

JICMAIL Quarterly Results Webinar

June 2025

**JIC
MAIL**

Mail Media Metrics

Today

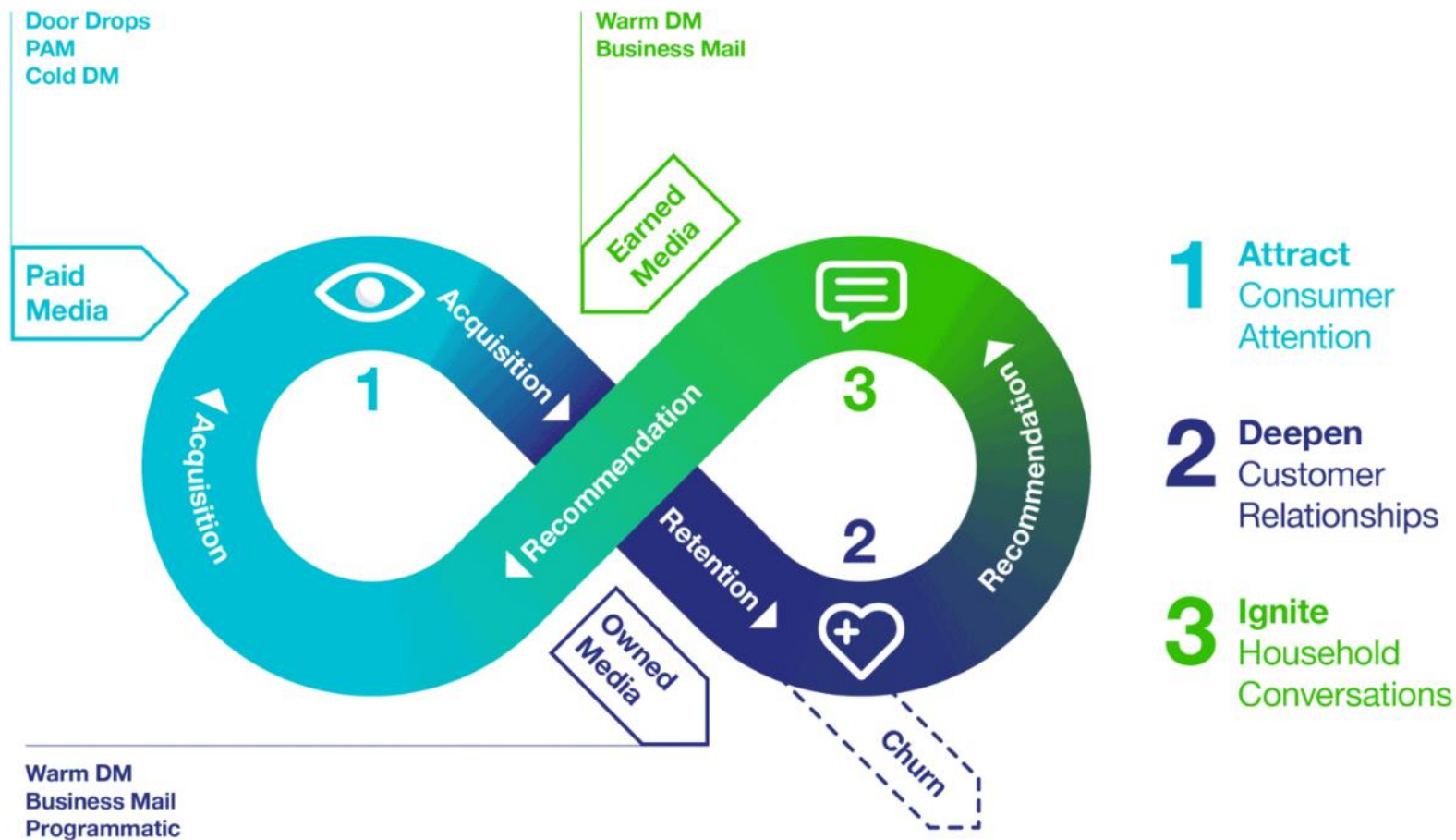
1. JICMAIL Results from **Q1 2025**
2. **Door Drop Report** 2025 Preview
3. The **Response Rate Tracker** 2025
4. **Expert Panel Q&A**



JICMAIL: 300 accredited organisations and counting...



The Era of The Super Touchpoint



Why we need Super Touchpoints more than ever

5



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Mail's Super Touchpoint Strengths in Q1 2025

 **76%**

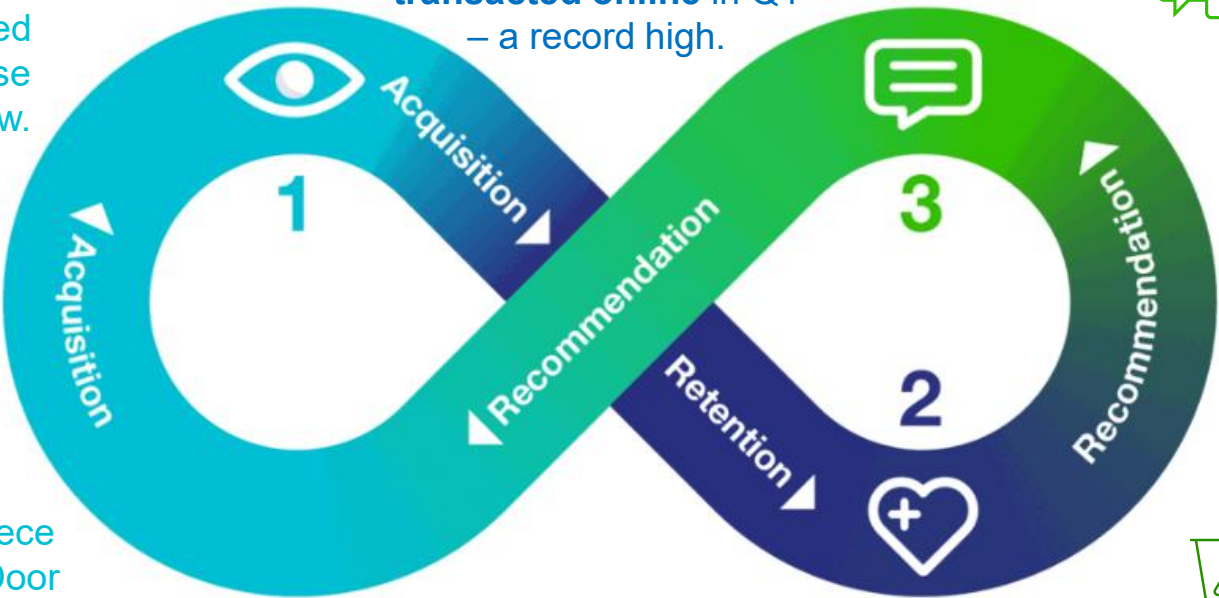
Of all mail is read or looked at. Mail read rates increase for second quarter in a row.

 **6%**
Of all mail prompts purchases: **53% were transacted online** in Q1 – a record high.

 **16%**
of mail prompts a discussion

 **145 secs.**

Spent with the average piece of DM. **58 seconds** with Door Drops.

