

05

Leverage trust

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

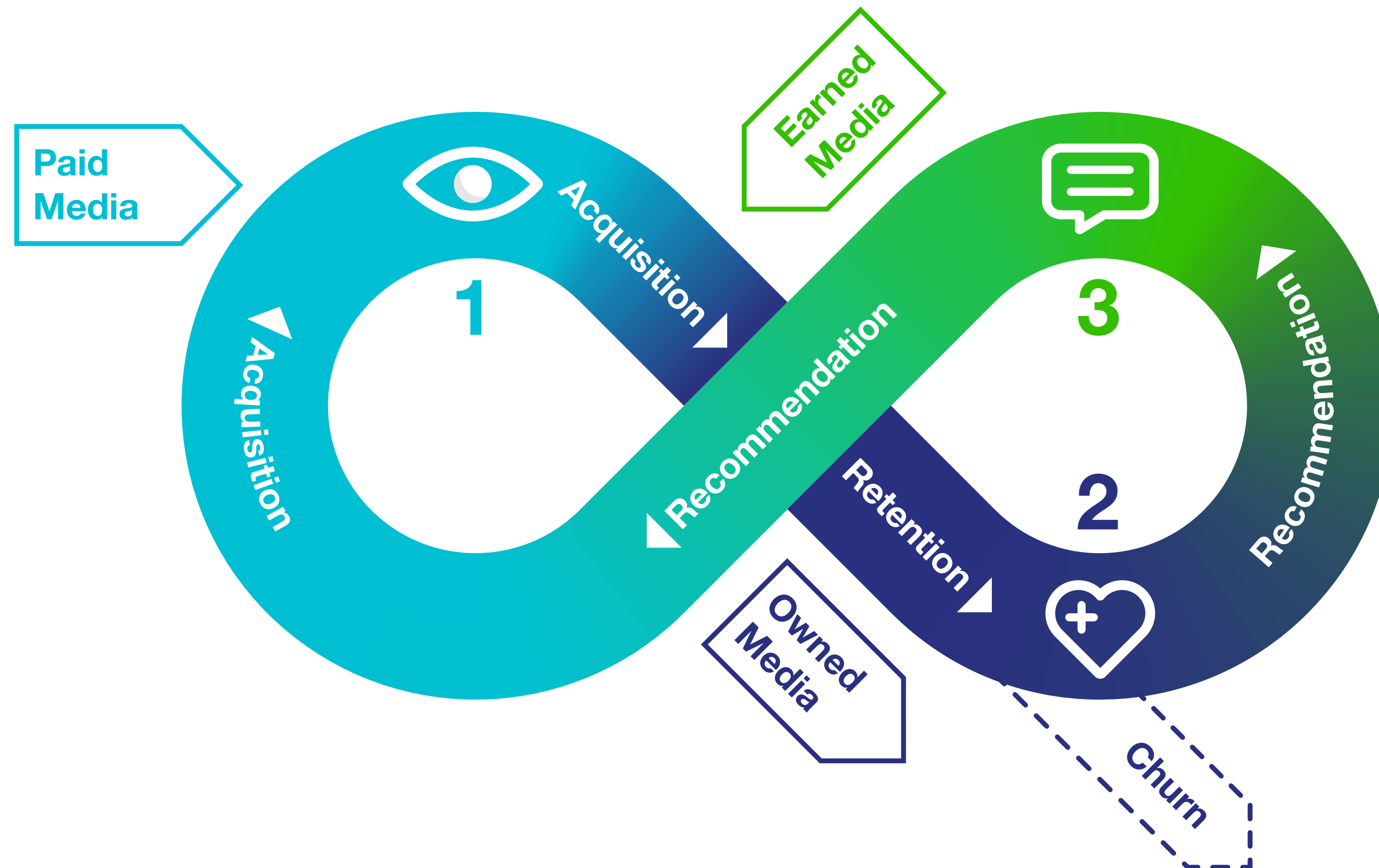
☒ 9. Build full-funnel effects

☒ 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

Mail's is a highly trusted channel



71%

completely trust the mail they receive

Brand equity is largely about trust.

Good relationships are built on trust.

And more and more, the trust factor is what motivates consumers to do business with brands and stay loyal to them.

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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