

Top Tips: Using JICMAIL in your award submission

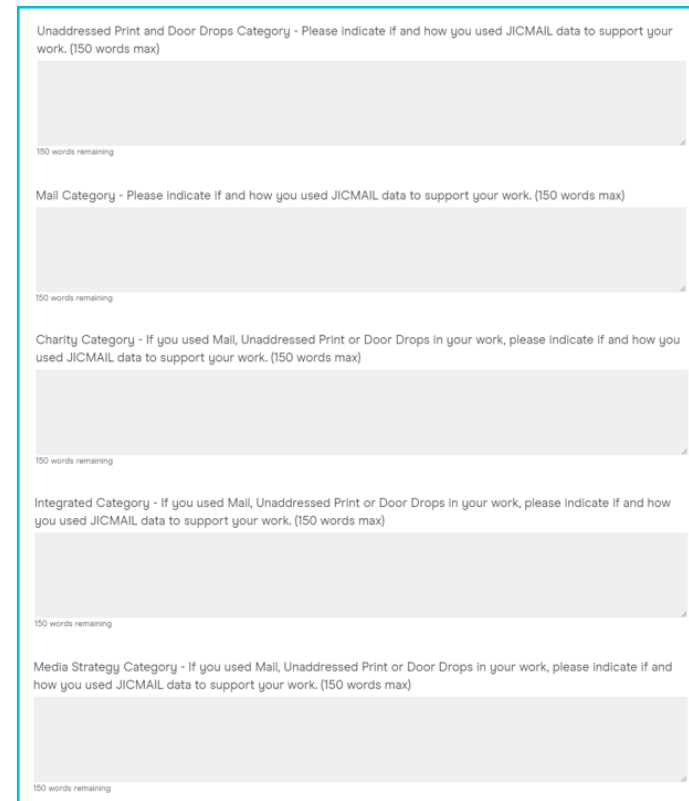


Use JICMAIL data to boost your entries

The inclusion of JICMAIL data is now requested in each of these DMA Awards categories:

- Unaddressed Print and Door Drops
- Mail
- Charity
- Integrated
- Media Strategy

The use of JICMAIL data displays your wider understanding of the mail channel and the preferences of your audience.



Unaddressed Print and Door Drops Category - Please indicate if and how you used JICMAIL data to support your work. (150 words max)

150 words remaining

Mail Category - Please indicate if and how you used JICMAIL data to support your work. (150 words max)

150 words remaining

Charity Category - If you used Mail, Unaddressed Print or Door Drops in your work, please indicate if and how you used JICMAIL data to support your work. (150 words max)

150 words remaining

Integrated Category - If you used Mail, Unaddressed Print or Door Drops in your work, please indicate if and how you used JICMAIL data to support your work. (150 words max)

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Media Strategy Category - If you used Mail, Unaddressed Print or Door Drops in your work, please indicate if and how you used JICMAIL data to support your work. (150 words max)