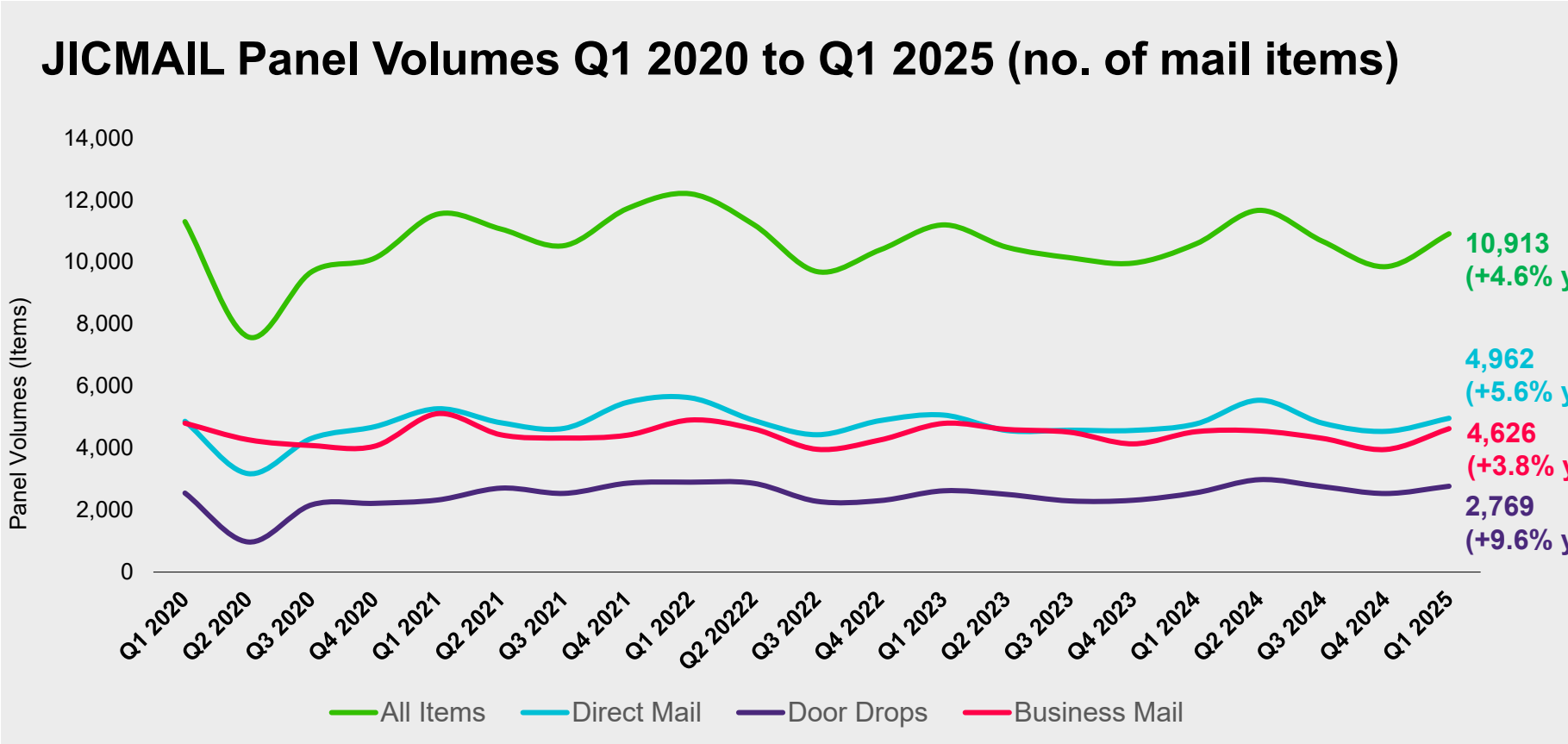


 **6%**
of mail prompts account looks ups: a 9% increase year on year.

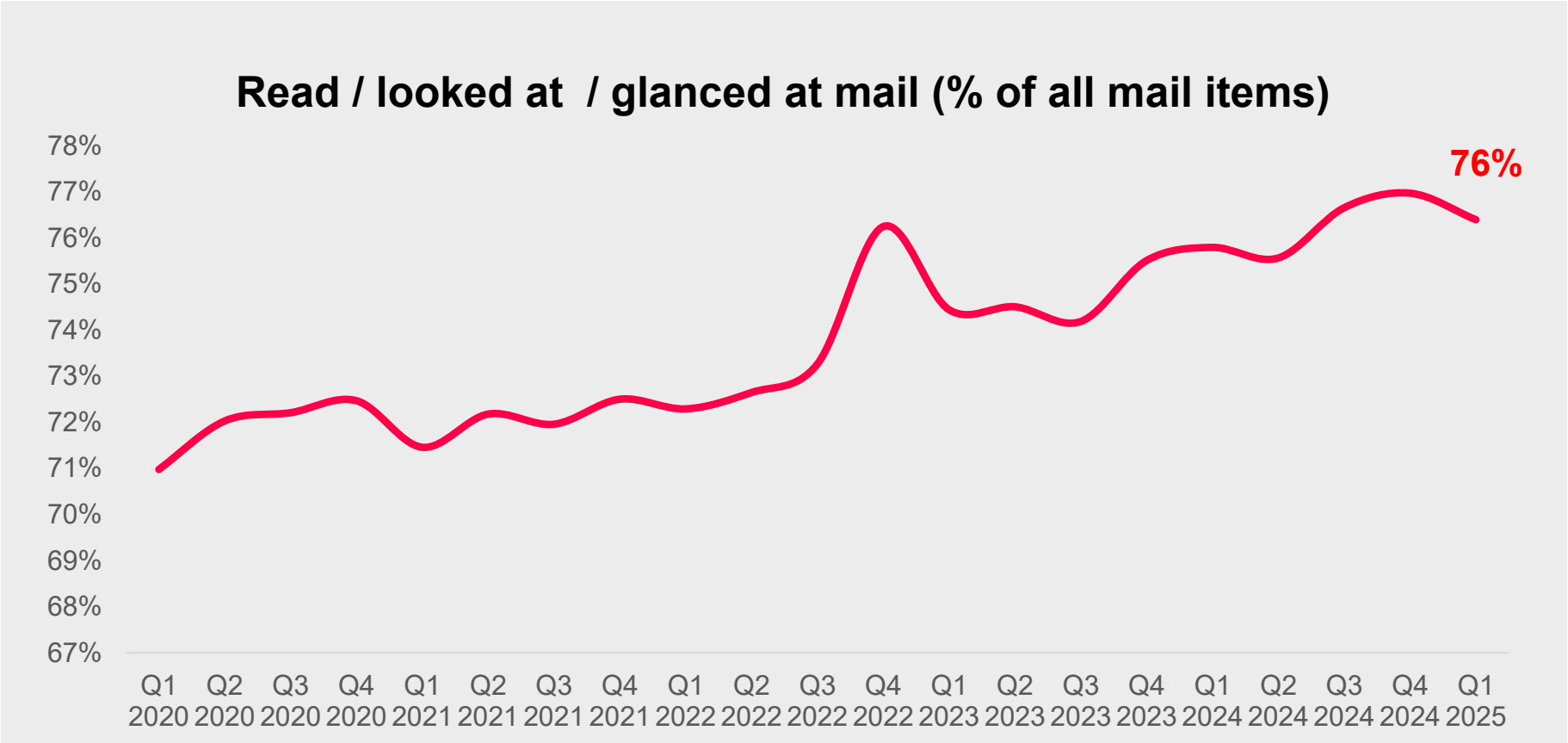
 **87%**
Of discarded mail is recycled.

Panel volumes up 5% year on year in Q1 2025

Volume growth has been noted across all mail type, with Direct Mail again accounting for largest amount of volume and Door Drops recording the highest year on year growth rate of +9.6%.



Mail read rates are on a long-term upwards trend



Source: JICMAIL Item Data Q1 2020 to Q1 2025 n=220,746 mail items

Growth across all engagement metrics

Q1 2025 KEY MAIL METRICS

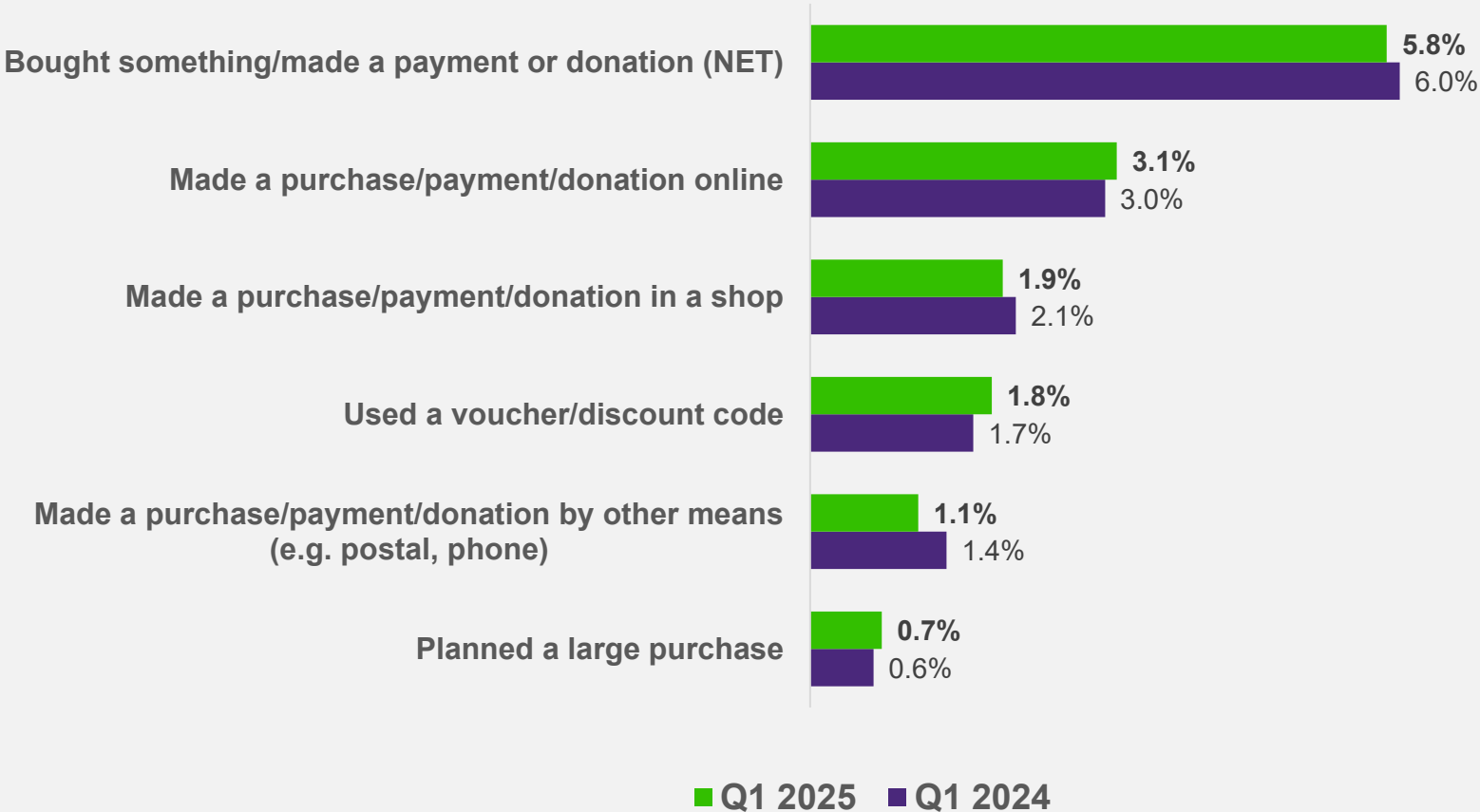
| | Frequency | Item Reach | Lifespan | Attention |
|---------------------|------------------|-------------|----------|-------------|
| Direct Mail | 4.4 interactions | 1.14 people | 7.6 days | 145 seconds |
| Door Drops | 3.1 interactions | 1.06 people | 5.5 days | 58 seconds |
| Business Mail | 4.8 interactions | 1.17 people | 8.9 days | 191 seconds |
| Partially Addressed | 3.8 interactions | 1.09 people | 7.3 days | 87 seconds |

Online purchases, voucher usage and large purchase planning triggered by mail all up year on year

