

JICMAIL+TGI Connected Audiences

Bringing the power of industry-leading
planning data to JICMAIL Discovery

**JIC
MAIL**

Mail Media Metrics

JICMAIL has partnered with TGI to provide hundreds of new audience variables against which mail engagement and targeting can be measured.



Mail Media Metrics

For the first time TGI+JICMAIL data is available to ALL JICMAIL Discovery users.



Mail Media Metrics

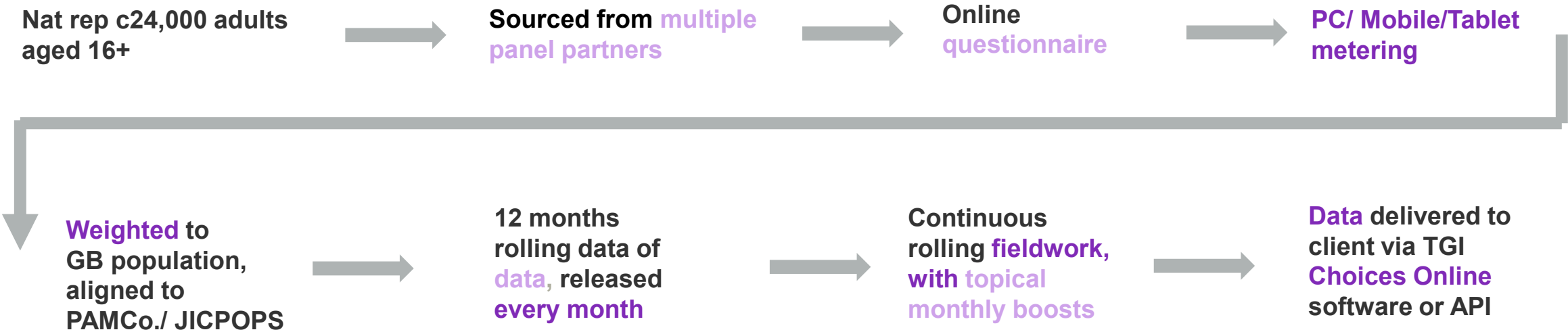
What is TGI data?

TGI data is used to determine exactly who brands' audiences are, their psychographic behaviours and what makes them tick...

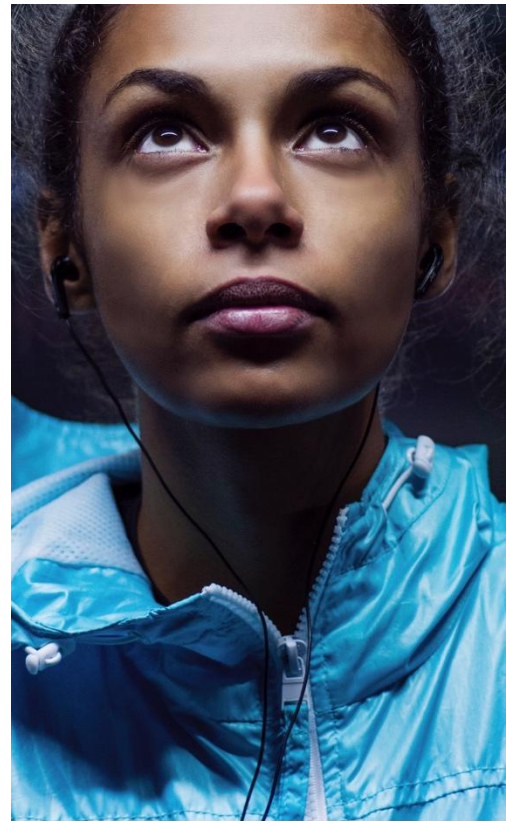


TGI is built on a transparent industry leading sample and methodology

How TGI Consumer Data is collected in Great Britain



TGI gives a complete view of online and offline, real-world human behaviour



- Demographics & personal attributes

- Product & brand usage

- Attitudes & motivations

- Leisure activities & interests

- Media & digital consumption



New Data Covered

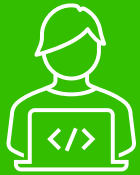
**JIC
MAIL**

Mail Media Metrics

JICMAIL users now have access to TGI Connected Audiences: a sub-set of popular TGI audience variables ⁸