150 words remaining

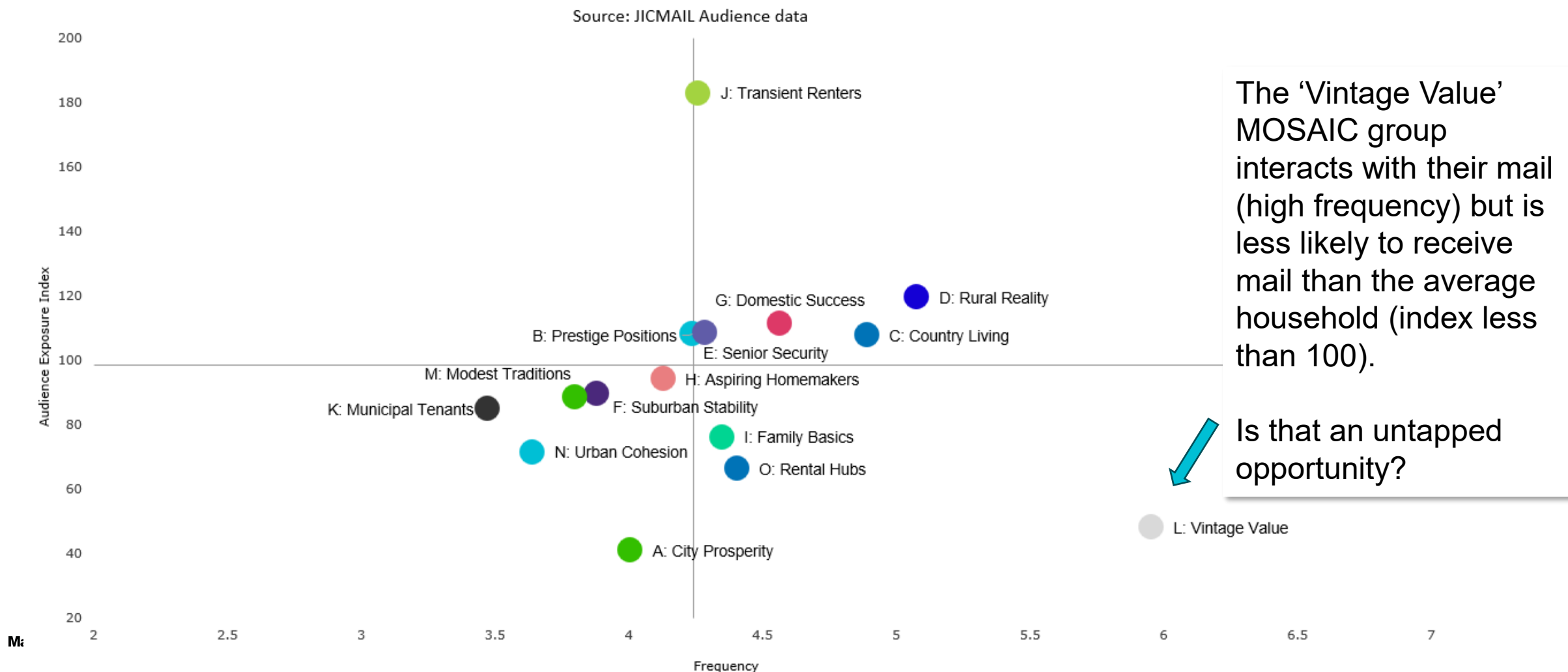
Use JICMAIL data to answer the following...

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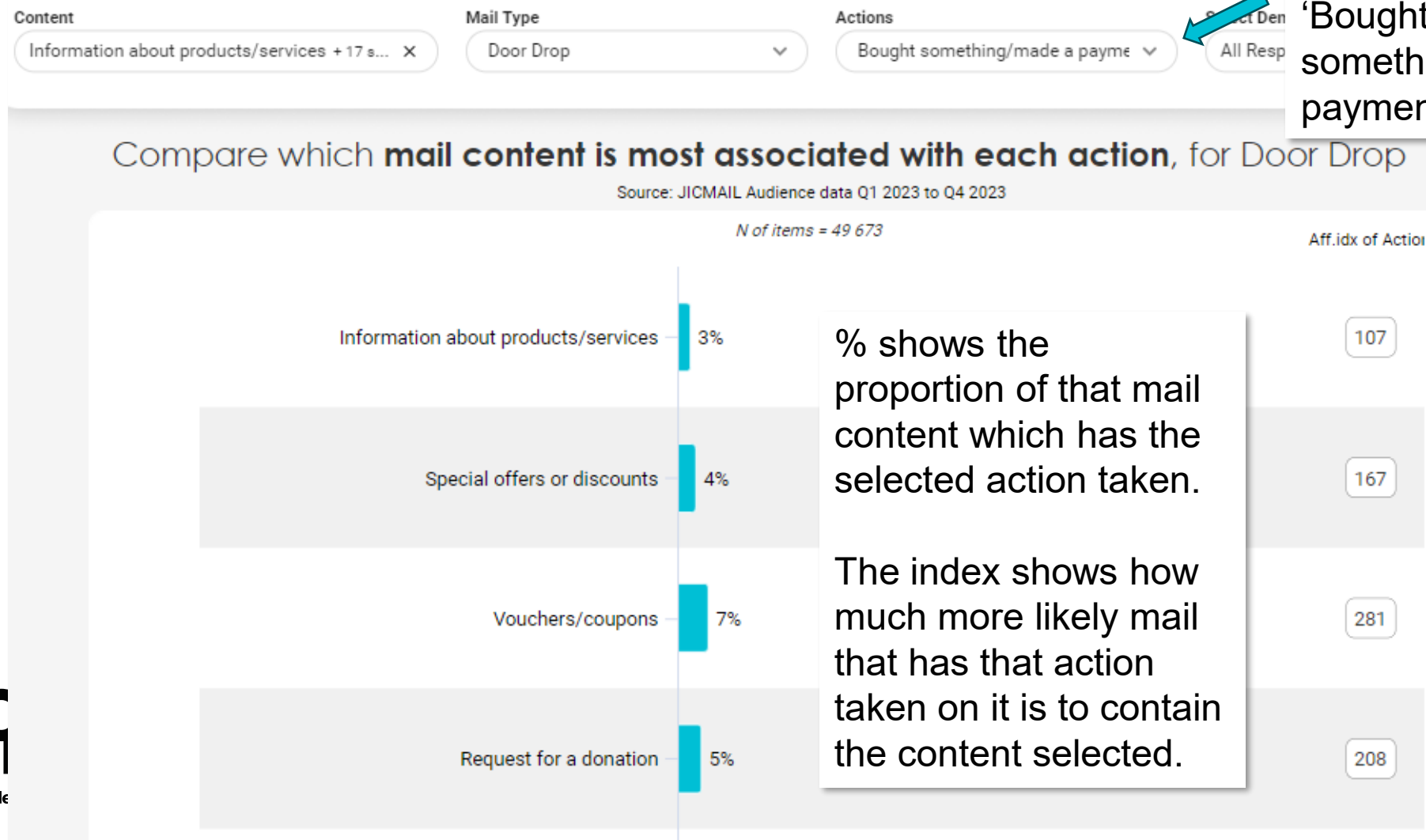
- How did JICMAIL influence your **campaign targeting**?
- Did you use JICMAIL to inform **mail content**?
- Have you uncovered any **insightful mail journeys** in JICMAIL?
- Have you used JICMAIL to report on **campaign effectiveness**?
- Have you created cross media **cost efficiency comparisons**?
- Have you **benchmarked campaign performance** using the Response Rate Tracker?