10

Customer Acquisition

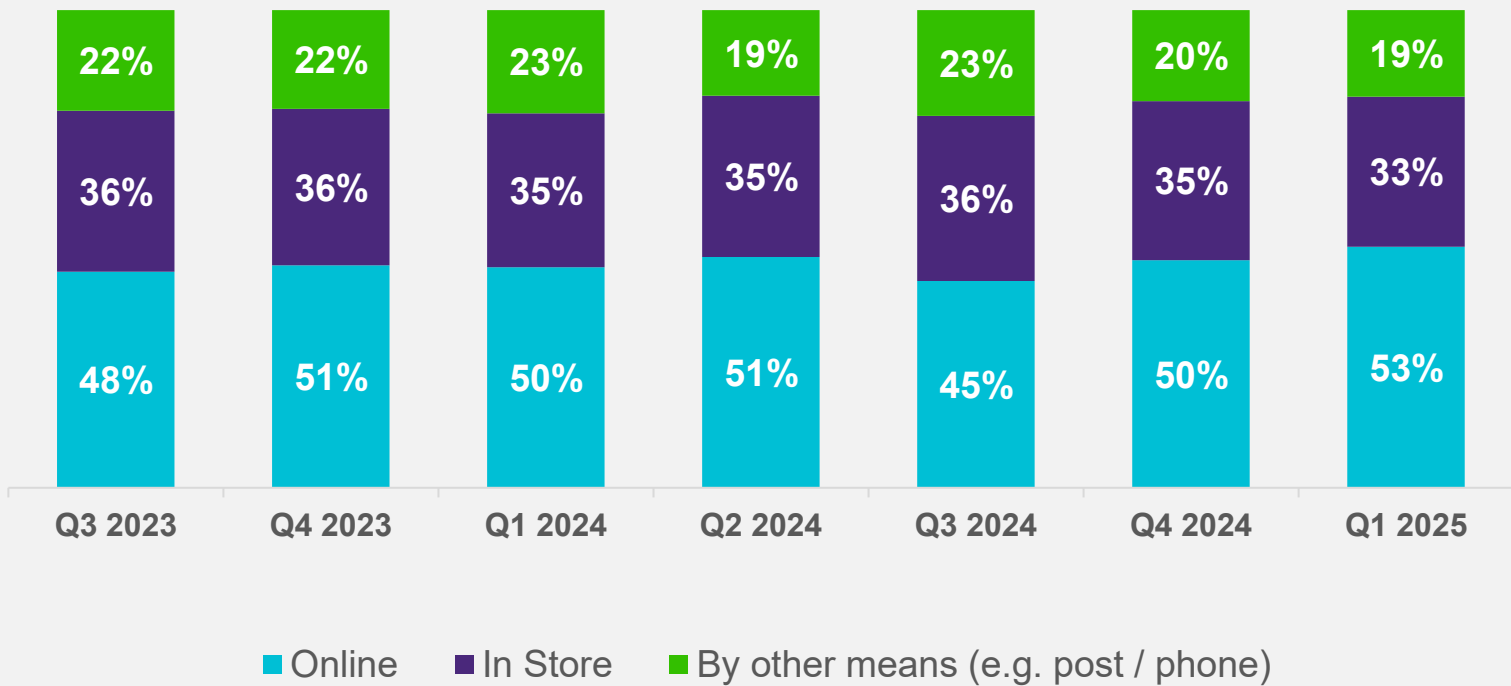
Commercial Actions (All Mail Types) % of mail items



Record proportion of mail prompted online purchases in Q1 2025

53% of mail that prompted a purchase did so online in Q1 2025, while a third prompted a purchase in store.

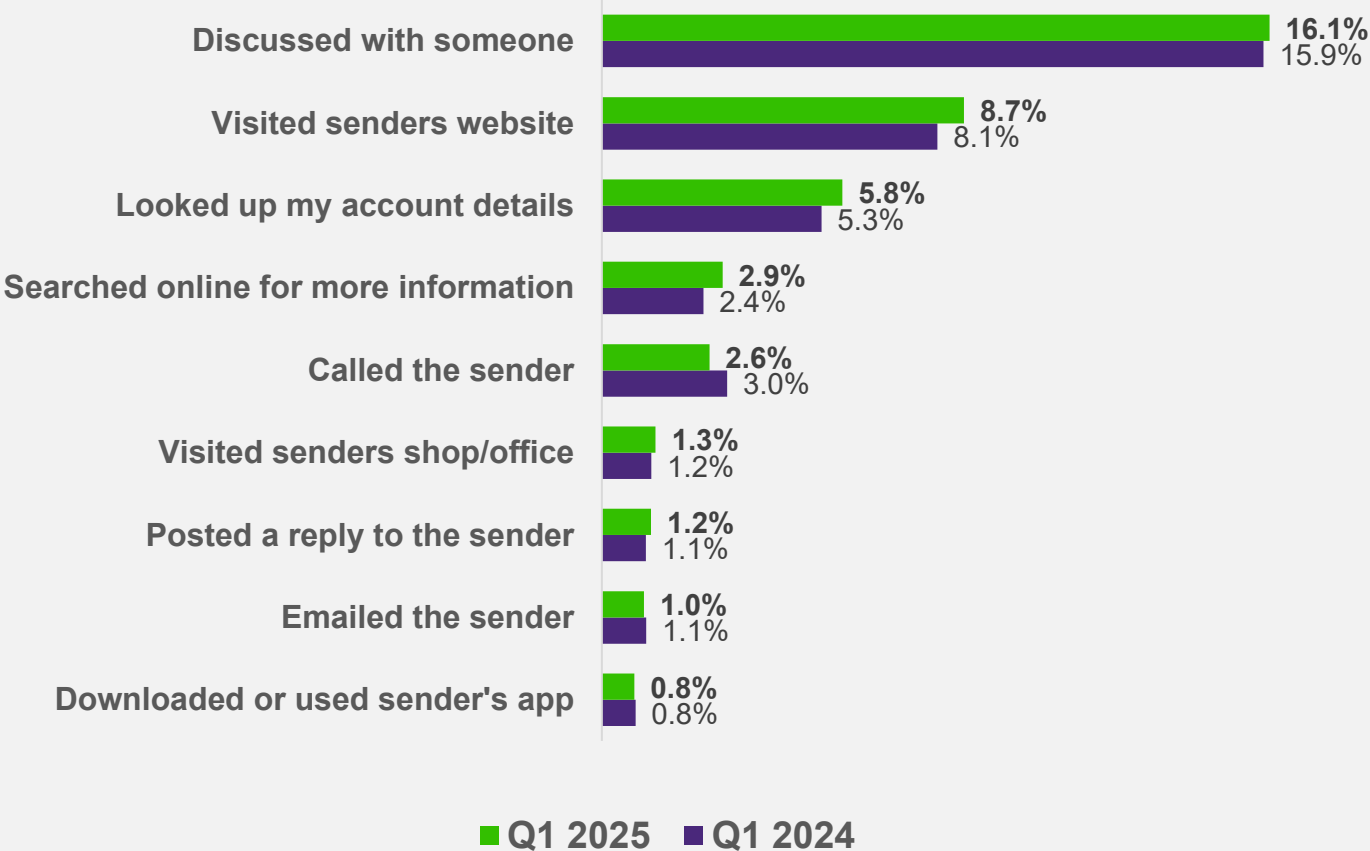
Purchases by Channel
(base: % of DM, Door Drop and Business Mail items prompting a purchase)



Online searches, website visits and account look-ups all up in Q1

Customer Retention and Recommendation

Commercial Actions (All Mail Types) % of mail items



Mail Media Metrics

Source: JICMAIL Item Data Q1 2024 n=10,430 mail items; Q1 2025 n=10,913 mail items

Headline Nielsen Circulation Number

13

9,671

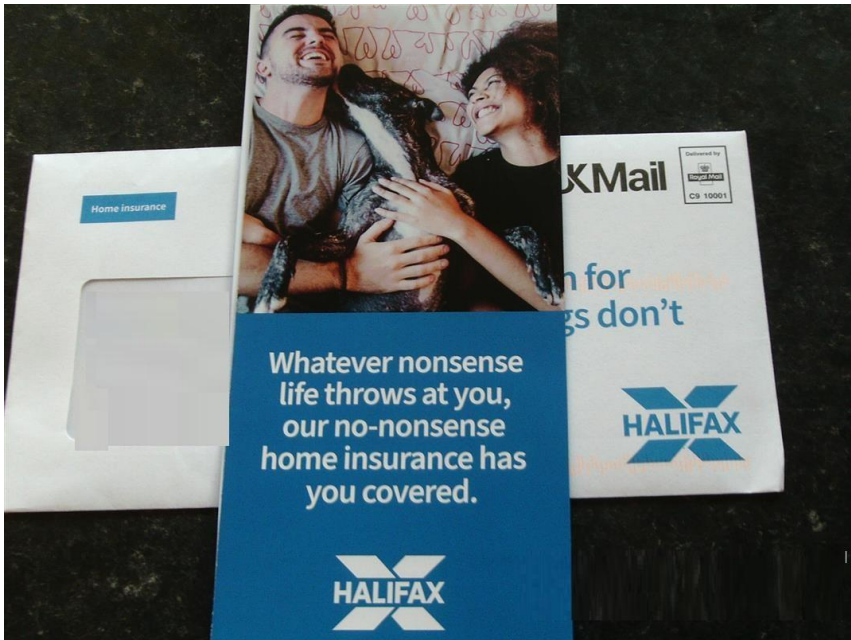
Advertisers have
used DM or Door
Drops in Q1 2025
(17% of all UK
advertisers)