.....all from one tool

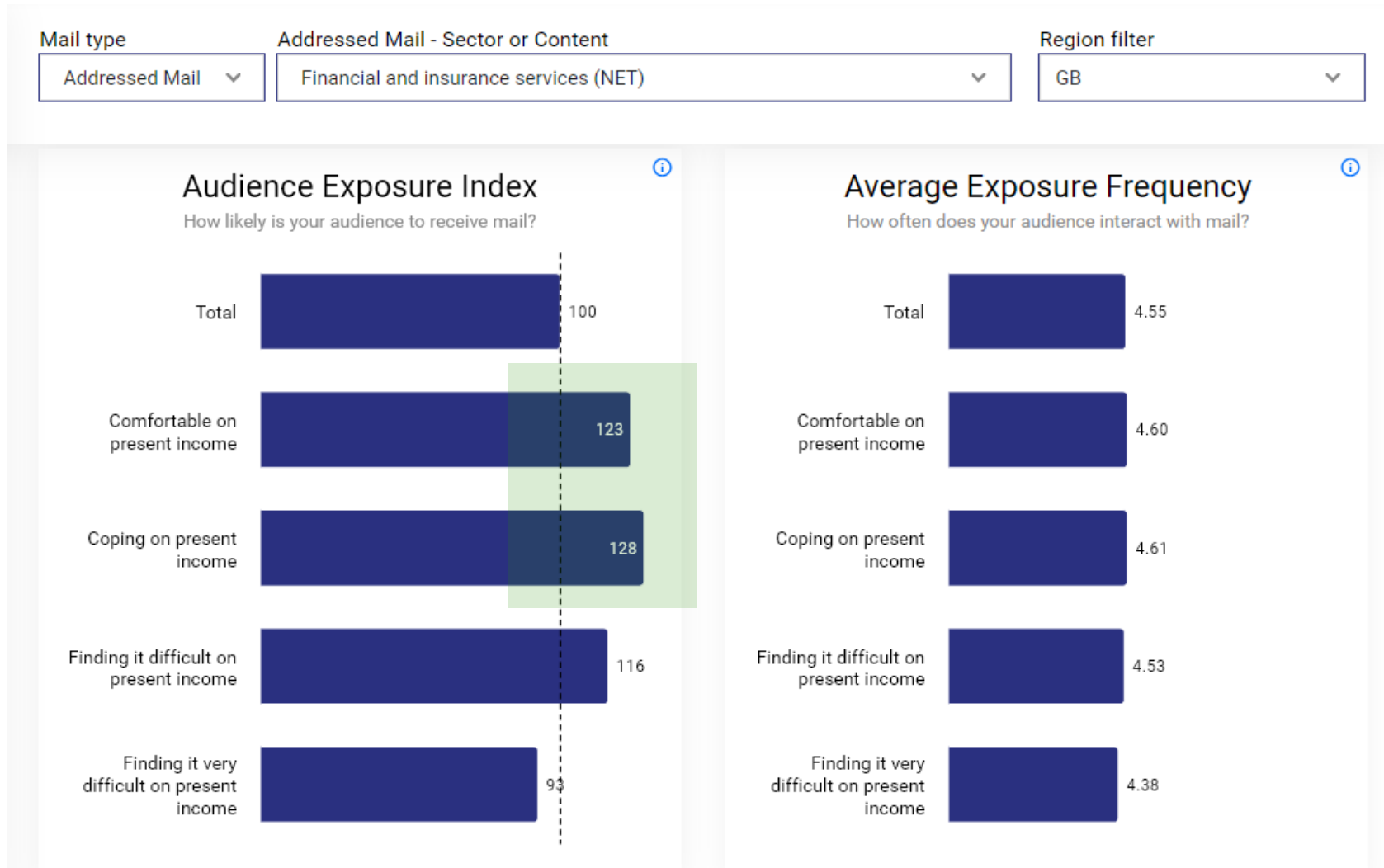


How to use JICMAIL+TGI data in JICMAIL Discovery

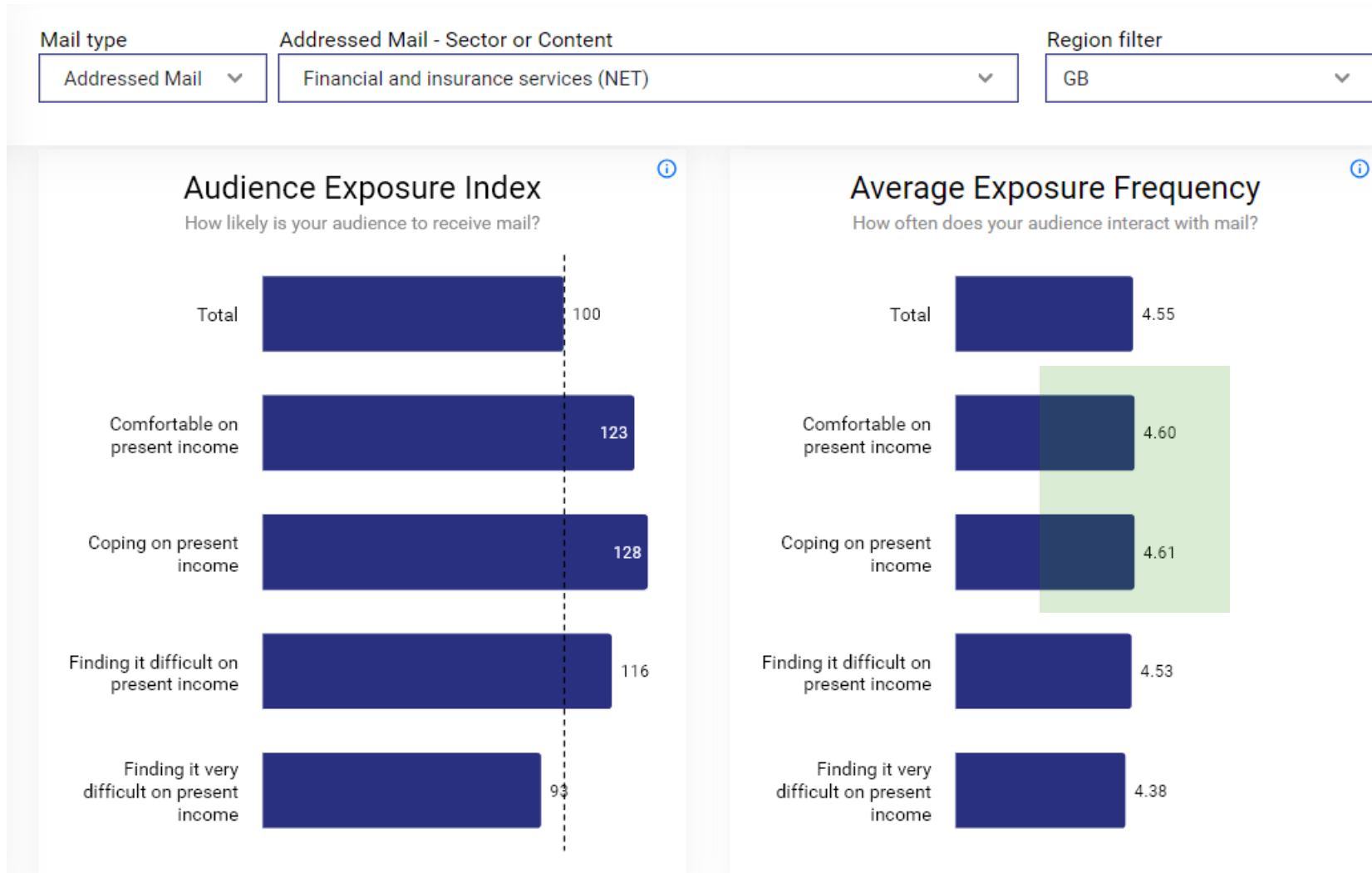


Affluent consumers are more likely to be targeted with Financial Services Direct Mail

Those who are comfortable on their present income are **23% more likely** than the average GB adult to receive **Financial Services Direct Mail**. Those who are coping are **28% more likely**



