

Using JICMAIL+ to test BT EE's Summer Sale Campaign

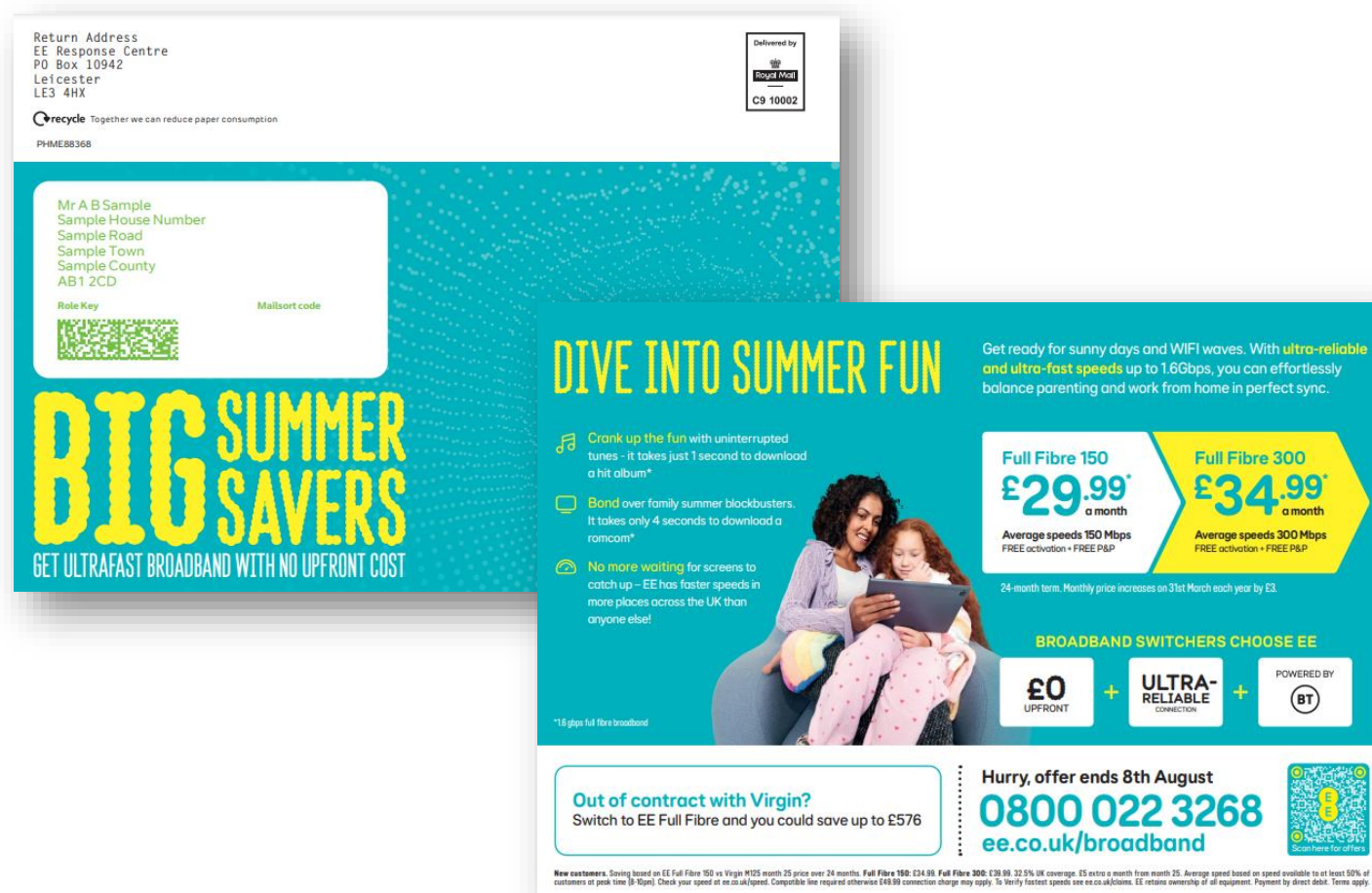
Client: BT EE

Partners: Digitas and Go Inspire



The Challenge

- BT EE were running an acquisition campaign for their broadband services in the summer of 2024, using Direct Mail as their primary channel.
- The campaign was targeted at three different playing fields. Each playing field was a geo-targeted segment based on which current broadband provider they used.
- While standard response metrics were available for campaign reporting, BT EE wanted to add further depth to their understanding of campaign effectiveness by exploring how engaged recipients were with the mailer.
- Assessing how frequently recipients interacted with the BT EE mailer, how much attention they paid to it, how long they held on to it for, and what other additional commercial actions they took with the mail item were key to unlocking enhanced effectiveness insight.
- To help BT EE with this challenge, JICMAIL proposed using a brand new measurement solution – JICMAIL+ - which leveraged the core JICMAIL panel managed by Kantar to provide mail effectiveness metrics at the campaign level.