Each of these examples are shown on the following slides

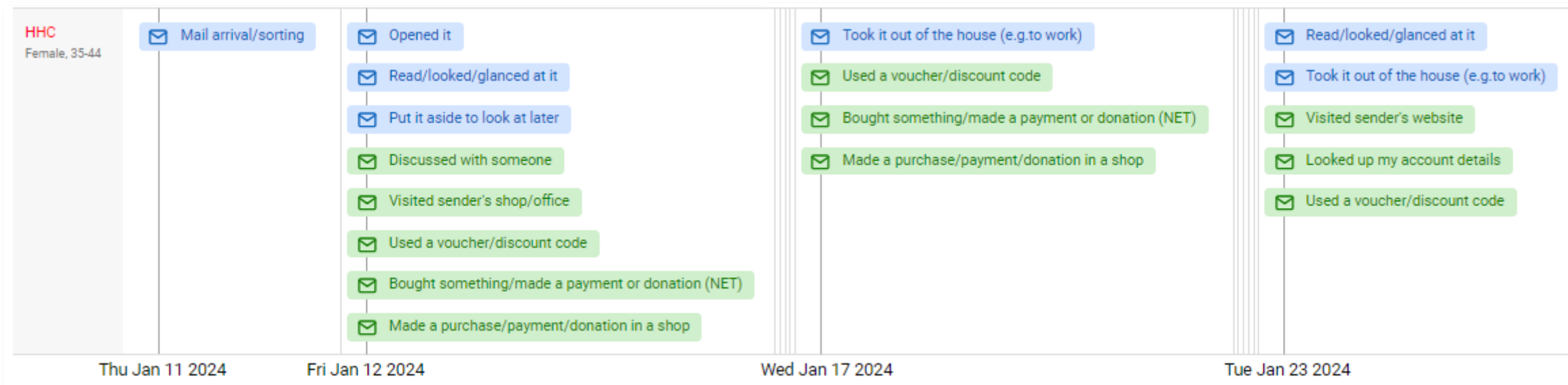
How did JICMAIL influence your campaign targeting?



Did you use JICMAIL to inform mail content?



Have you uncovered any insightful mail journeys in JICMAIL?



