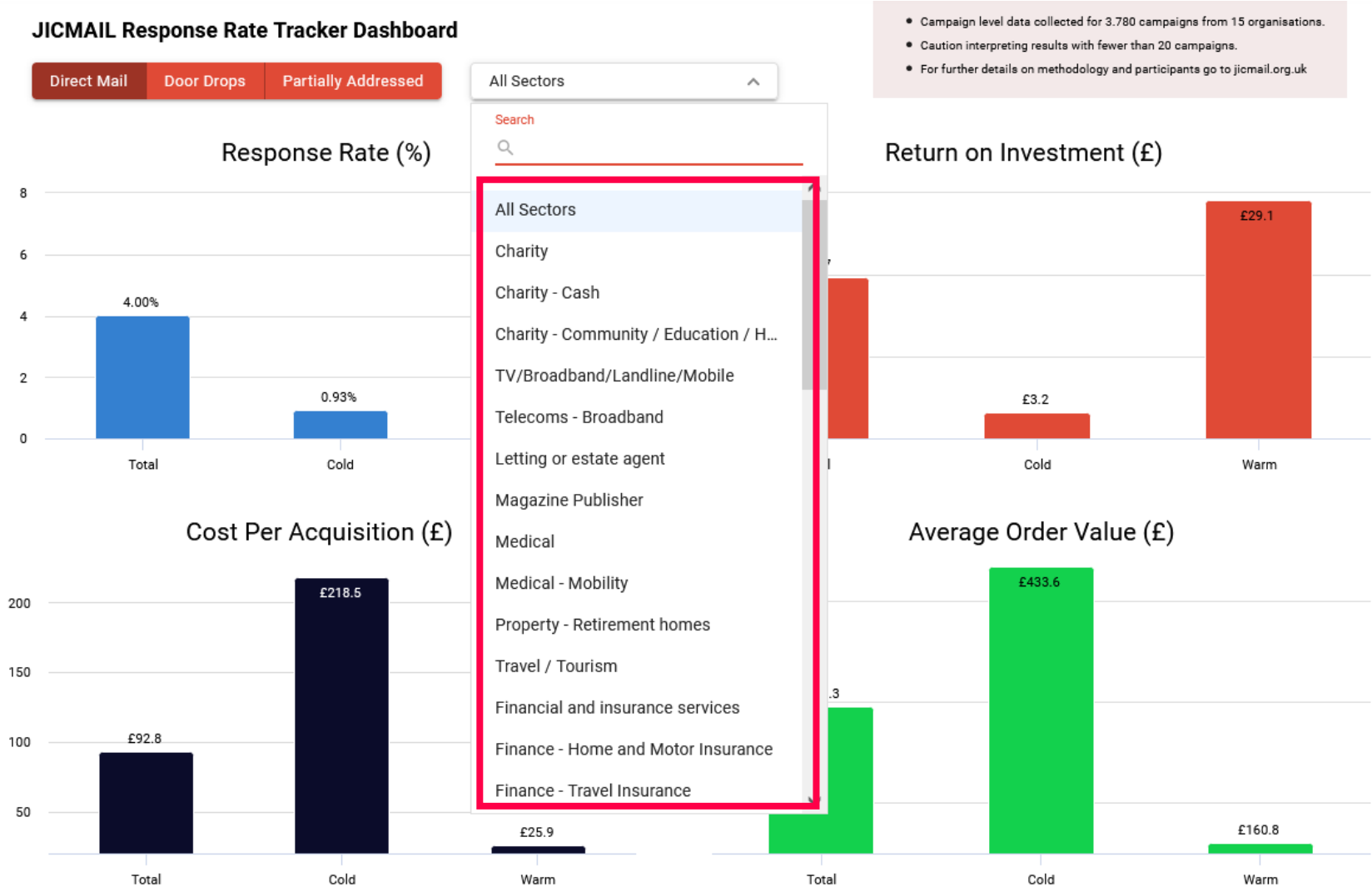
Cost Per Acquisition (£)



Average Order Value (£)



# Thirty-five sectors / product levels now available



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# New mail planning norms for 2025