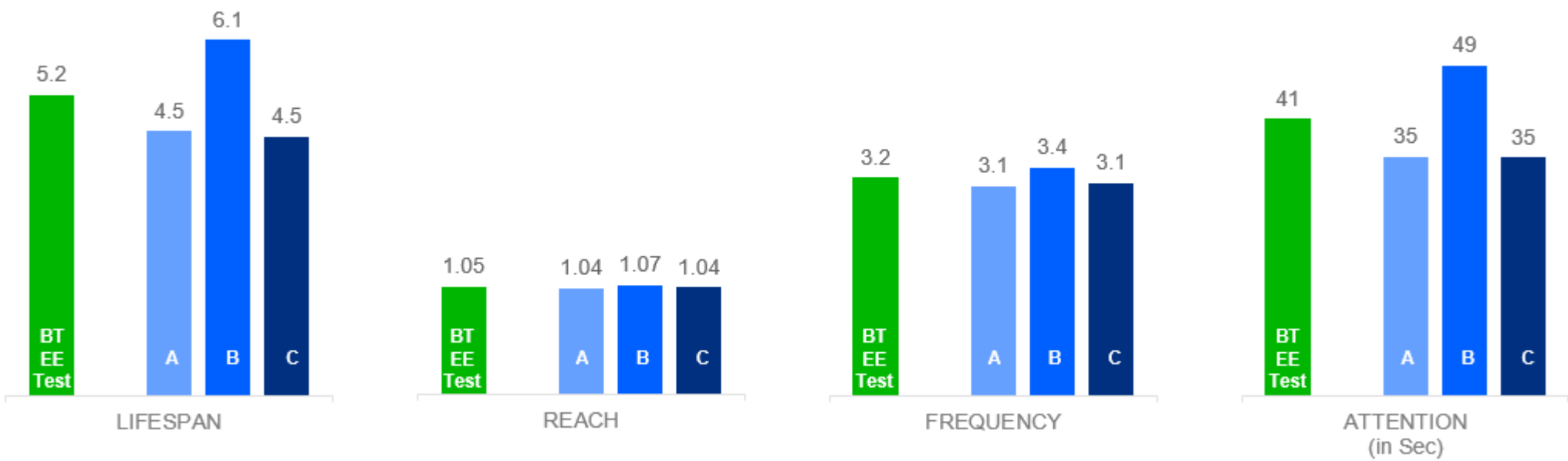
The Approach

- Using the JICMAIL+ solution, 339 JICMAIL panellists were identified as living in the postcodes relevant to each of the three playing fields targeted by the campaign. The BT EE summer campaign was delivered to these panellists between 17th July and 5th August 2024.
- 181 panellists recorded the BT EE mailer in their JICMAIL diary app. Those who didn't record the item in the diary did so for various reasons such as being on holiday or not receiving the item on their assigned week of JICMAIL tracking.
- A minimum sample for analysis was achieved in each of the three playing fields, with reach, frequency, attention, lifespan and commercial action data available for each.
- At the overall campaign level the BT EE campaign was found to outperform telecoms industry mail benchmarks across reach, frequency and attention. For example 41 seconds were spent interacting with the BT EE mailer on average, vs an industry benchmark of 33 seconds.
- The campaign also recorded higher read rates (83% vs a 65% average).



Mail Media Metrics

The new **JICMAIL+** measurement solution demonstrated that BT EE’s “Playing Field B” target outperformed the other two target groups for frequency, lifespan and attention



The Outcome

Campaign results:

- The campaign results revealed that playing field B (made up of a specific competitor’s customers) displayed disproportionately high engagement compared to the other two groups.
- They kept the mail item for 6.1 days on average and paid 49 seconds worth of attention to it.
- Additionally, due to higher interaction rates, playing field B delivered over 10% more impressions than playing field C – demonstrating its impact on broader marketing goals.

In addition, JICMAIL demonstrated that:

- The campaign enjoyed higher engagement among women, family audiences and those with a higher social grade.
- The study has demonstrated how JICMAIL’s core panel can be used to enhance effectiveness measurement while providing a number of metrics that paint a broader picture on campaign impact.
- The results have informed future contact strategy and have influenced test and learn discussions related to pack format, creative and messaging.

“Very insightful analytical findings that inform and strengthen future EE campaigns.”
Deborah Hadley, Marketing Campaign Manager, BT EE

“The analysis provided by JICMAIL offered valuable and actionable insights for our client helping us to better understand real engagement with mail and optimise campaign effectiveness. The data added an additional layer of depth which we are taking forward in our planning and performance evaluation.”
Alanna Pepper, Account Director, Go Inspire – a Xerox Company