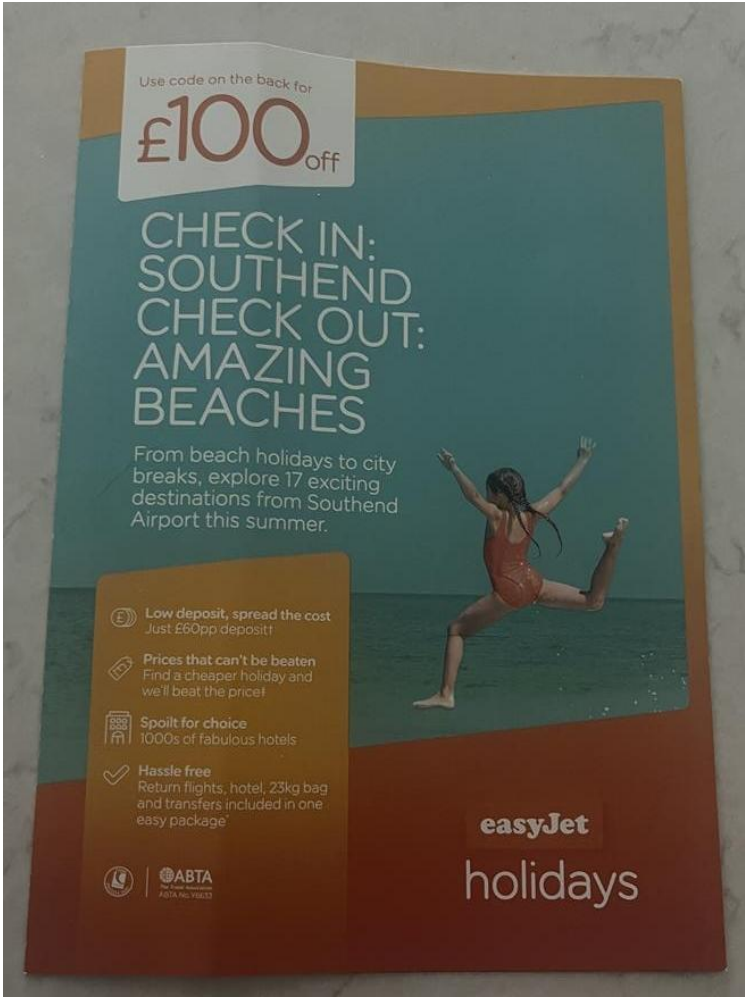
Mail Media Metrics

Source: Nielsen Ad Intel Q1 2025

Top performing DM creatives from Q1 2025



Top performing Door Drop creative from Q1 2025

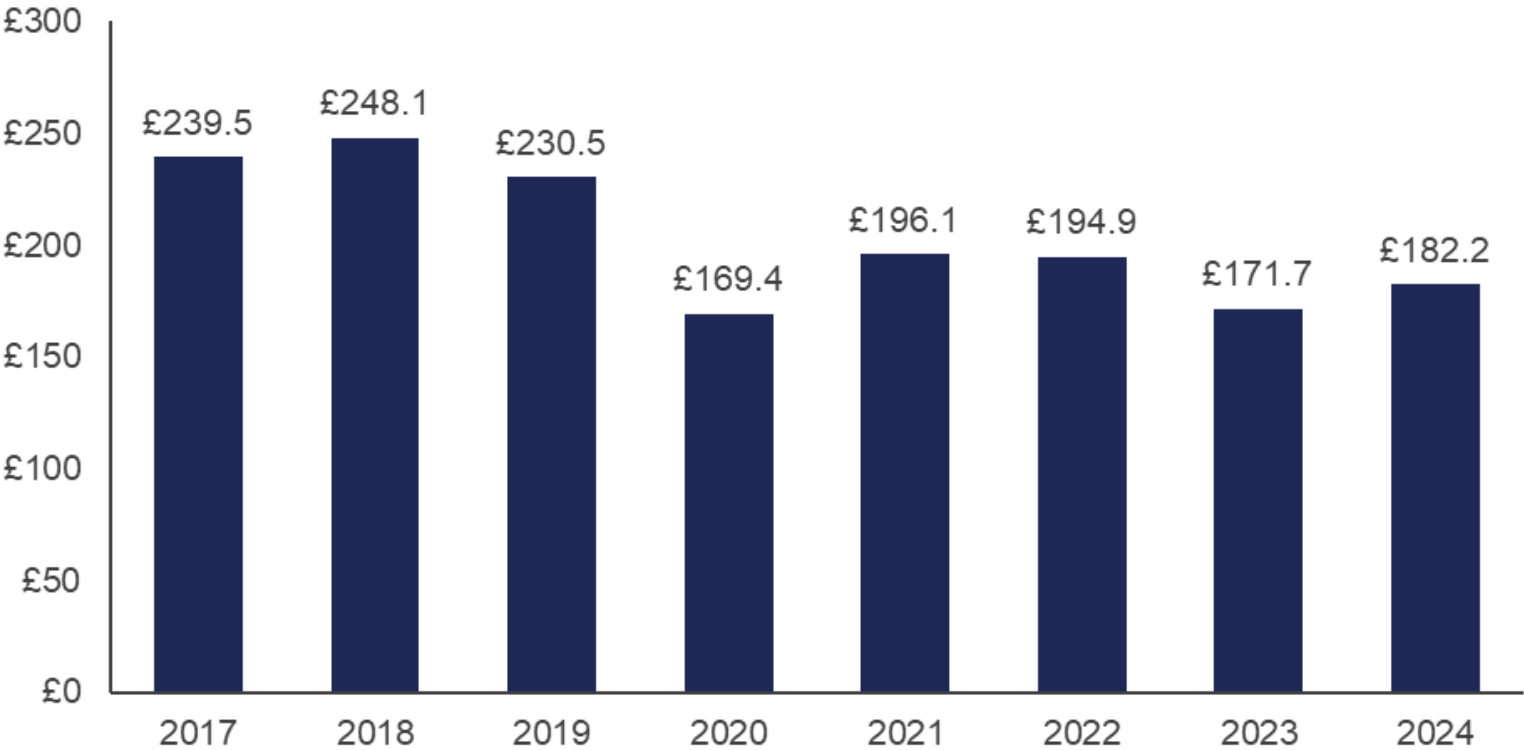


The Door Drop Report 2025: Coming 19th June

16

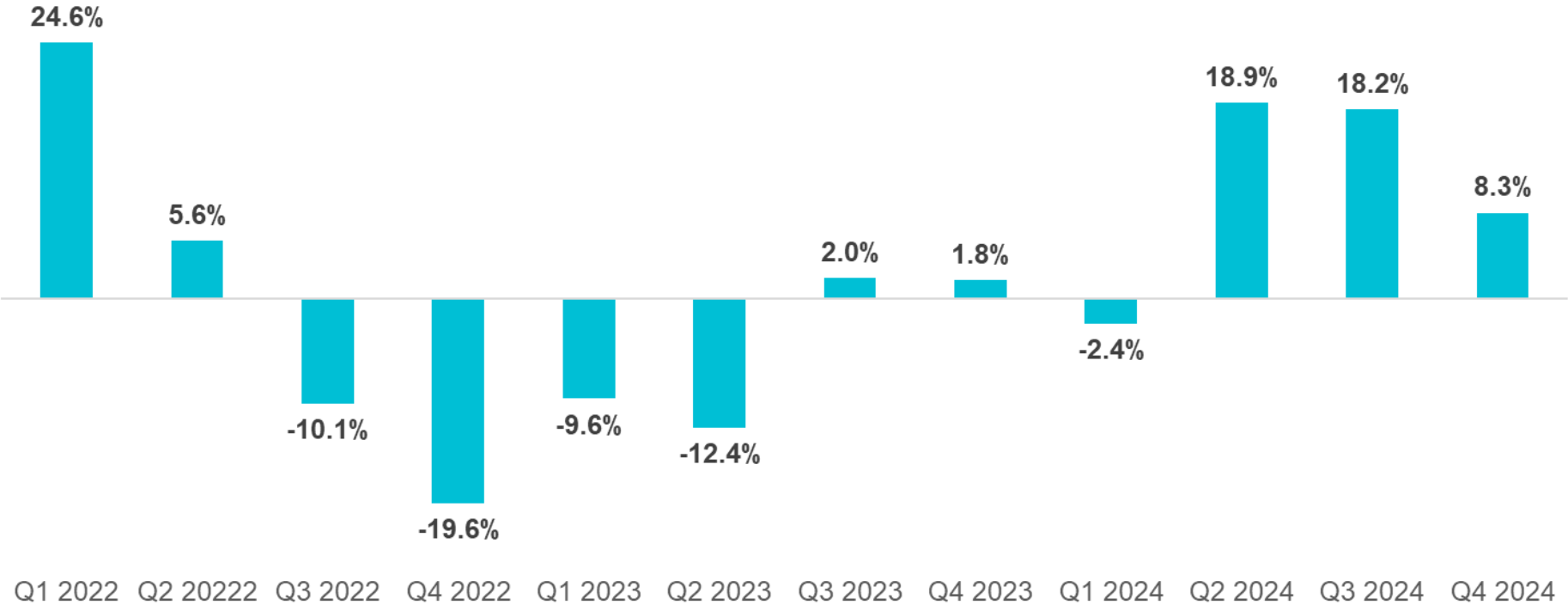


Door Drop Ad Spend up 5.5% in 2024



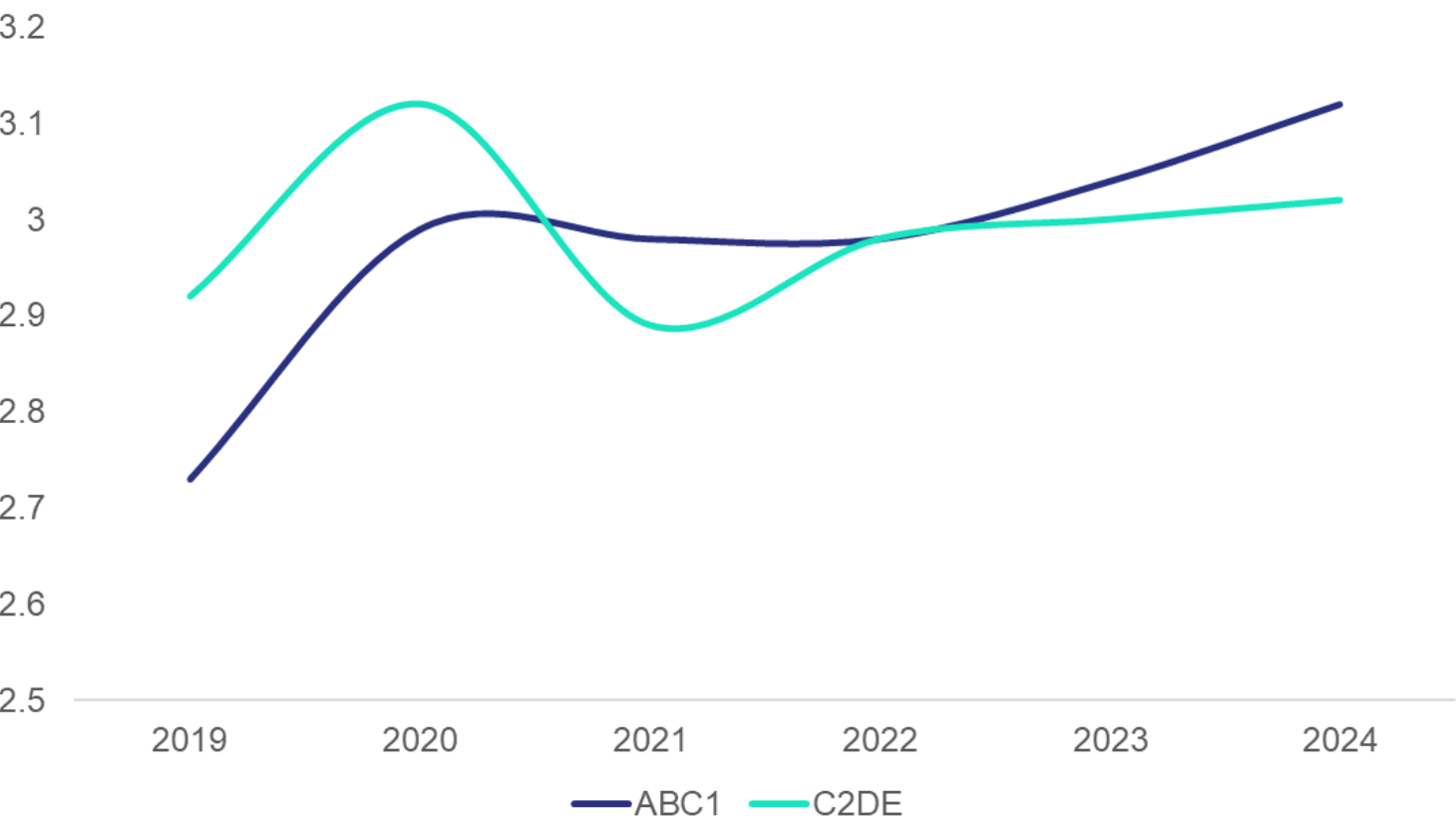
Strong volume growth from Q2 onwards

JICMAIL Door Drop Volumes Year-on-Year Change (Q1 2022 to Q4 2024)



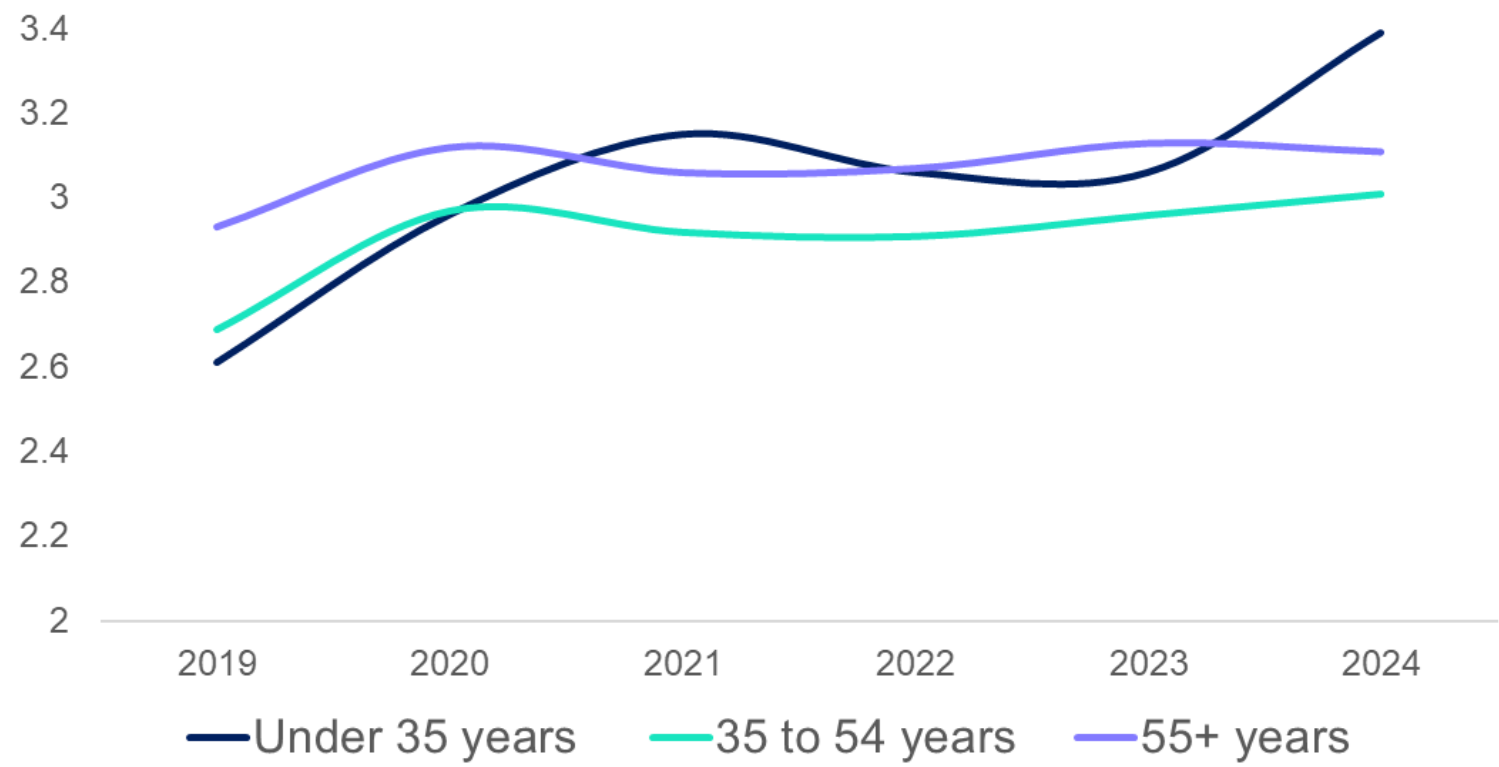
A shift towards up-market households

Door Drop frequency by household social grade



And younger audiences

Door Drop frequency by household co-ordinator age



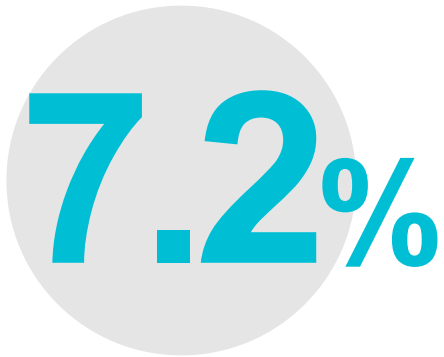
JICMAIL Response Rate Tracker 2025