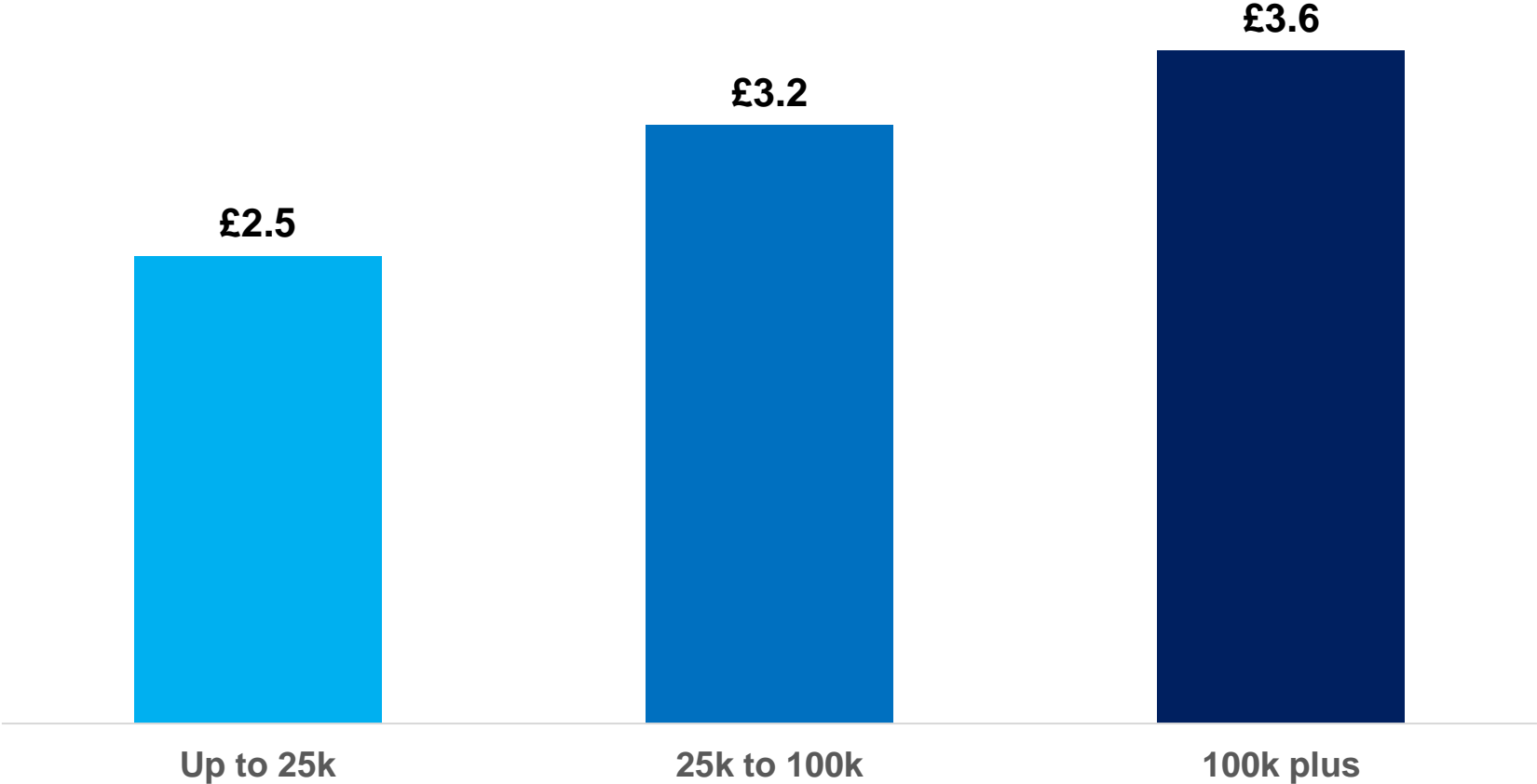


Mail Media Metrics

# Higher payback seen at higher mail volumes for Cold DM

