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# Harness a unique audience insight

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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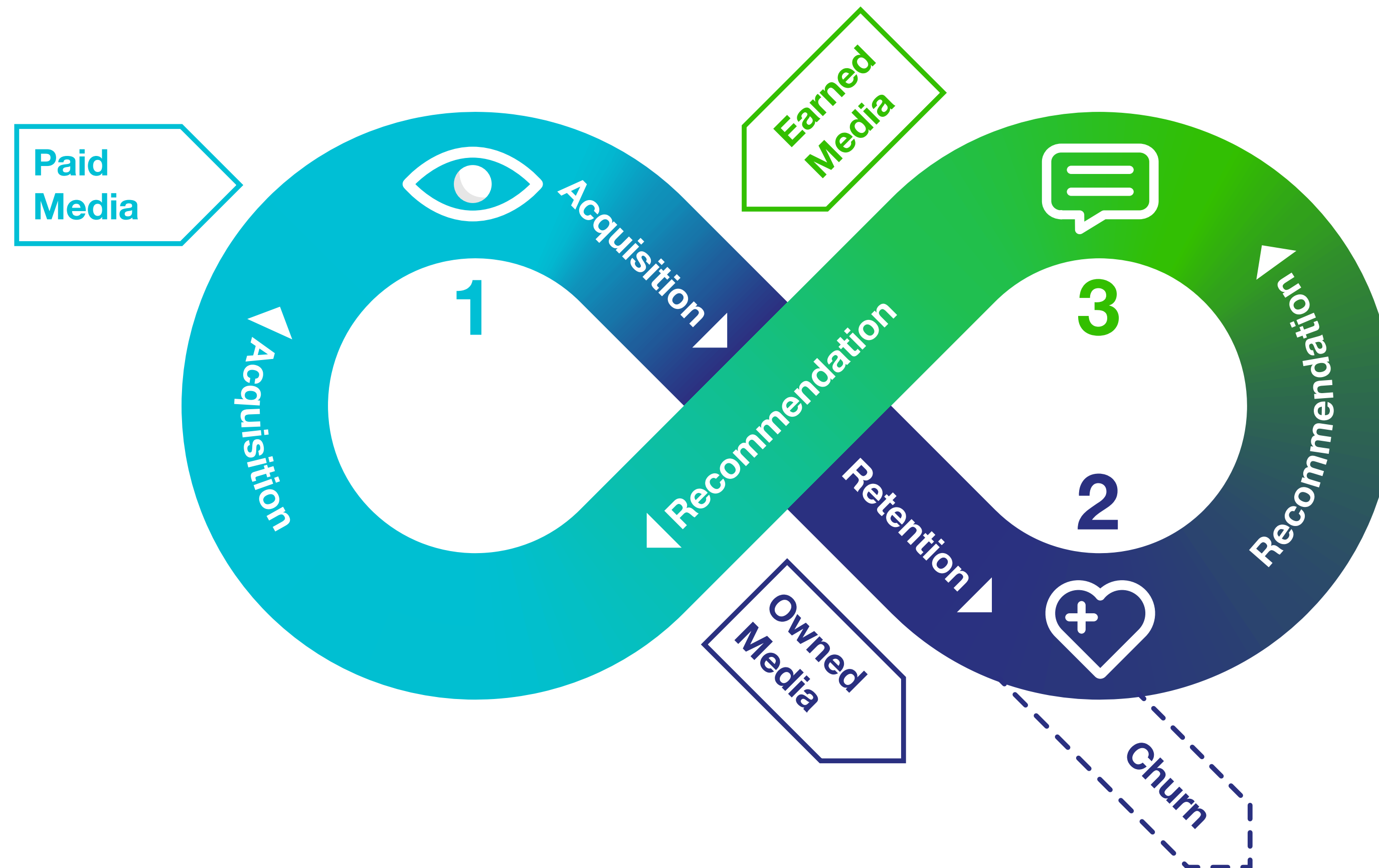
☒ 10. Deploy best practice measurement

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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

# Use JICMAIL for unique mail insights



The JICMAIL study is a masterful piece of research, which is valuable considering the often overlooked role of direct mail among traditional media planners, despite it being bigger than Channel 4 in terms of revenue (UK). In terms of attention, direct mail commands 108 seconds of attention on average, which dwarfs the <2 second attention thresholds for most social display advertising.”

**Faris Yakob –  
Author of Paid Attention**

Source: Marketreach Article – One Thing Leads to Another:  
The Marketing Attention Rub – published May 2024

# 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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