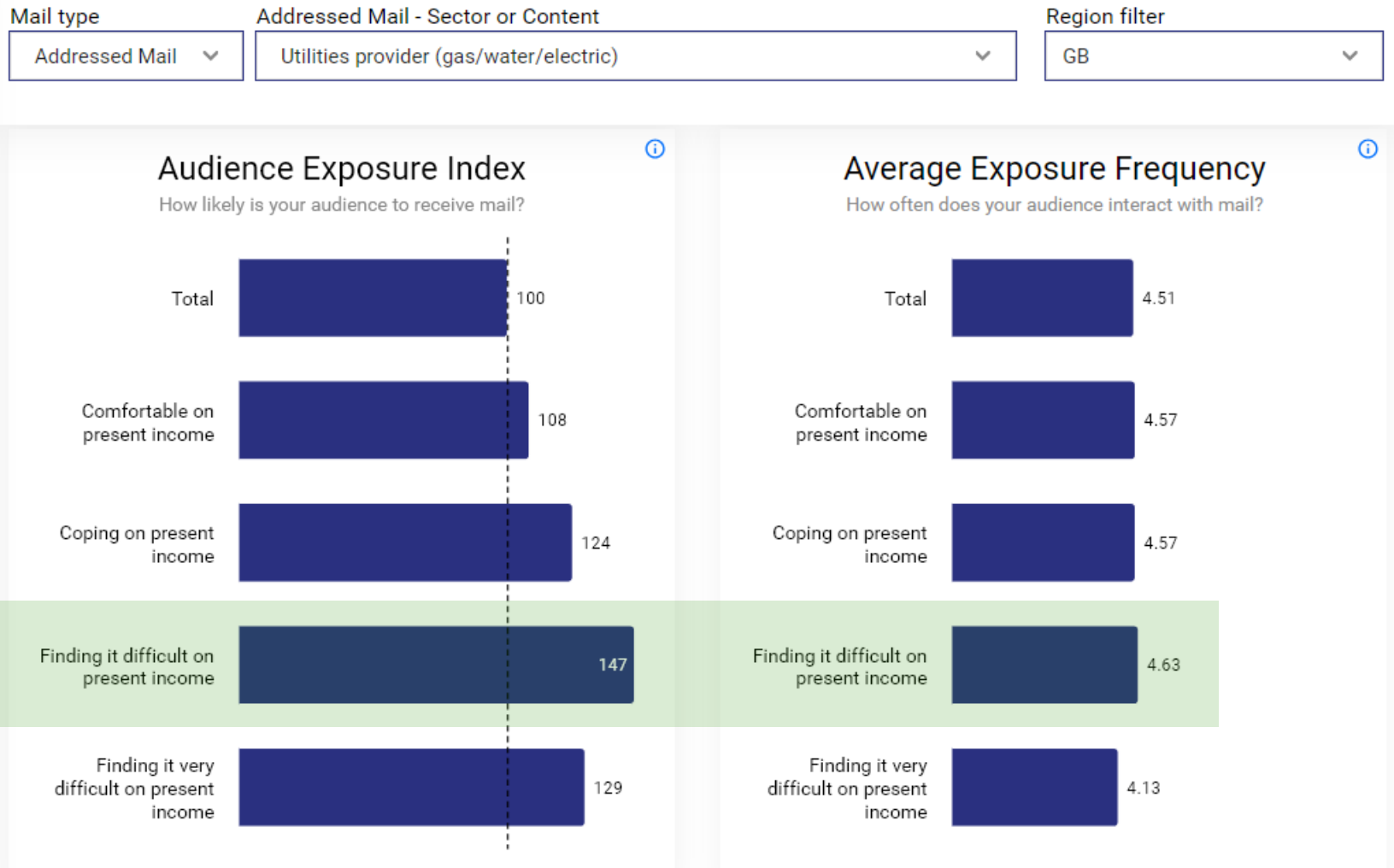
Affluent consumers also interact more with Financial Services Direct Mail



Those who are comfortable and coping on their present income also show the **highest frequency of interaction** with Financial Services Direct Mail across a 28-day period