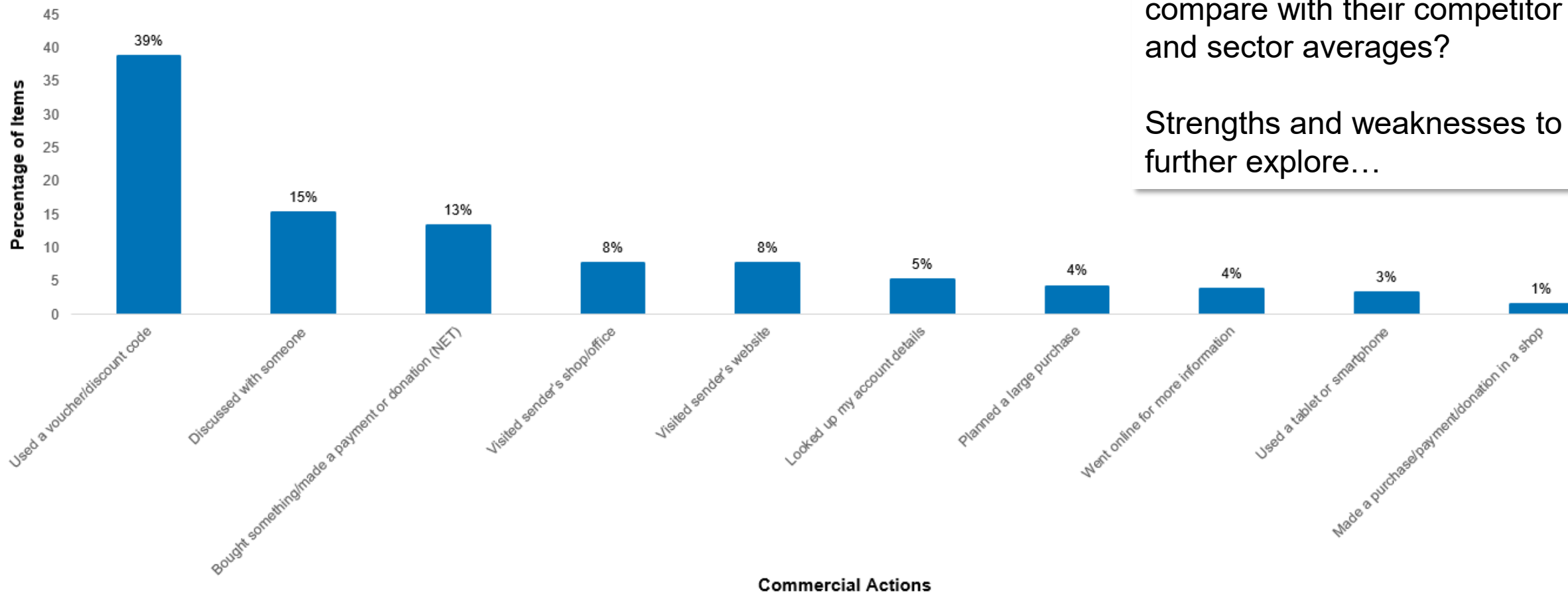
Multiple actions taken across several days, prompting in-store visits, purchases, voucher redemption and an online visit.

Is this a typical or exceptional journey for that brand? What was in the creative execution: was there a strong call to action, great imagery, compelling offer etc?

How does it compare to competitor mail journeys?

Have you used JICMAIL to report on campaign effectiveness?

Source: JICMAIL Advertiser Attribution



How does this brand's commercial action rates compare with their competitor and sector averages?

Strengths and weaknesses to further explore...

Have you created cross media cost efficiency comparisons?

Audience Comparison Tool

Did you achieve true value for money and cost efficiencies with an optimum cross-media channel selection?



ACT is designed to help users understand the cost efficiency with which mail delivers advertising impacts (or impressions) to key target audiences vs other media channels.

JICMAIL data has been included within this tool to provide insight into the wider effects of using mail in comparison to other media channels. Any costs used with the tool are the responsibility of the user and not JICMAIL.

Input Budget £

100000

Select Demographic

ABC1 Adults

Compare to

Online Channels

Offline Channels



Mail



CPT £

Door Drop

50

Purchased Impacts

2,000,000

Delivered Impacts

5,616,000

Audience Impacts CPT

£17.81

Difference vs Buy

-64 %

Partially Addressed

170

588,235

2,303,647

£43.41

-74 %

Cold Acquisition (DM)

