

10

Deploy best practice measurement

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

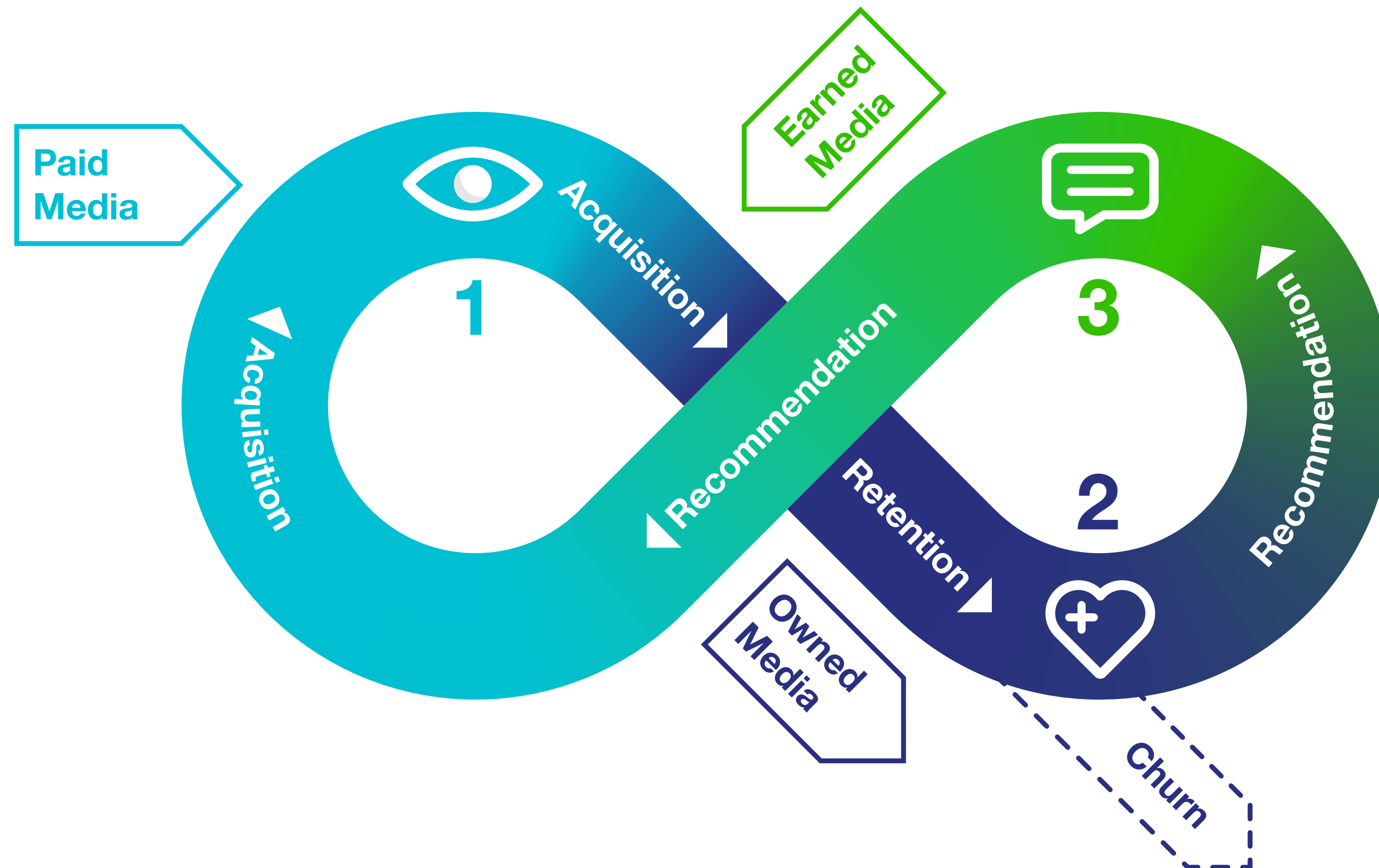
☒ 9. Build full-funnel effects

☒ **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



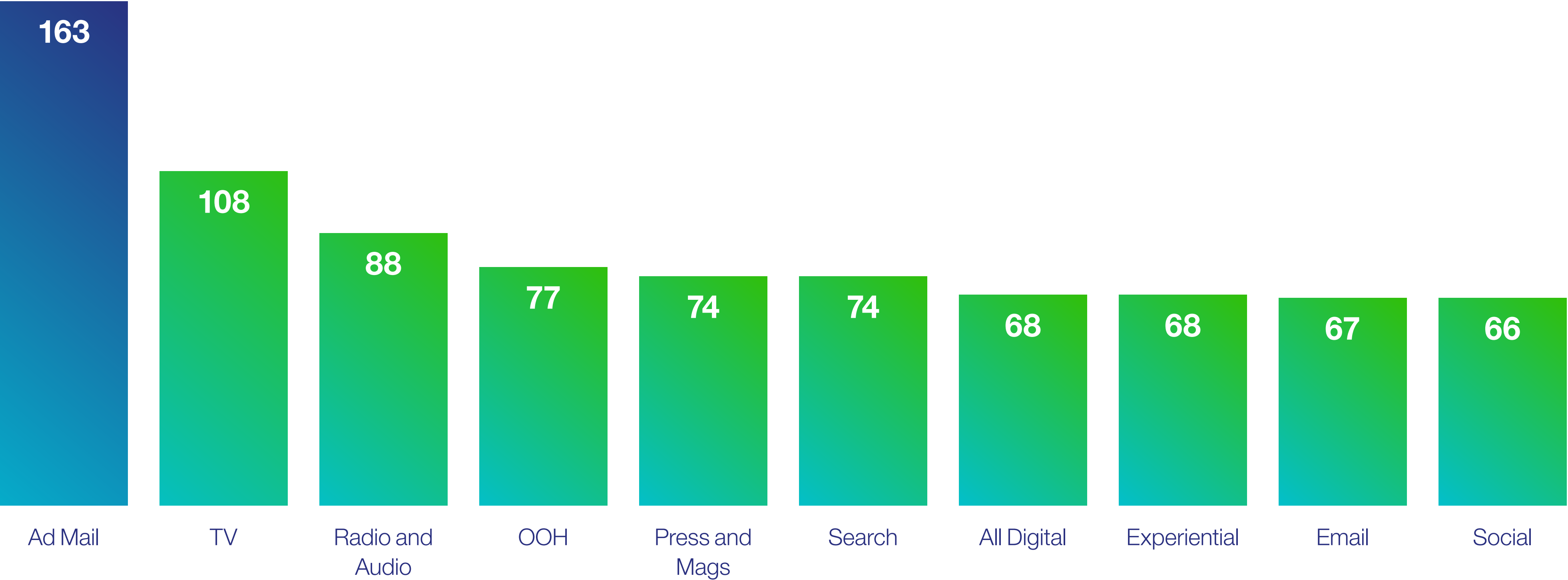
- 1 Attract Customer Attention
- 2 Deepen Customer Relationships
- 3 Ignite Household Conversations

JIC
MAIL

Mail Media Metrics

Mail indexes highest for best practice measurement

Best Practice Measurement Index



Source: DMA Effectiveness Databank 2024, DMA Value of Measurement 2024
Index 100 = Likelihood of average campaign to avoid using campaign delivery metrics when reporting on results
Note: the chart does not display solus use of the channel in question

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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