

06

Deliver carefully synchronised comms

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

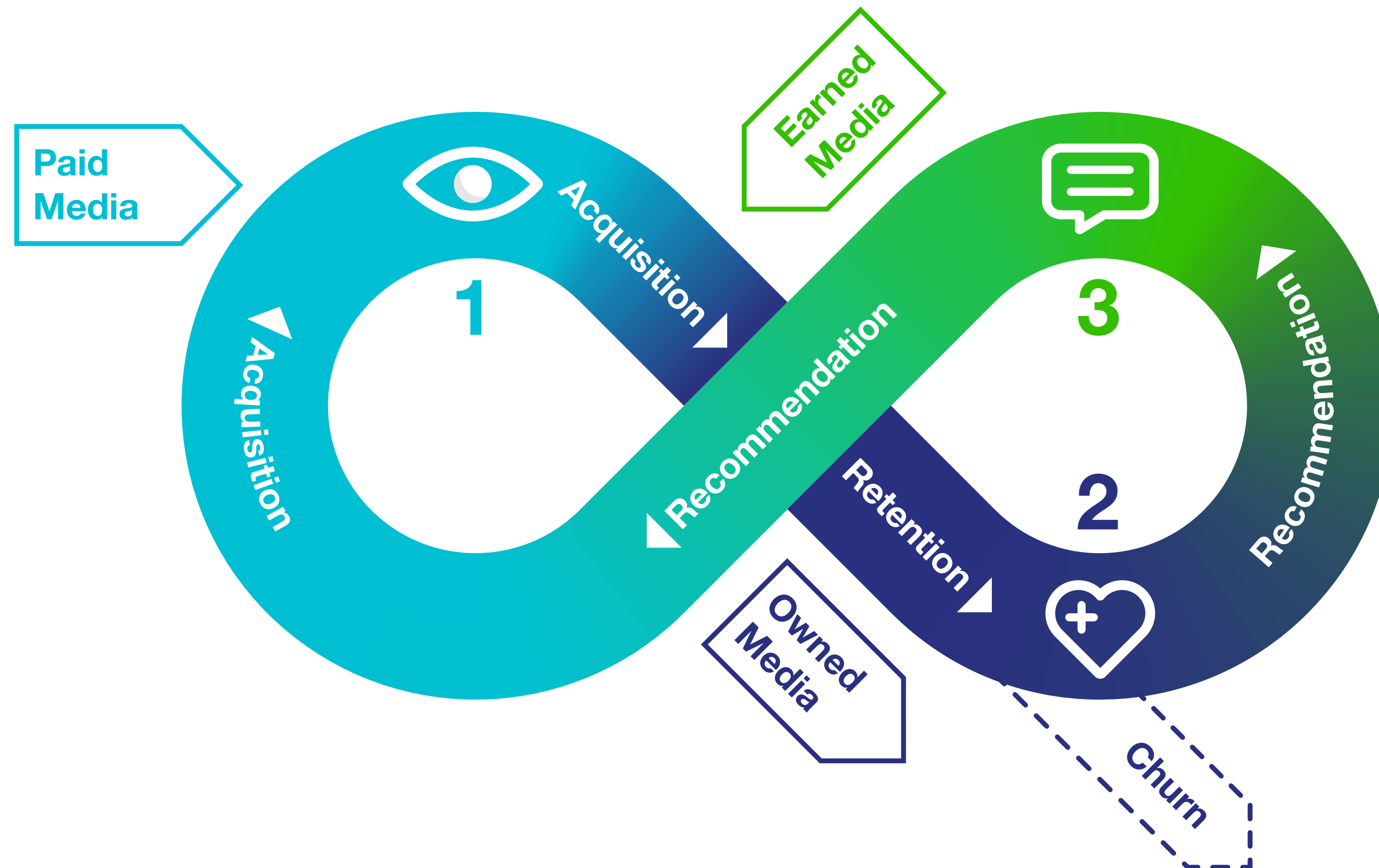
☒ 9. Build full-funnel effects

☒ 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

Carefully synchronised triggered mail drives online purchases

Plugging the abandoned shopper cart revenue gap with programmatic mail

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: 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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