210

476,190

2,087,857

£47.9

-77 %

Online



Digital Display

3

33,333,333

20,000,000

£5

67 %

Social

5

20,000,000

12,000,000

£8.33

67 %

PPC

200

500,000

500,000

£200

0 %

Email

30

3,333,333

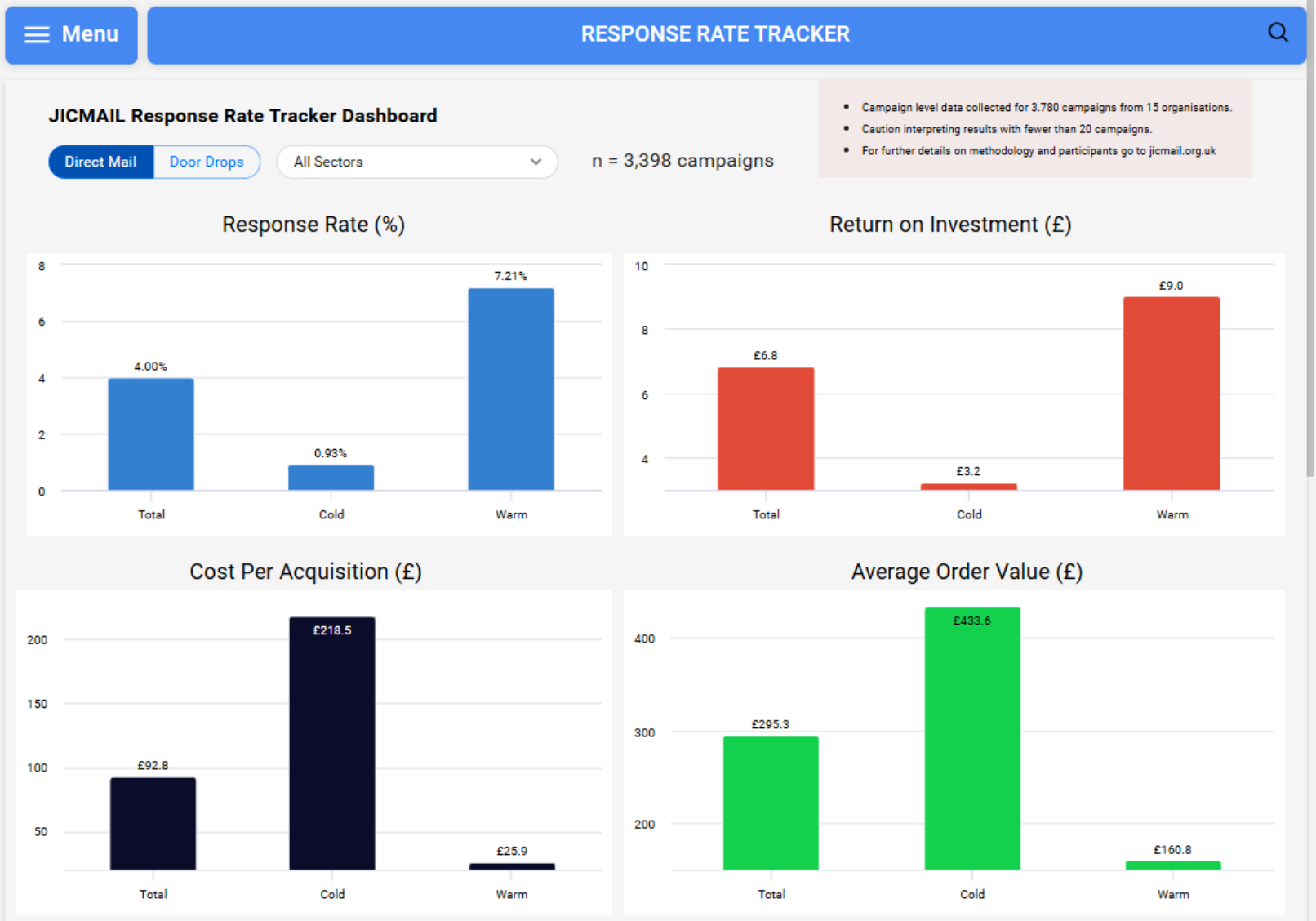
700,000

£142.86

376 %

Have you benchmarked campaign performance using the Response Rate Tracker?

Did your campaign beat the sector average for your mail type and sector?



**For help to support
your entry or to
access JICMAIL
data, tools and
training, please
contact:**

ian@jicmail.org.uk

or

tara@jicmail.org.uk



GOOD LUCK!

Sign up to JICMAIL today!

 jicmail.org.uk

 linkedin.com/company/jicmail

 ian@jicmail.org.uk

tara@jicmail.org.uk

**JIC
MAIL**

Mail Media Metrics