

09

Build full-funnel effects

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

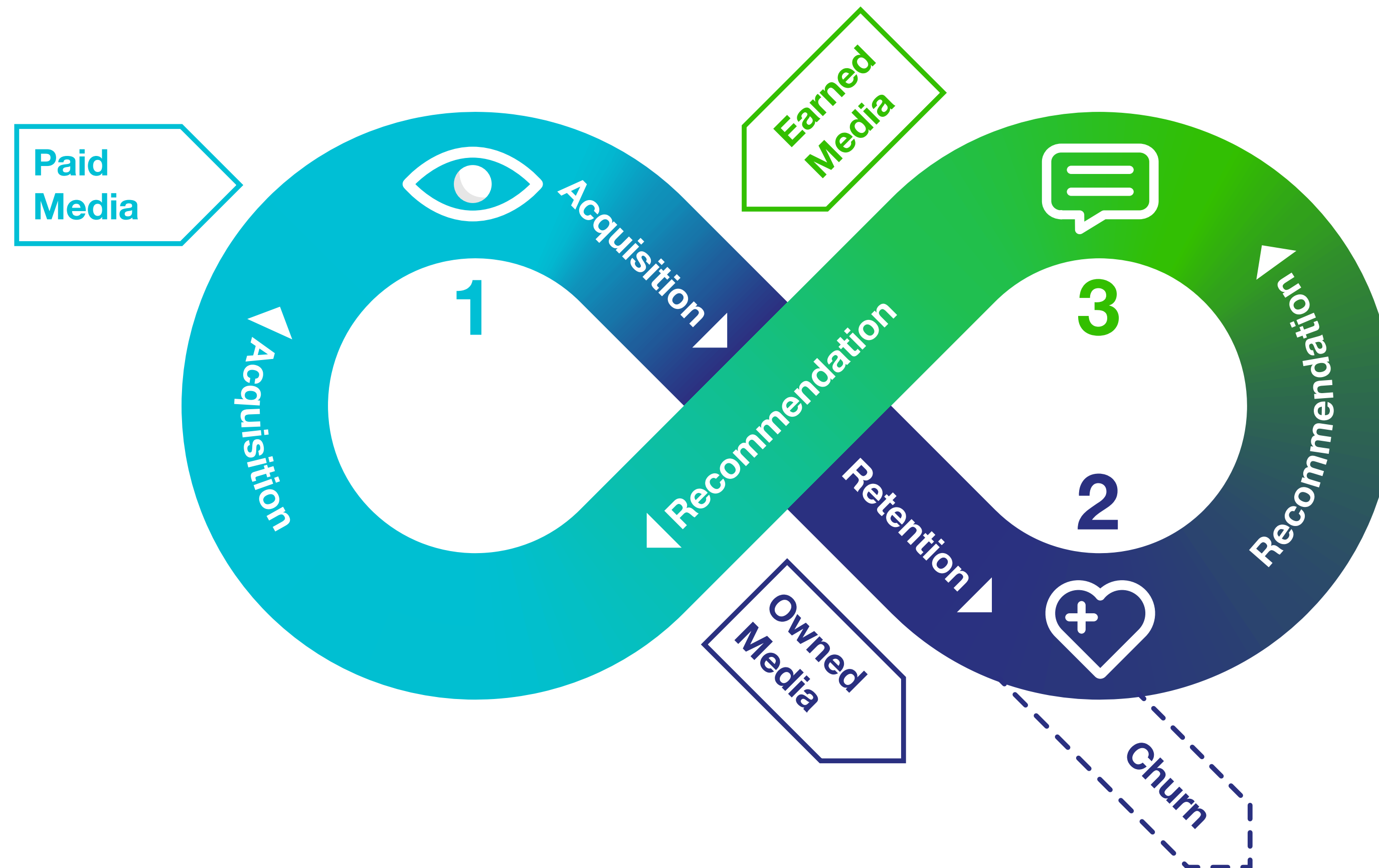
☒ 9. **Build full-funnel effects**

☒ 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



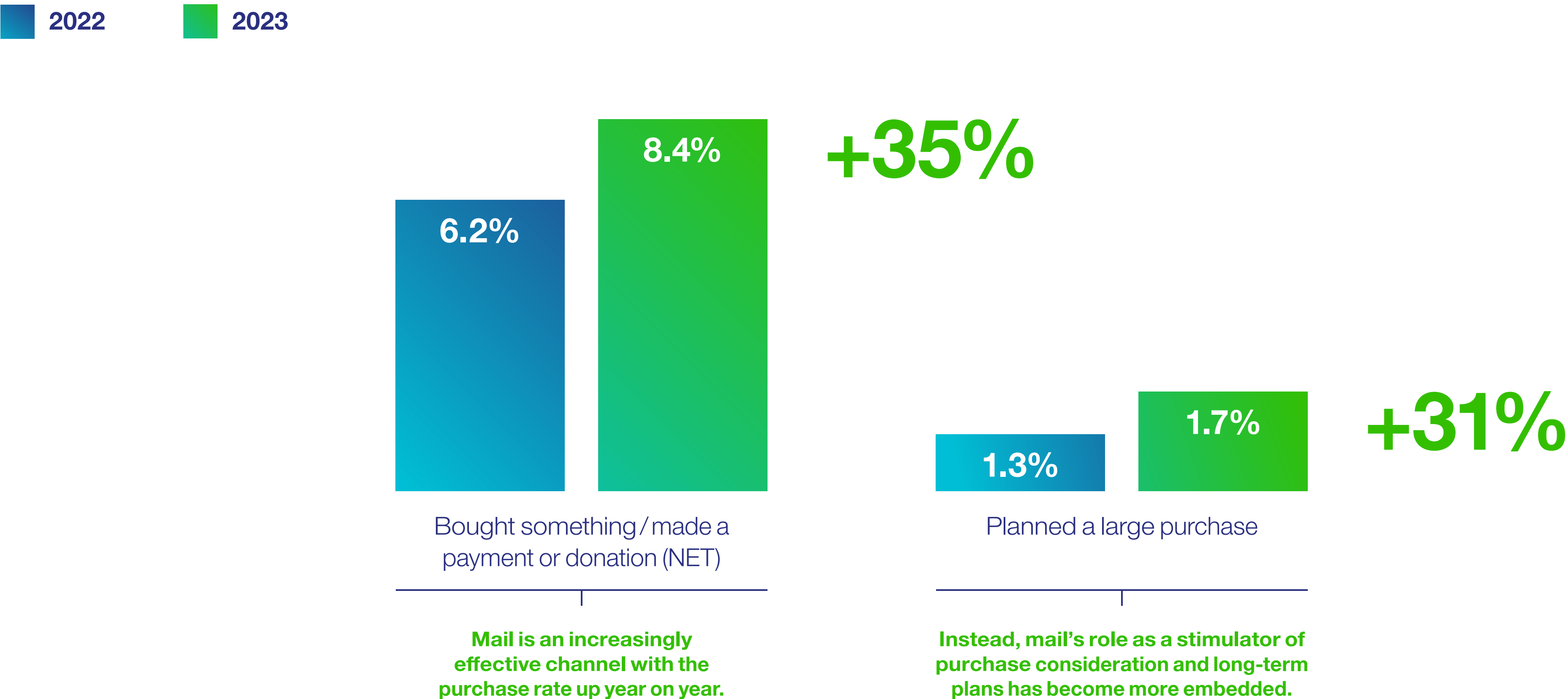
- 1 Attract Customer Attention
- 2 Deepen Customer Relationships
- 3 Ignite Household Conversations

JIC
MAIL

Mail Media Metrics

Mail drives immediate and future purchases

Direct Mail and Door Drop Purchase Impact (% of items)



n = 19,373 supermarket, retail and mail order items: Direct 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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