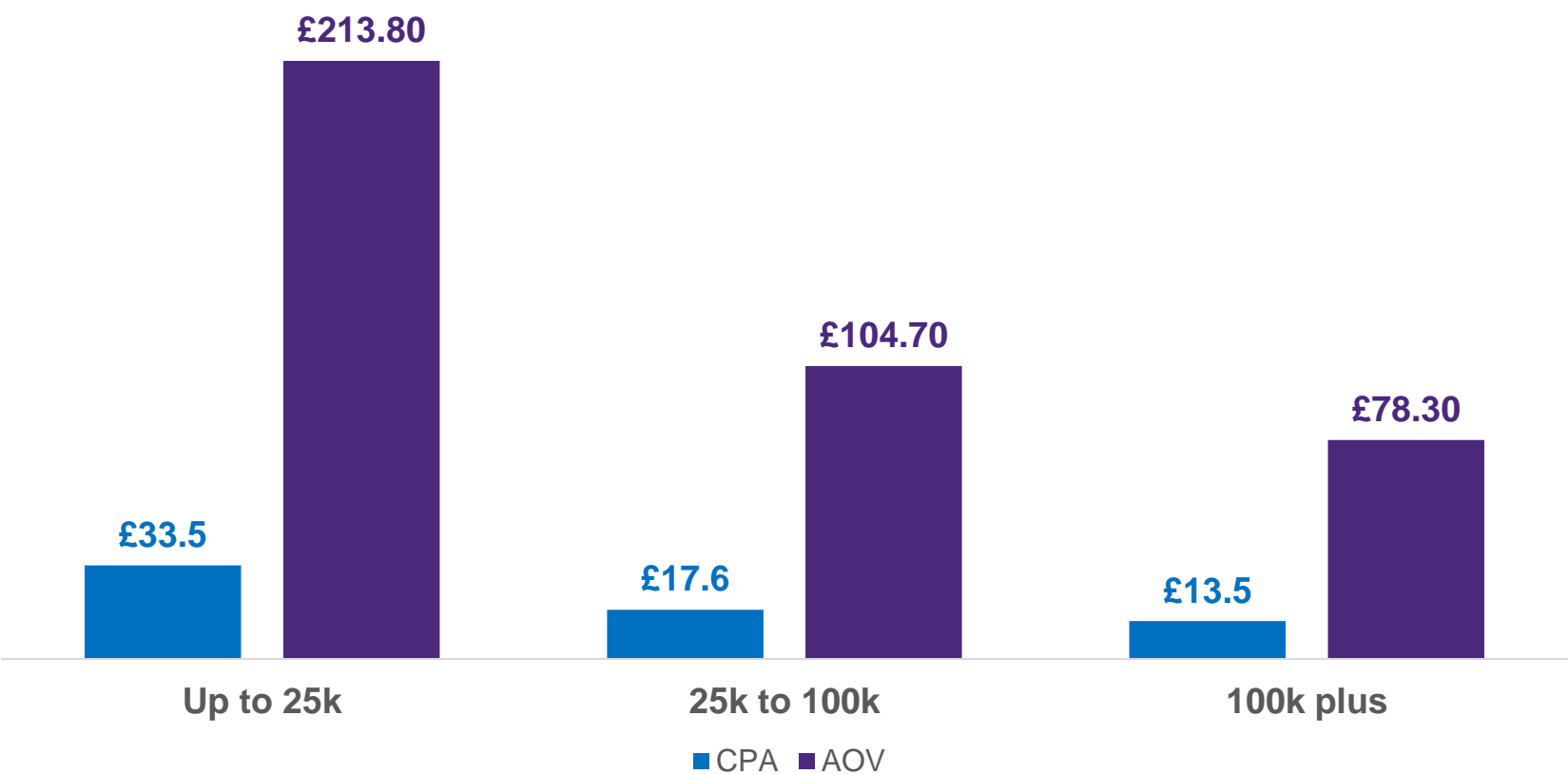
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ROI for Cold DM by Campaign Volume (no. of items)



