


# Using JICMAIL to support the internal business case to test D2D for acquisition

**Client: Getthelabel.com**

## Partner: Eight Group

**GET THE LABEL** COM



## The Challenge

- Getthelabel.com stopped using mail and door drops to acquire new customers over 5 years ago. They moved marketing budget into digital and wanted robust insight and analysis from us as to why they should test doordrops again for acquisition. Previously they had targeted the 18-24 year olds and wanted to know if that was still an audience to go for.
- They asked us to provide independent statistics to show how doordrops were performing for other e-commerce businesses and retailers and to understand what their typical customer looked like. They wanted to utilise the insight and analysis from our proposal as part of their internal marketing budget business case
- They wanted the campaign to land before Easter 2025 (so the drop would benefit from Easter shoppers) and to take in the last working week of the month to incorporate 'pay day' for most.



## The Approach

We created an in-depth JICMAIL insight piece that focused on the reach, engagement and longevity of doordrop items from the Retail & E-tail sector, with particular attention on the digital actions taken by recipients and the attention it's given by recipients.

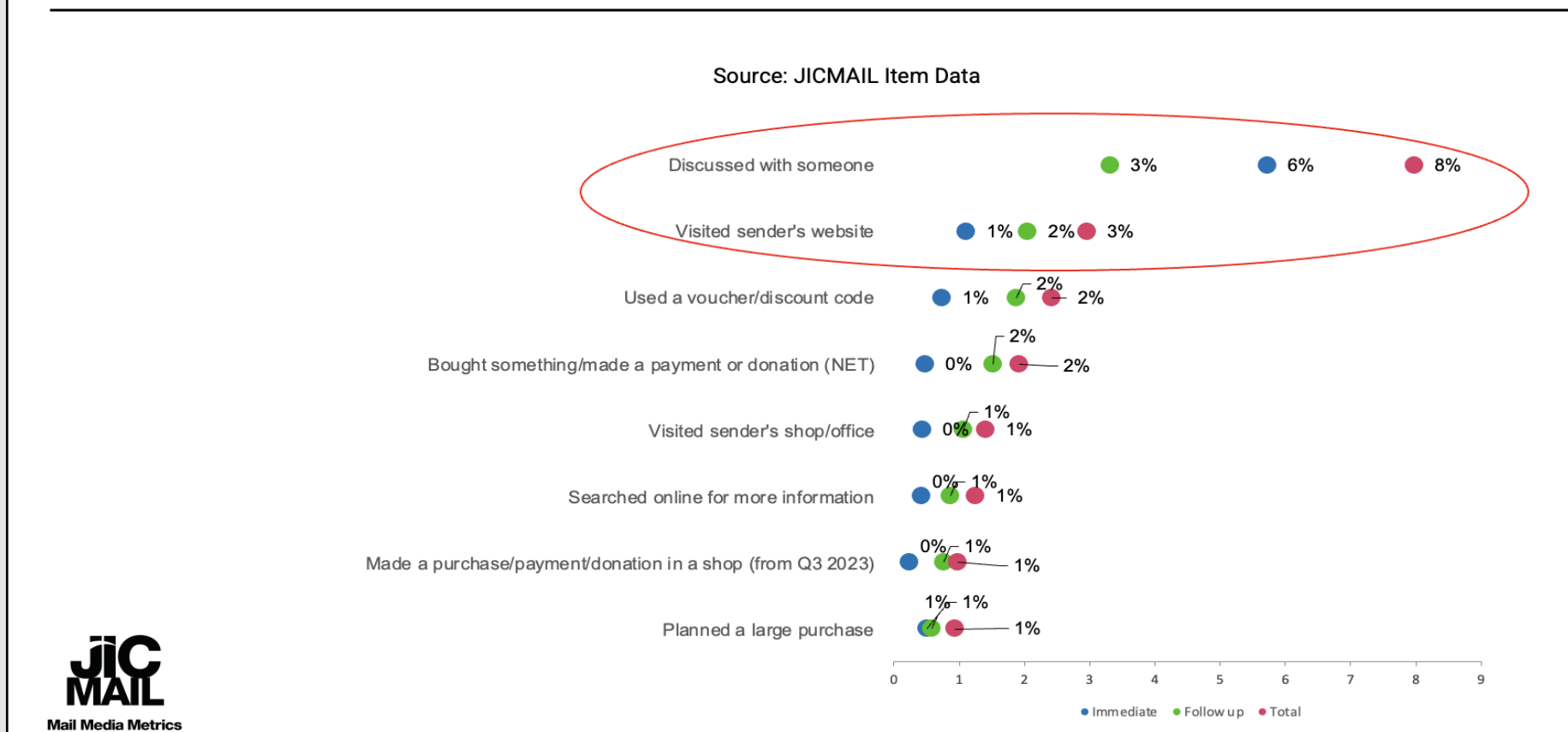
With Getthelabel.com being a purely online brand they were keen to understand if and how physical drives digital interactions. Coupled with this, we engaged with Whistl to help support the case by creating a complementary insight piece focusing on doordrops themselves within the Retail sector.

They then profiled the customer data provided by Gettehlable.com and then mapped the customer base to ascertain geographic bias. The client used the JICMAIL insight, profile report and the geography to create a case for testing doordrops within their marketing mix.

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**JIC MAIL**  
Mail Media Metrics



## The Outcome

- The key insight we gleaned from JICMAIL (utilising both the insight piece created directly for them as well as a previously produced deck) was that the 18-24 year old market are the least mailed audience but are the most engaged than any other age group...essentially their doormat is empty and thus a great audience to 'sell to' by doordrops.
- One of the key commercial actions identified was that mail drove a 'discussion in the home', this resonated strongly with Getthelabel.com as many purchases on their site are made by parents on behalf of teenagers / young adults and so this reinforced the justification for testing.
- The use of JICMAIL Discovery was invaluable to underpin the justification for testing a doordrop campaign in specific geographic areas that contained a highly targeted audience

The results of the campaign saw 147 new customers go online to purchase with an Average Order Value of £66. There was also an uplift in orders in other areas of the business with other brands within the Group seeing a spike in sales

In addition, JICMAIL demonstrated that Door dops worked to drive new customer online activity and the JICMAIL and data matchback analysis has seen them explore a 500k Winter 2025 campaign.

*"We hadn't explored mail or door drops for several years, but working with Eight Group helped us rediscover their potential. They guided us through the creation of a targeted door drop campaign using JICMAIL insights and profiling our customer data to create a relevant audience for testing.*

*We saw an uplift in performance on the postcodes targeted v's the control, including a strong average order value of £66, and acquisition of over 140 new customers directly from the door dropped areas in the timeframe we ran the activity. The match back analysis provided clear attribution, proving that this channel can be both measurable and effective in driving growth and brand awareness."*

Liz McNamara, Marketing Director, Getthelabel.com