

03

Create an emotional connection

Mail: The Super Touchpoint Checklist



Mail Media Metrics

The Super Touchpoint checklist

A Super Touchpoint channel enables you to...

☒ 1. Harness a unique audience insight

☒ 2. Harness the power of creativity

☒ 3. **Create an emotional connection**

☒ 4. Deliver sensory marketing comms

☒ 5. Leverage trust

☒ 6. Deliver carefully synchronised comms

☒ 7. Hyper-target or build scale

☒ 8. Explore rich targeting opportunities

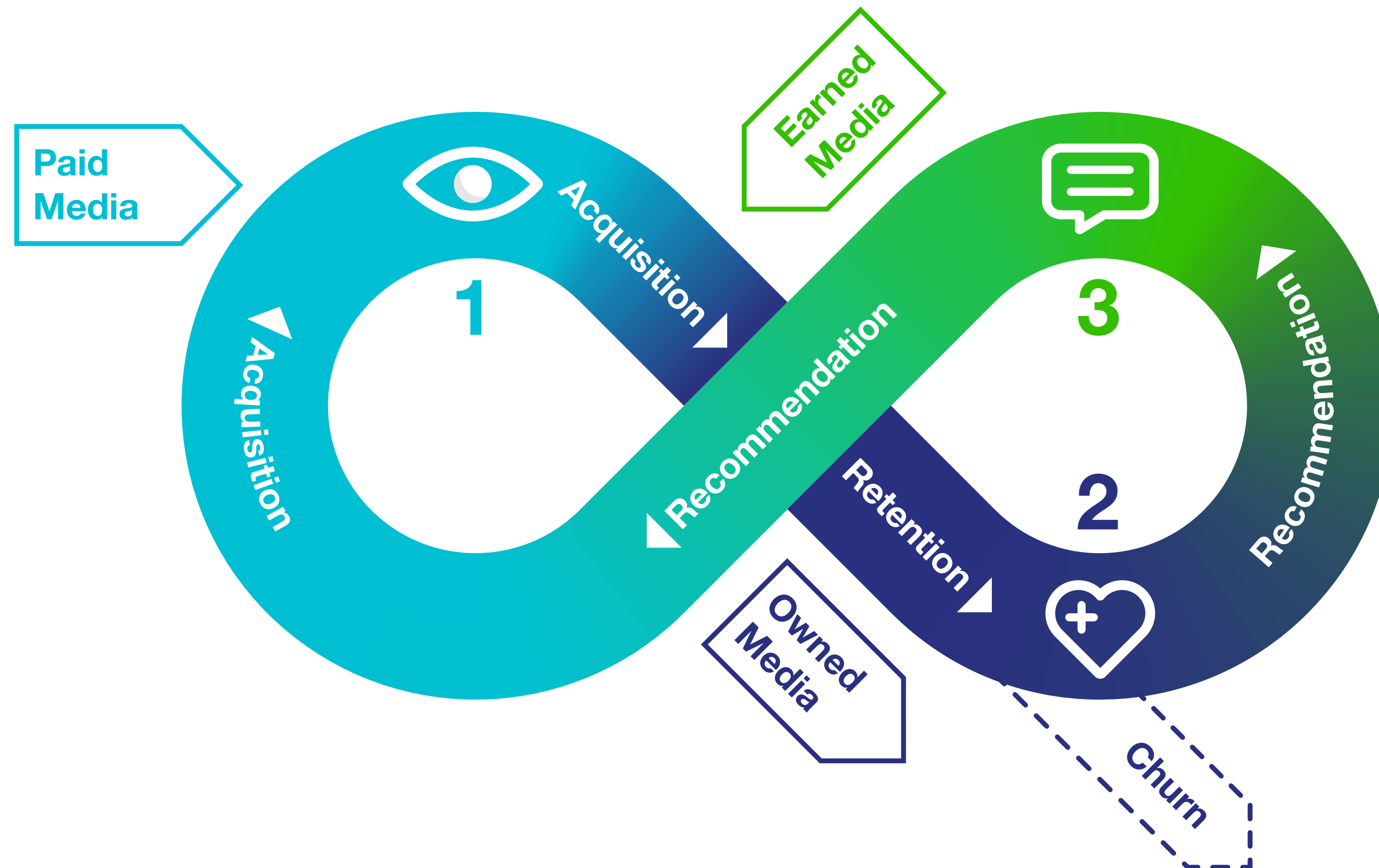
☒ 9. Build full-funnel effects

☒ 10. Deploy best practice measurement



The more boxes ticked, the greater the chance of delivering disproportionately higher outcomes

Mail's power as a Super Touchpoint



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

**JIC
MAIL**

Mail Media Metrics

Big brand advertisers create emotional connections to drive more effective outcomes

9.4%

of mail prompts **voucher usage** (vs 3.1% average)

4.34

frequency of mail **interaction** (vs 4.12 average)

Source: Top Brand Advertisers from DMA Effectiveness Databank: P&G, Unilever, Samsung, EE, Eon, BT, Virgin Media, Tesco, Barclays, John Lewis. JICMAIL Advertiser Attribution Data 2019–2023 n=8,429 Direct Mail, Business Mail and Door Drops

Mail: The Super Touchpoint



Download '**Mail: The Super Touchpoint**' report now and try our new digital evaluation tool to assess how your Super Touchpoints are working.



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