

07

# Hyper-target or build scale

Mail: The Super Touchpoint  
Checklist



Mail Media Metrics

# The Super Touchpoint checklist

## A Super Touchpoint channel enables you to...

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☒ 1. Harness a unique audience insight

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☒ 2. Harness the power of creativity

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☒ 3. Create an emotional connection

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☒ 4. Deliver sensory marketing comms

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☒ 5. Leverage trust

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☒ 6. Deliver carefully synchronised comms

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☒ 7. **Hyper-target or build scale**

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☒ 8. Explore rich targeting opportunities

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☒ 9. Build full-funnel effects

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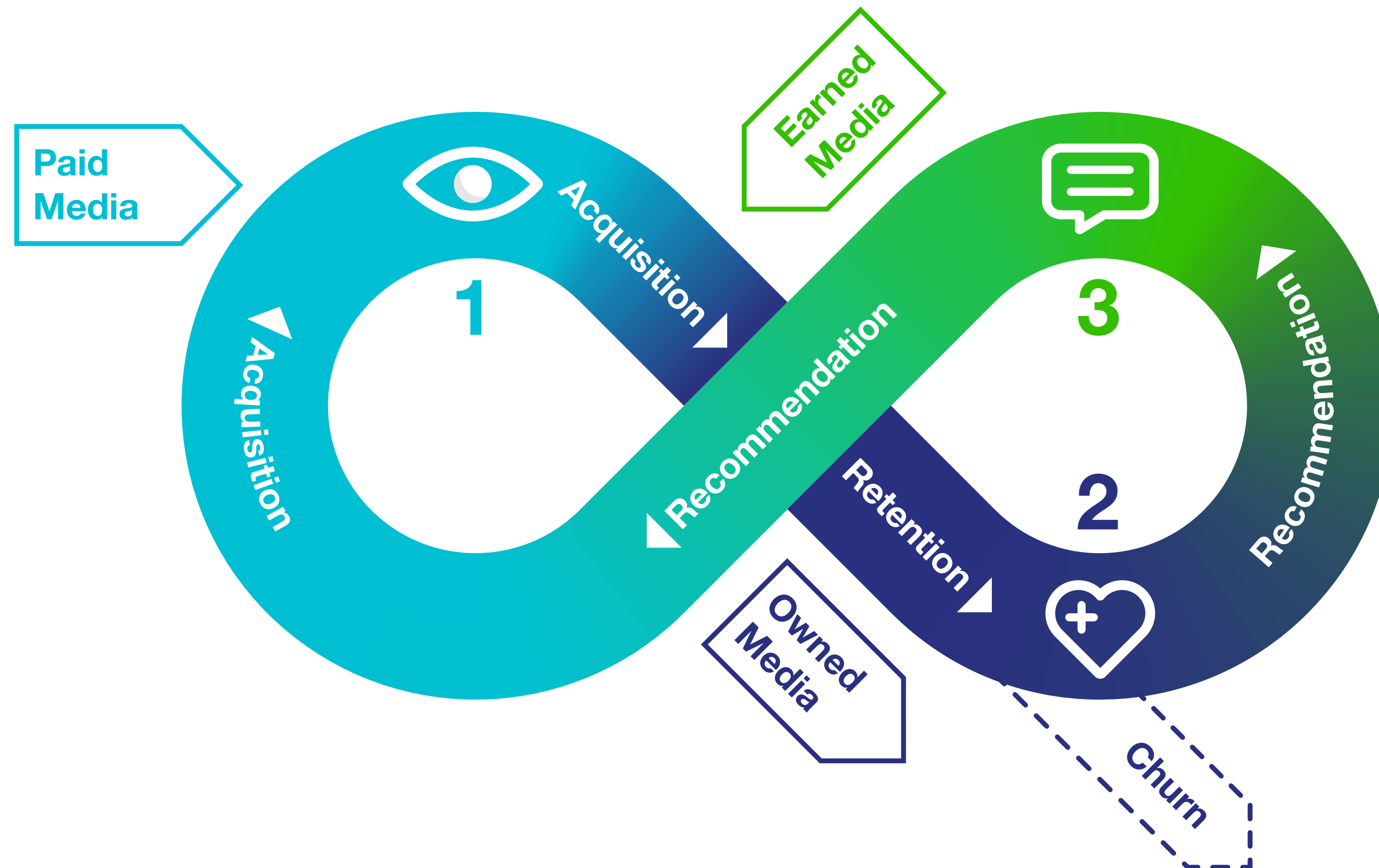
☒ 10. Deploy best practice measurement

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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

# The ROI of Mail targeting existing customers is growing

Retail/Online Retail Mail ROI

2022 2023



Warm DM

+32%

Growth in warm retail mail ROI in 2023



# 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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