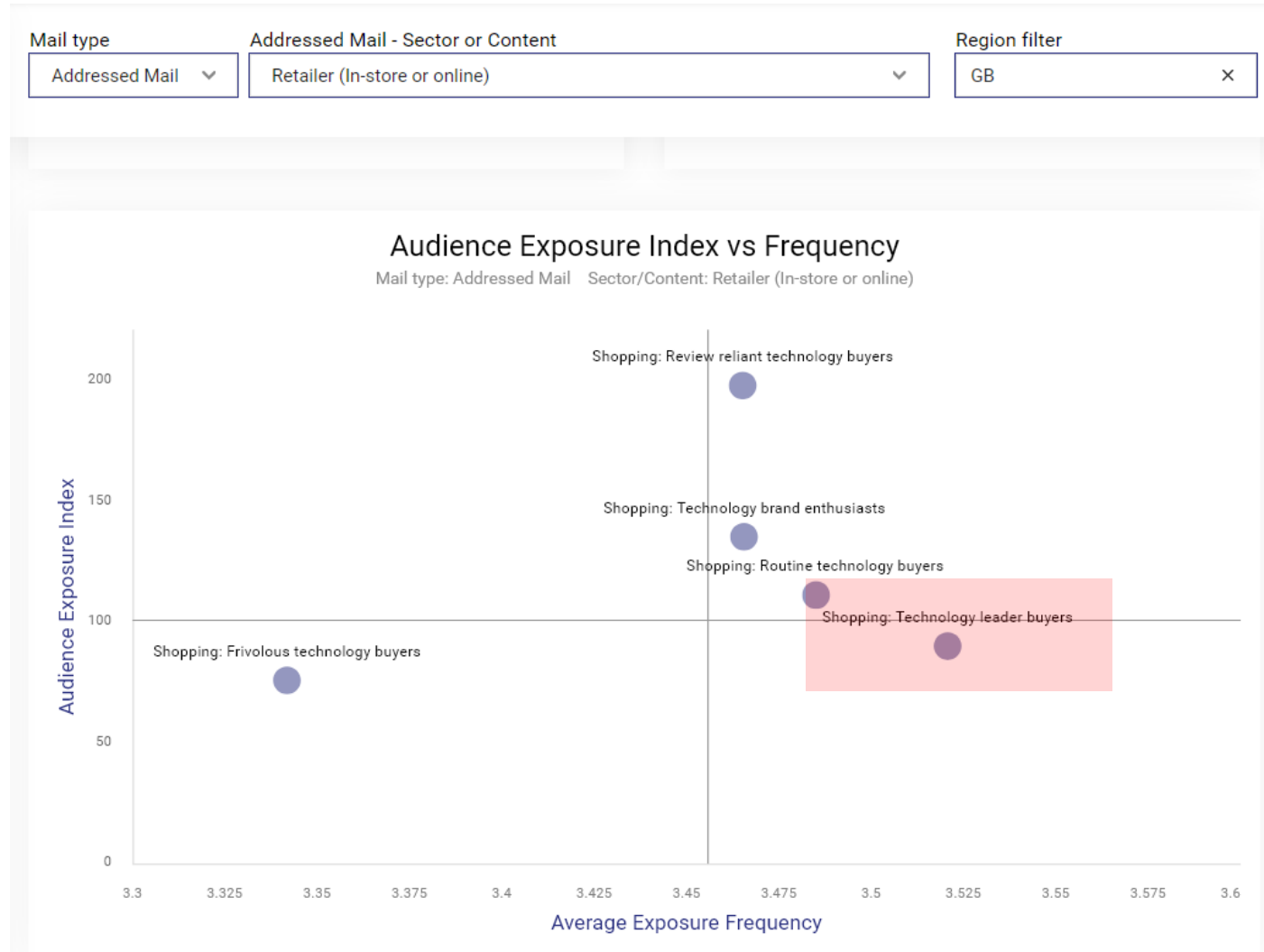
Less affluent consumers are engaging more with Utilities Direct Mail

Those finding it difficult on their present income are 47% more likely than average to be targeted with Utilities Direct Mail and interacting with 4.63 times a month on average.



Technology Leader Buyers are an audience of untapped DM potential for Retail advertisers

Technology Leader Buyers are less likely than average to be targeted with Retail DM, but show **above average engagement** with the mail they do receive.



Technology Leader Buyers have a lot of **tech knowledge** and love to buy new technology. They are **able to influence others** about tech and tend to be younger

Find all TGI audience definitions here

Household
Select... X

TGI Lifestage
Select... X

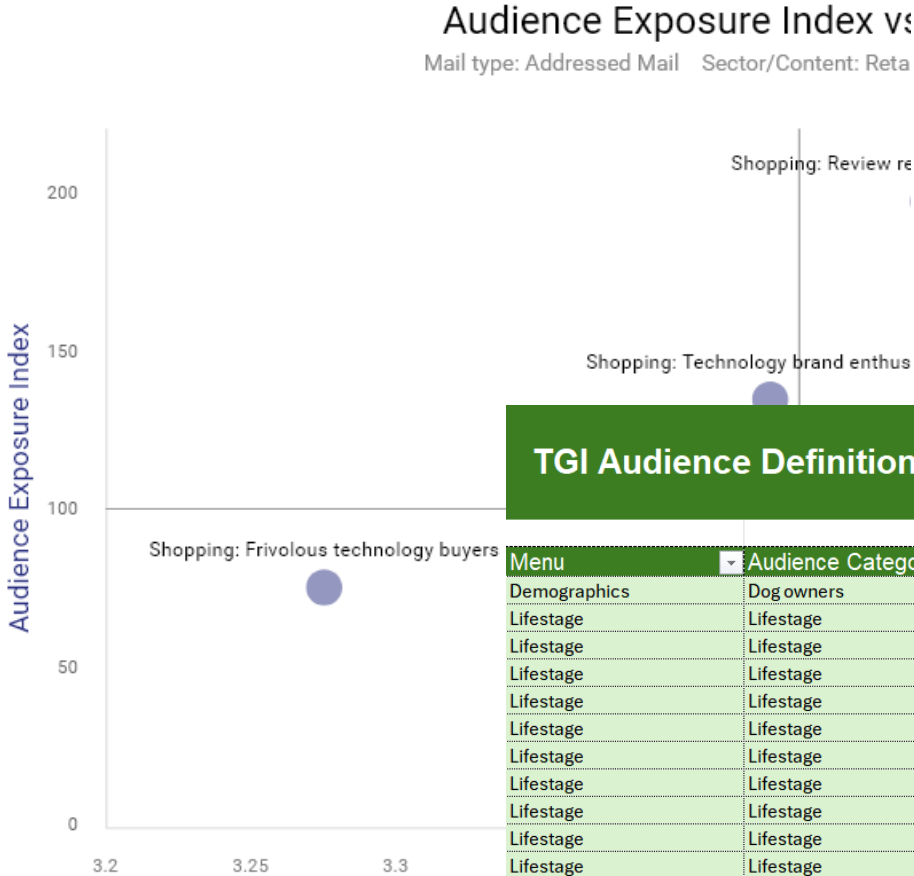
TGI Psychographics
Shopping: Technology brand X