# CPAs decline as Warm DM volumes increase (although AOVs do too)

CPA and AOV for Warm DM by Campaign Volume

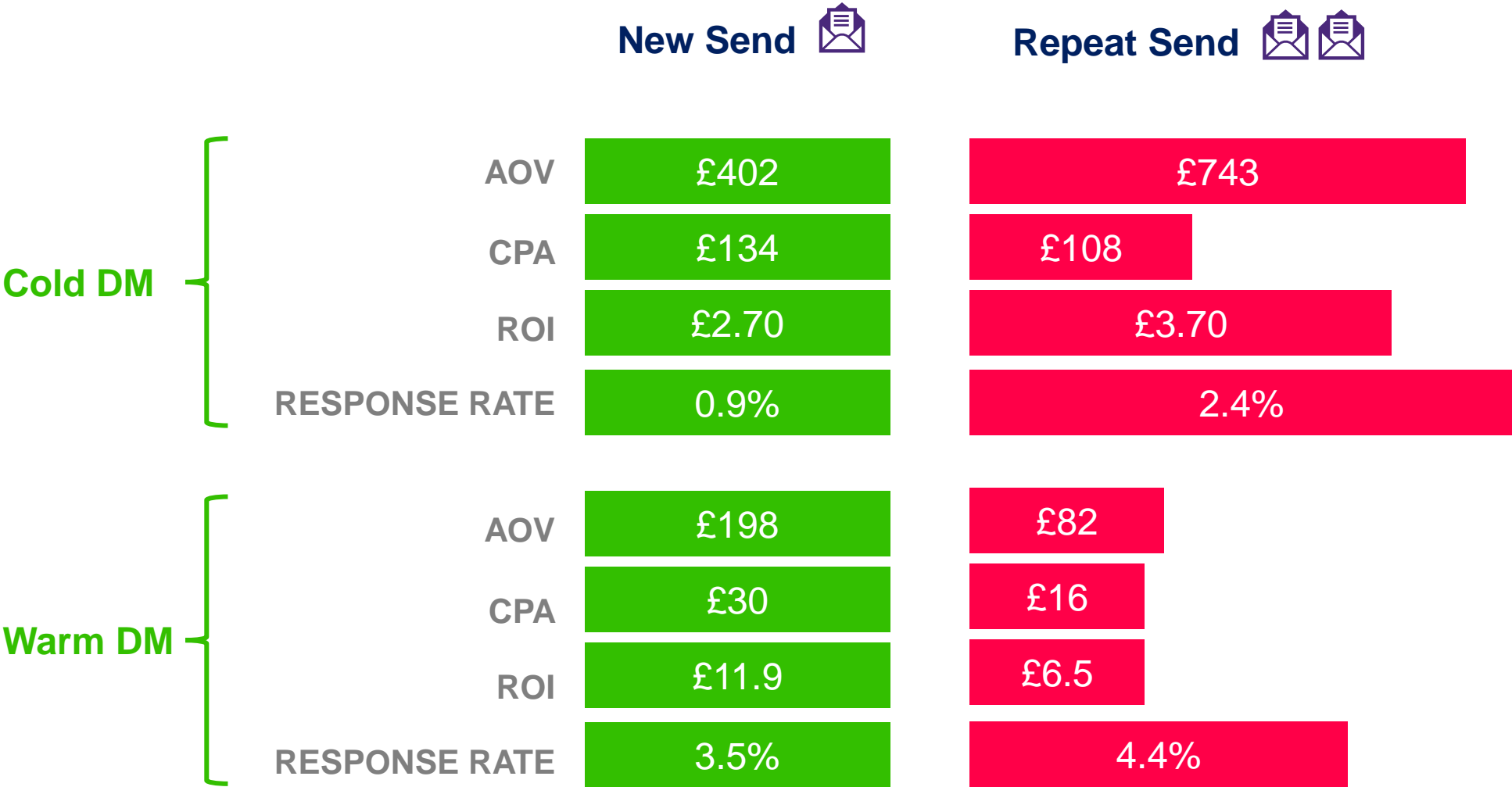


Mail Media Metrics

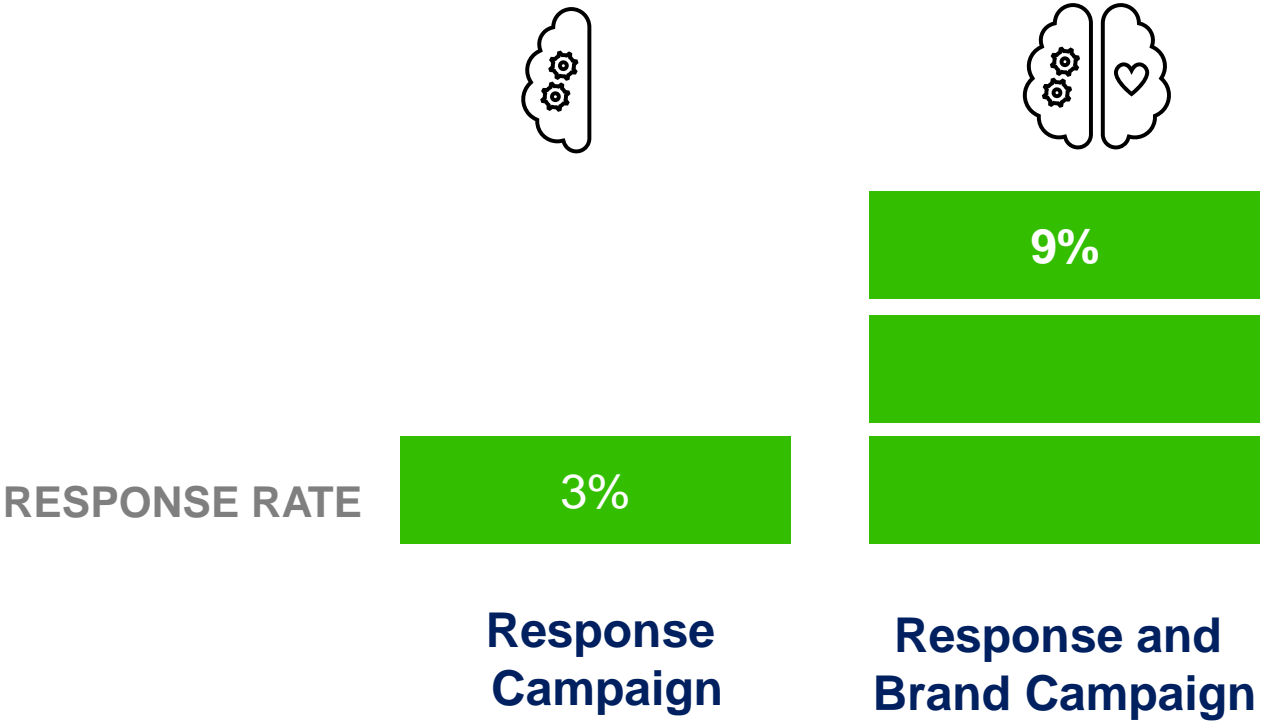
n=1,735 Warm Direct Mail campaigns