Mail Media Metrics

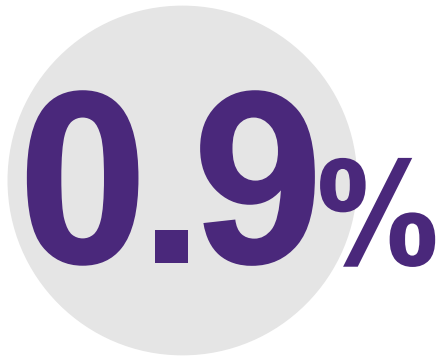


Response Rate Tracker all-time metrics



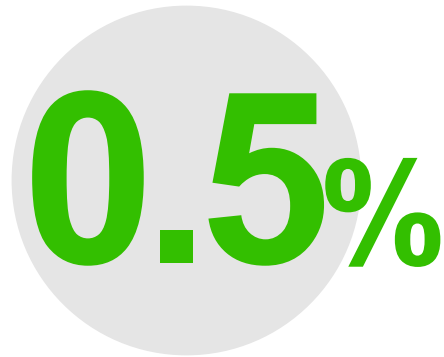
**Warm Direct Mail
average response
rate**

£9.0 ROI



**Cold Direct Mail
average response
rate**

£3.2 ROI



**Door Drops average
response rate**

£2.9 ROI

Four key findings from the 2025 update

23

1.

Acquisition and retention effectiveness growing:

Cold DM response rates were up 24% in 2024, while Warm DM response grew 6%

2.

Door Drop campaign ROI

increased 41% year on year in 2024

3.

Mail which has both a **brand and response** objective will see **response rates triple** on average.

4.

Volume matters: **larger cold DM sends enjoy higher ROI**, while repeat sends will see improvements across all performance metrics.