TGI Purchase behaviour
Select... X

Geodemographics
Select... X

2 Select audiences

Audiences Displayed (max. 15)
Total + 5 selected X



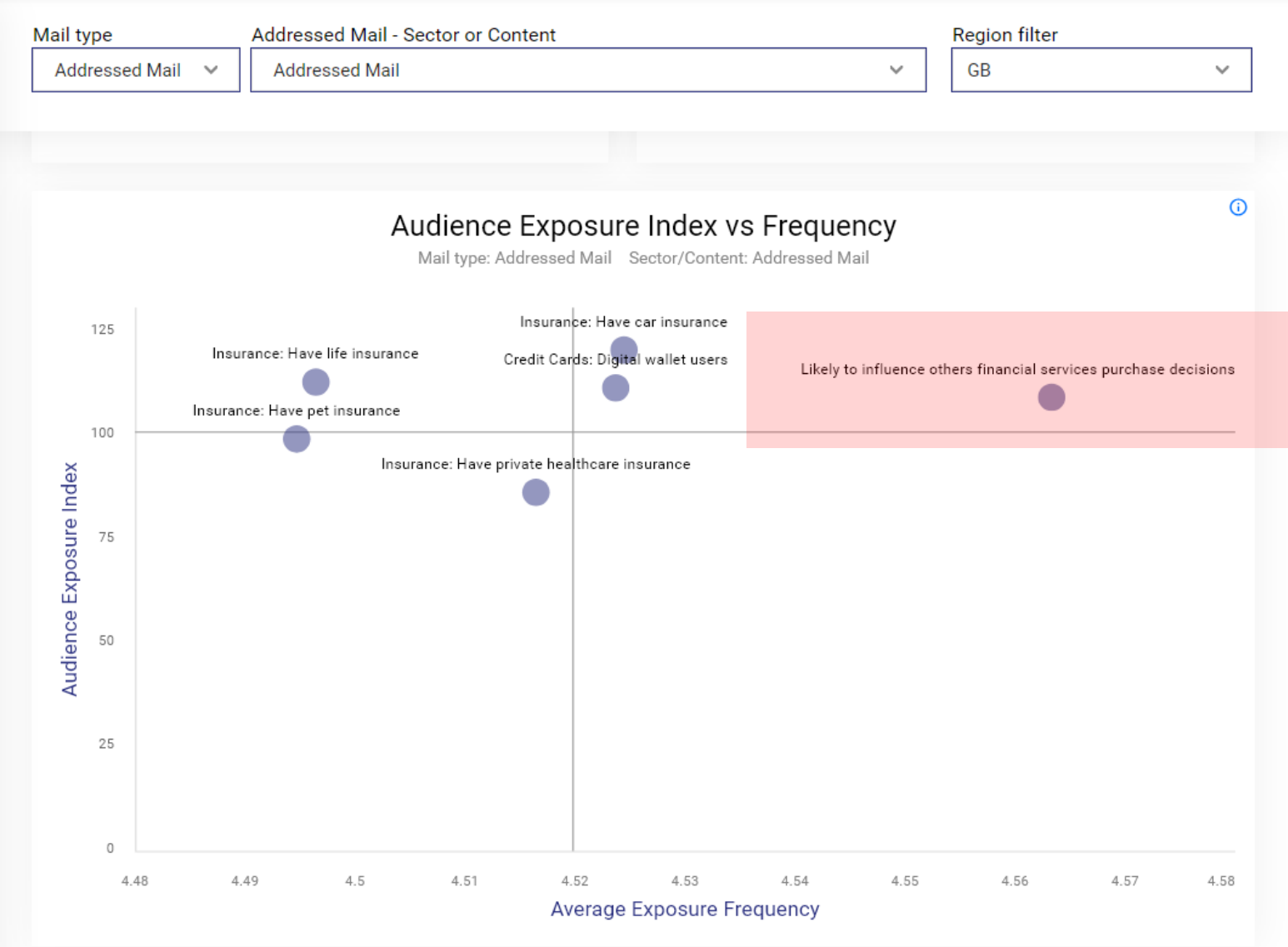
TGI Audience Definitions			
Menu	Audience Category	Audience Label	Audience Description
Demographics	Dog owners	Dog owners	Adults who own at least one dog
Lifestage	Lifestage	Playschool parents	The 'Playschool Parents' group
Lifestage	Lifestage	Empty nesters	The 'Empty Nesters' group
Lifestage	Lifestage	Fledglings	The 'Fledglings' group are
Lifestage	Lifestage	Flown the nest	The 'Flown the Nest' group
Lifestage	Lifestage	Hotel parents	The 'Hotel Parents' group
Lifestage	Lifestage	Mid life independents	The 'Midlife Independents'
Lifestage	Lifestage	Nest builders	The 'Nest Builders' group
Lifestage	Lifestage	Non standard families	The 'Non standard Familie
Lifestage	Lifestage	Primary school parents	The 'Primary School Paren
Lifestage	Lifestage	Secondary school parents	The 'Secondary School Pa
Lifestage	Lifestage	Senior sole decision makers	The 'Senior Sole Decision I
Lifestage	Lifestage	Unconstrained couples	The 'Unconstrained Coupl
Lifestage	Lifestage	Childfree senior couples	The 'Childfree Senior Coupl
Purchase Behaviour	Charity	Cancer charity donors	Adults who have donated t
Purchase Behaviour	Charity	Children charity donors	Adults who have donated t
Purchase Behaviour	Charity	Animal welfare charity donors	Adults who have donated t