# Mail performance benefits from repeat sends



# The power of brand building: dual response / brand mail campaigns achieve x3 response rates



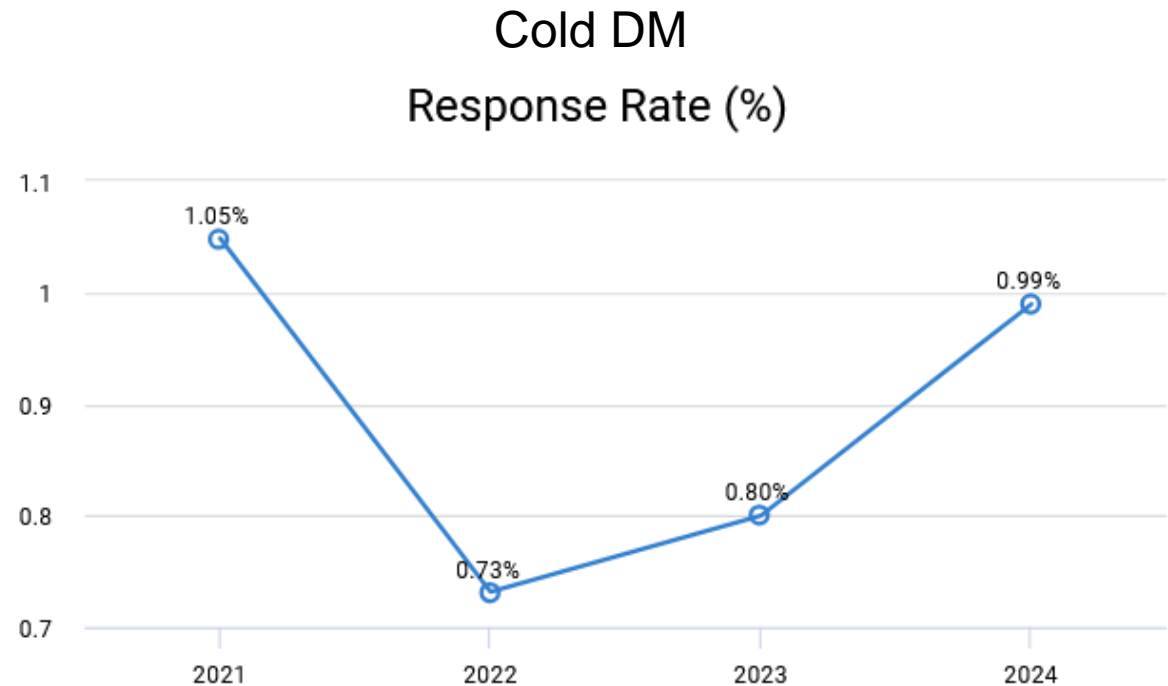
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# Response Rate benchmarks by sector