What the Response Rate Tracker is used for

24



Benchmarking

Assess the performance of past campaigns against benchmarks from the same industry sector.



Target Setting

Set realistic performance targets for upcoming campaigns by introducing more accurate inputs into business forecasting models.



Validating

Compare self-reported JICMAIL panel data to campaign-level performance benchmarks.

Fifteen participating organisations

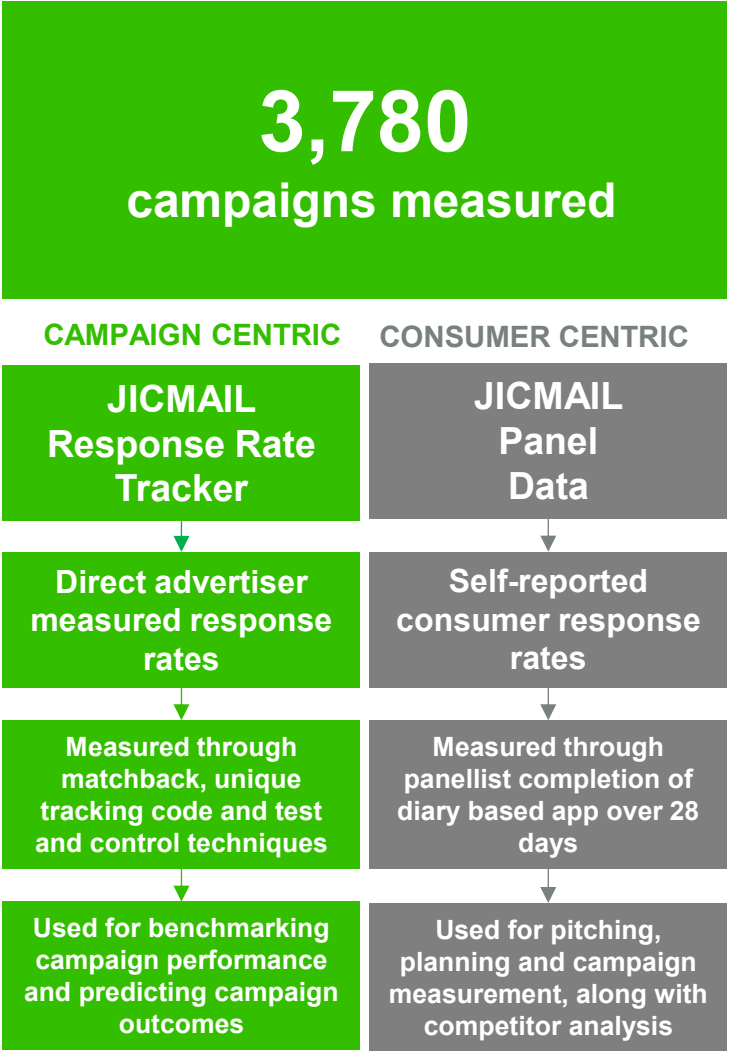


New to 2025



Mail Media Metrics

Campaign data vs JICMAIL panel data



Sample profile: 90% DM

Warm DM



46%

Cold DM



44%

Door Drops



9%

PAM



2%

Results dashboard available in JICMAIL Discovery

JICMAIL Response Rate Tracker Dashboard

Direct Mail

Door Drops

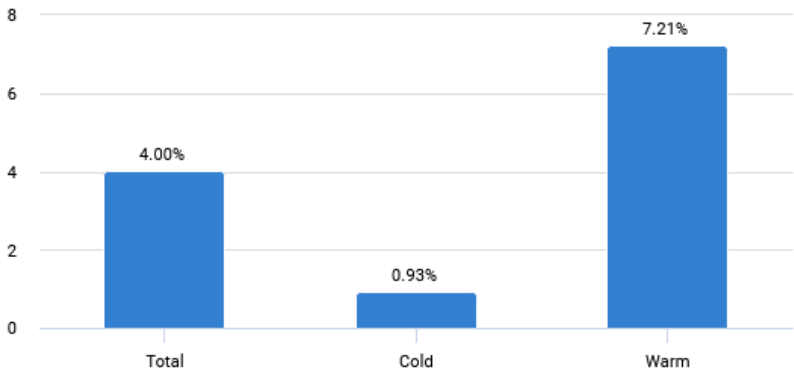
Partially Addressed

All Sectors

n = 3 398 campaigns

- Campaign level data collected for 3,780 campaigns from 15 organisations.
- Caution interpreting results with fewer than 20 campaigns.
- For further details on methodology and participants go to jicmail.org.uk

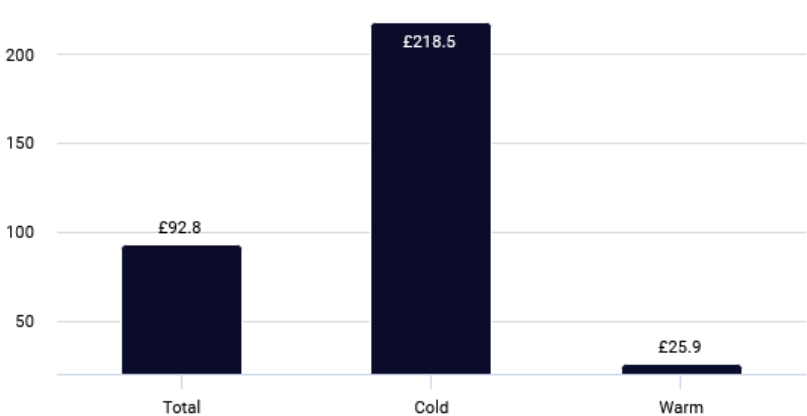
Response Rate (%)



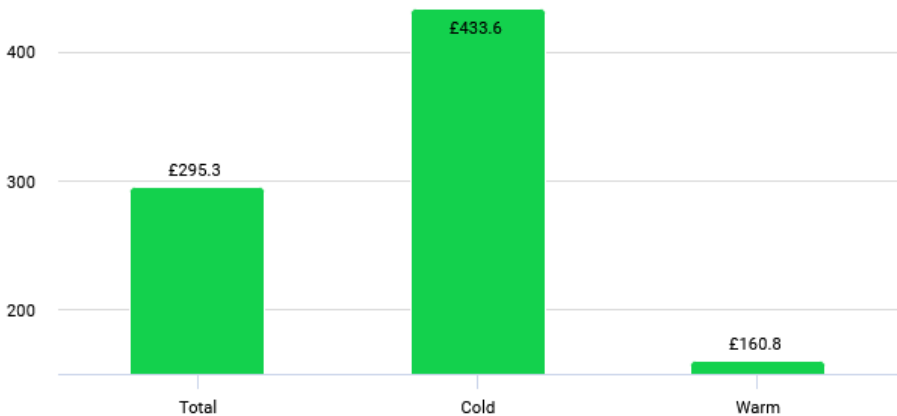
Return on Investment (£)



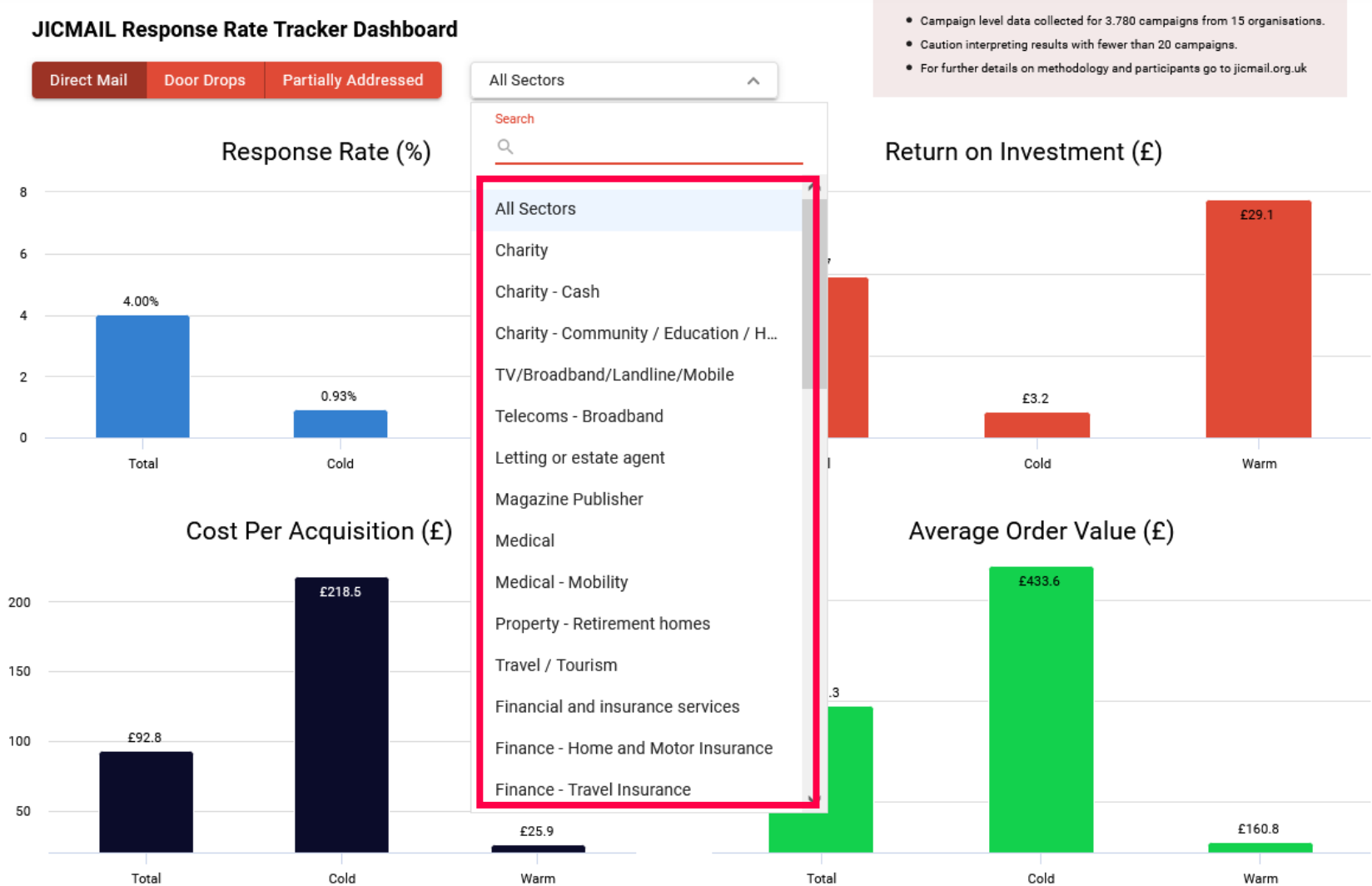
Cost Per Acquisition (£)