↓ TGI Audience Definitions

Source: TGI May 2025 & JICMAIL Audience Data Q3 2025



Finance Influencers are mail receptive audience



Compare specific mail actions for household brands

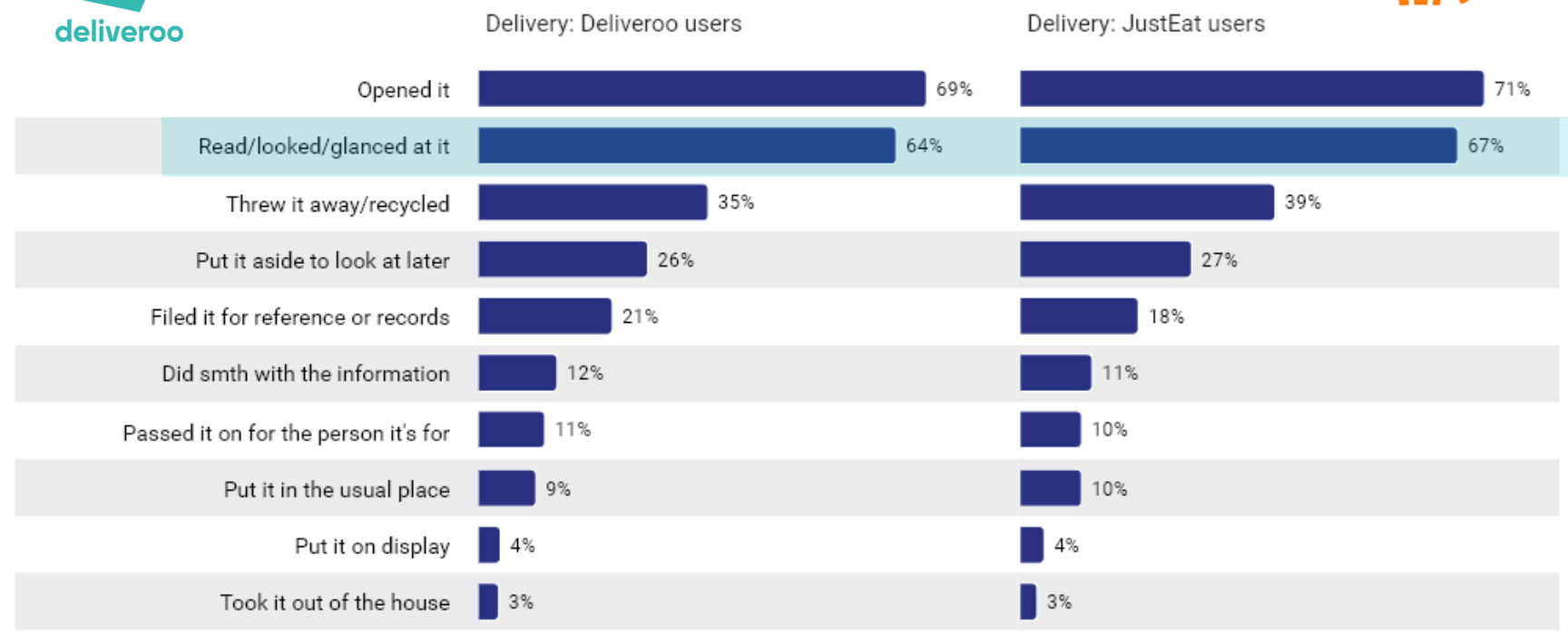
Consumers who use **JustEat** are slightly more likely to open Direct Mail than **Deliveroo** users