# Response rate by industry sector

	Cold Direct Mail	Warm Direct Mail	Door Drops
Charity	0.7%	11.1%	0.4%
Financial and insurance services	0.8%	-	0.3%
Gambling	-	-	0.1%
Retail / Online Retail	0.9%	3.6%	1.5%
Telecoms	-		0.2%
Magazine Publisher	-	6.9%	0.1%
Mail Order	1.2%	7.5%	0.2%
Medical	0.5%	25.9%	-
Travel / Tourism	0.2%	-	-

# Mail played an increasingly effective role in customer acquisition in 2024. Cold DM response up 24%



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# ROI, AOV and CPA benchmarks

# ROI benchmarks by sector

	Door Drops	Cold DM	Warm DM
Charity	£2.2	£0.3	
Financial and insurance services		£2.8	
Gambling			
Retail / Online Retail	£3.0	£2.4	£8.5
Magazine Publisher			£1.0
Mail Order		£3.1	£6.5
Medical		£3.5	£33.5

# CPA benchmarks by sector

	Door Drops	Cold	Warm
Charity	£219.2	£138.6	
Financial and insurance services		£90.6	
Gambling	£167.2		
Retail / Online Retail	£249.8	£136.5	£24.2
Telecoms	£140.3		
Magazine Publisher	£218.2		£16.9
Mail Order		£87.4	£28.7
Medical		£469.3	£4.2
Travel / Tourism		£942.8	



Please Note: Benchmarks are only displayed for individual sectors and metrics with a minimum sample size of 14 campaigns. For further sample size details, refer to the [Response Rate Track Dashboard](#). Figures displayed are a 2021 to 2024 average

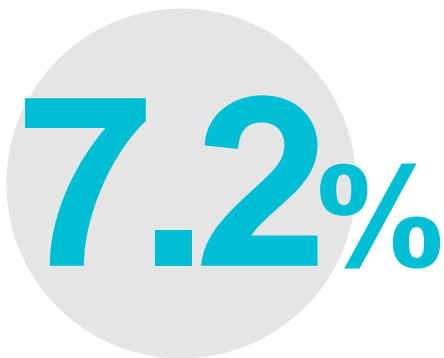


# AOV benchmarks by sector

	Door Drops	Cold DM	Warm DM
Charity	£40.4	£38.9	£172.0
Financial and insurance services		£276.1	
Gambling	£120.0		
Retail / Online Retail	£152.9	£219.9	£165.3
Magazine Publisher			£35.2
Mail Order		£152.8	£106.8
Medical		£1,140.1	£217.4
Travel / Tourism		£5,669.7	

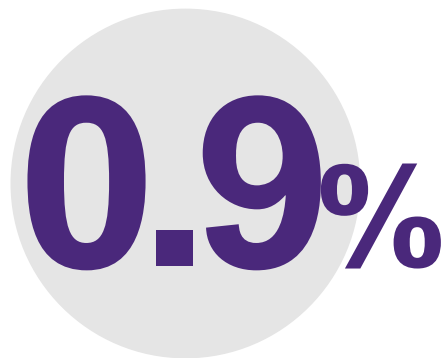
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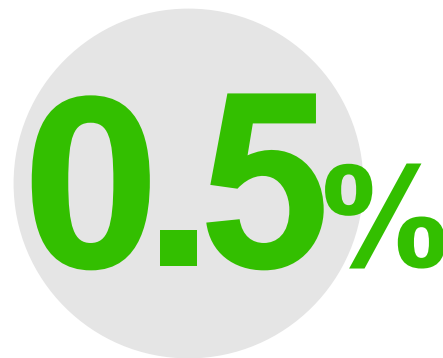
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# Get in touch to submit your campaign data

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Mail Media Metrics