Average Order Value (£)



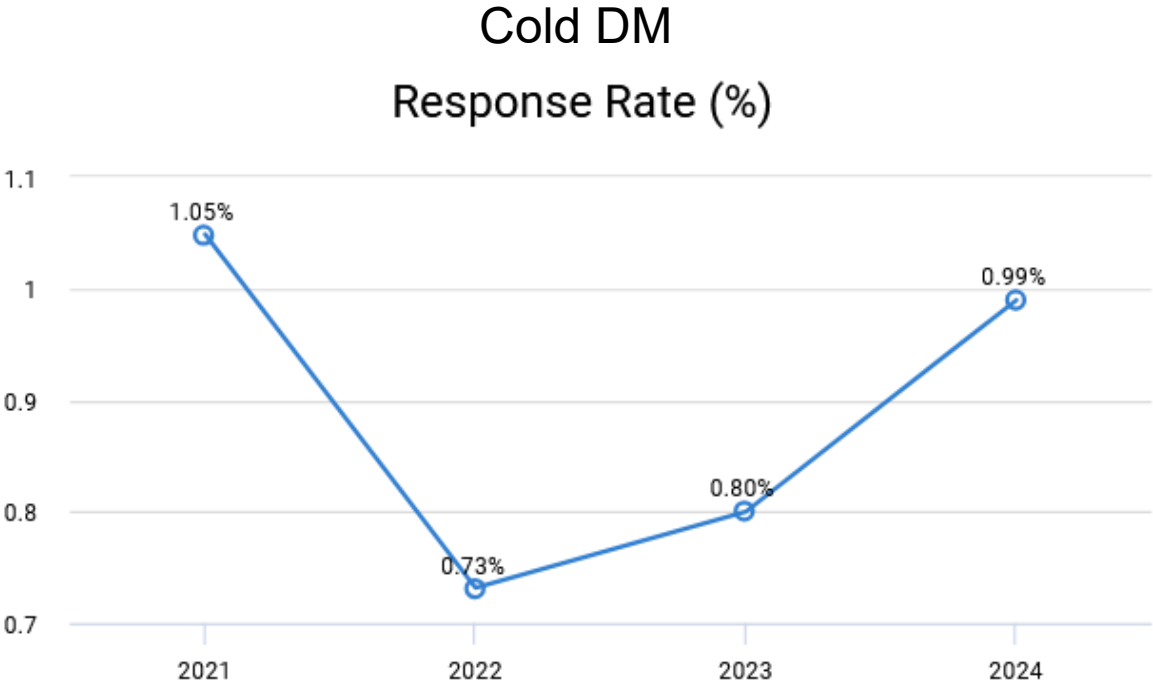
Thirty-five sectors / product levels now available



Response rate by industry sector

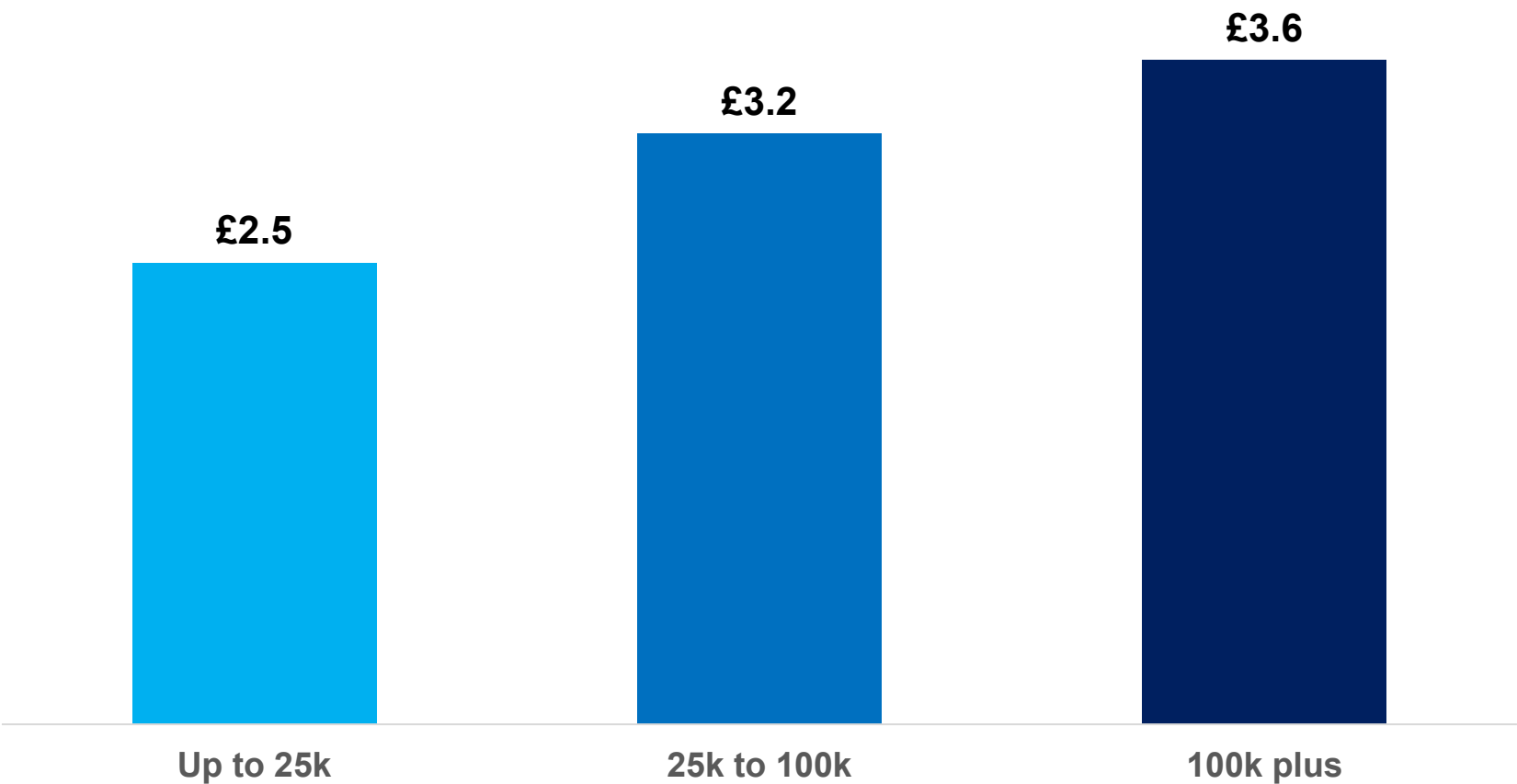
| | Cold Direct Mail | Warm Direct Mail | Door Drops |
|----------------------------------|------------------|------------------|------------|
| Charity | 0.7% | 11.1% | 0.4% |
| Financial and insurance services | 0.8% | - | 0.3% |
| Gambling | - | - | 0.1% |
| Retail / Online Retail | 0.9% | 3.6% | 1.5% |
| Telecoms | - | | 0.2% |
| Magazine Publisher | - | 6.9% | 0.1% |
| Mail Order | 1.2% | 7.5% | 0.2% |
| Medical | 0.5% | 25.9% | - |
| Travel / Tourism | 0.2% | - | - |

Mail played an increasingly effective role in customer acquisition in 2024. Cold DM response up 24%



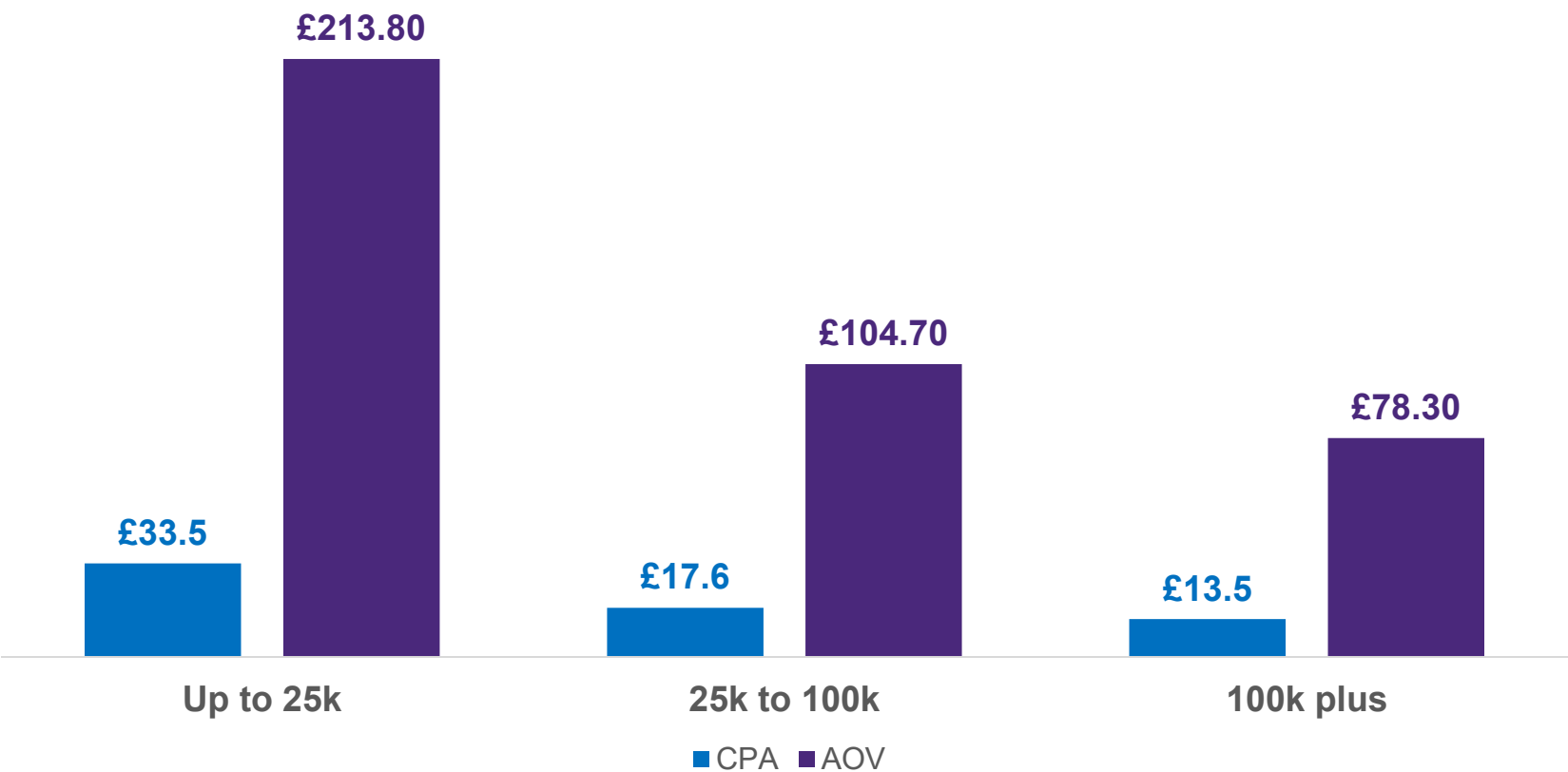
Higher payback seen at higher mail volumes for Cold DM

ROI for Cold DM by Campaign Volume (no. of items)

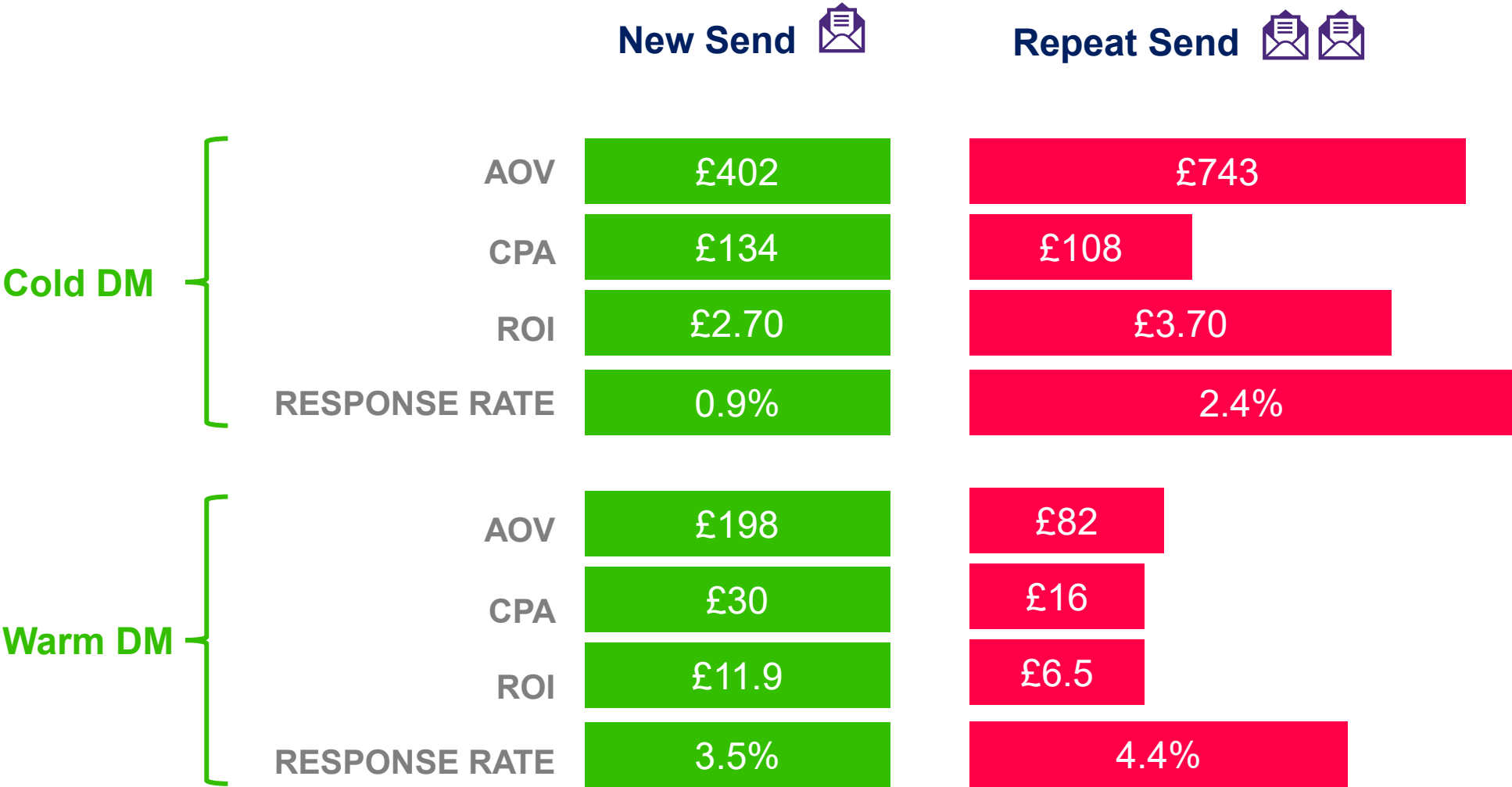


CPAs decline as Warm DM volumes increase (although AOVs do too)

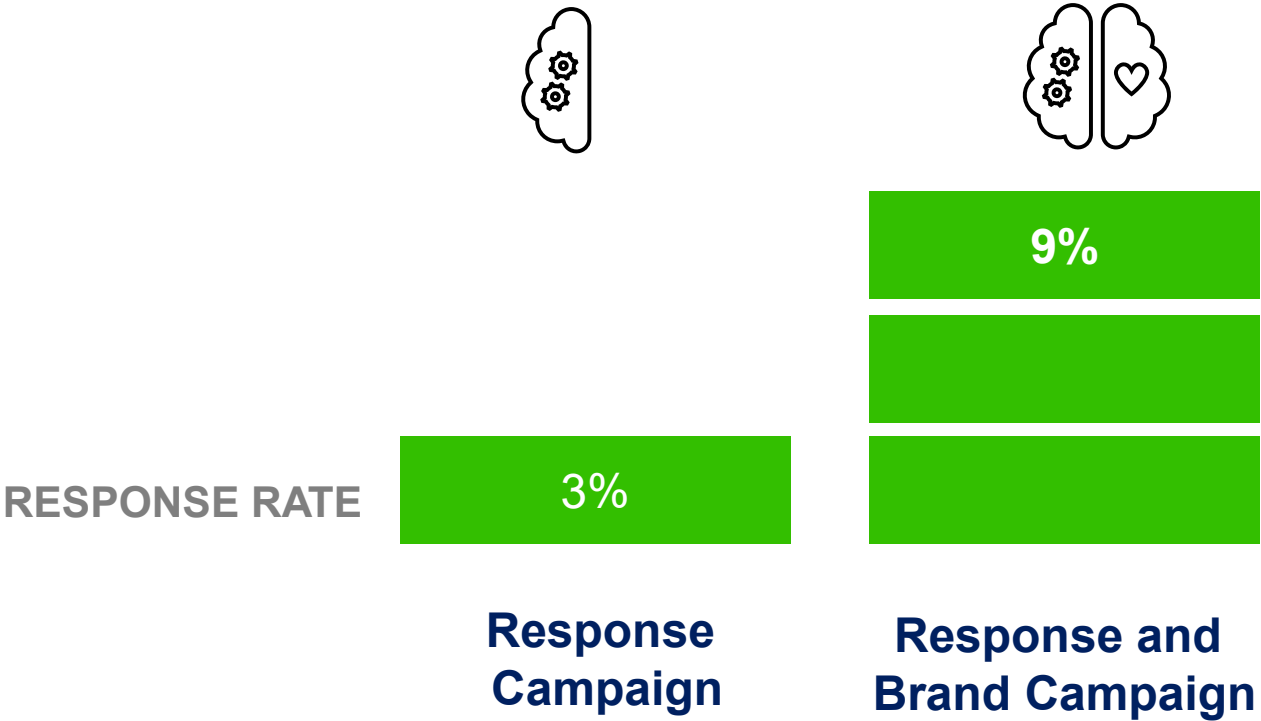
CPA and AOV for Warm DM by Campaign Volume



Mail performance benefits from repeat sends



The power of brand building: dual response / brand mail campaigns achieve x3 response rates



Q&A


Caroline Routledge – PDV Agency

Leighton Cuff – Conexance Choreograph

Looks out for next webinar

Thanks

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