Mail type: Addressed Mail | Addressed Mail - Sector or Content: Addressed Mail | Region filter: GB



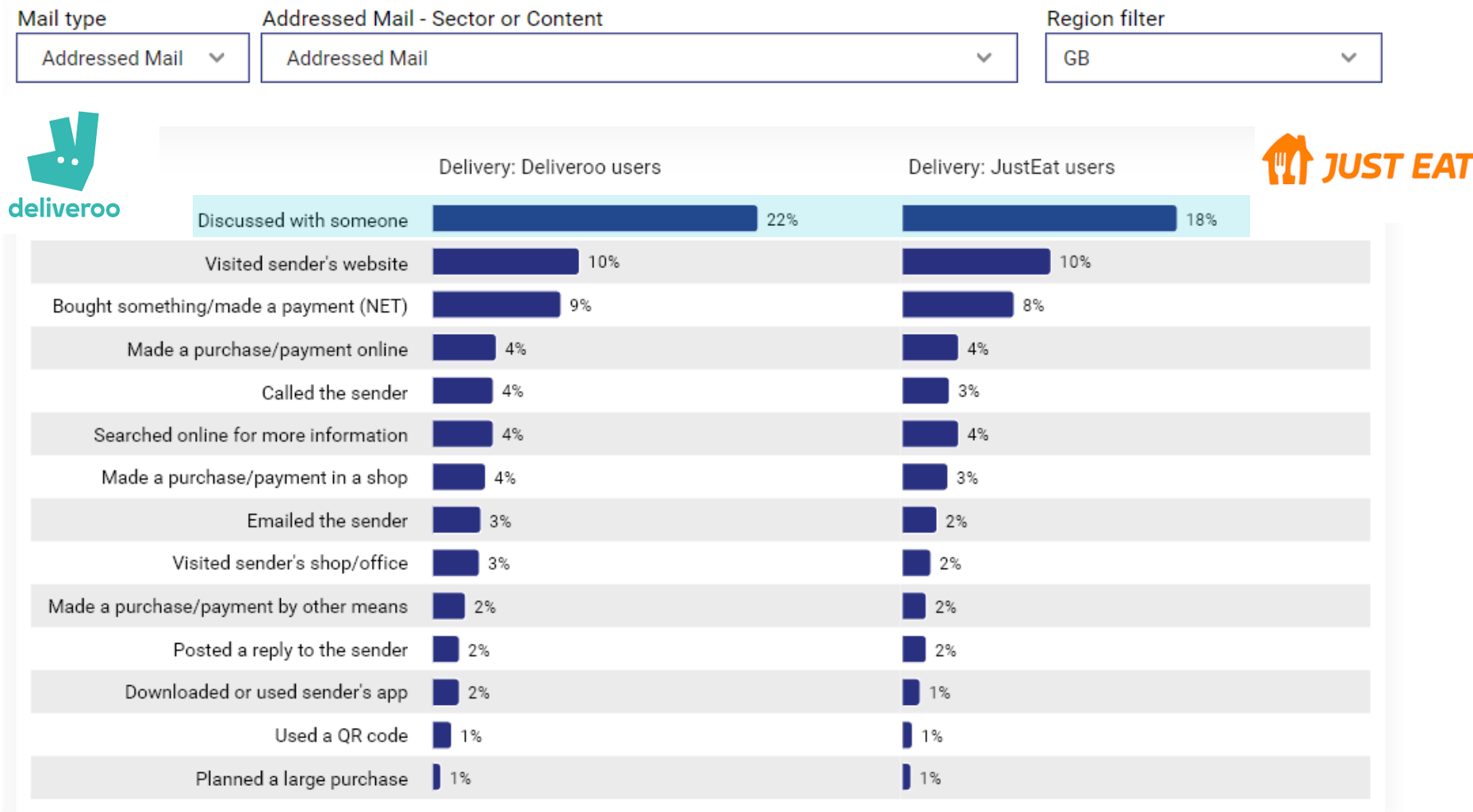
Physical Actions

The % of total actions taken accounted for by different physical interactions and commercial actions.



Compare mail commercial actions across household brands

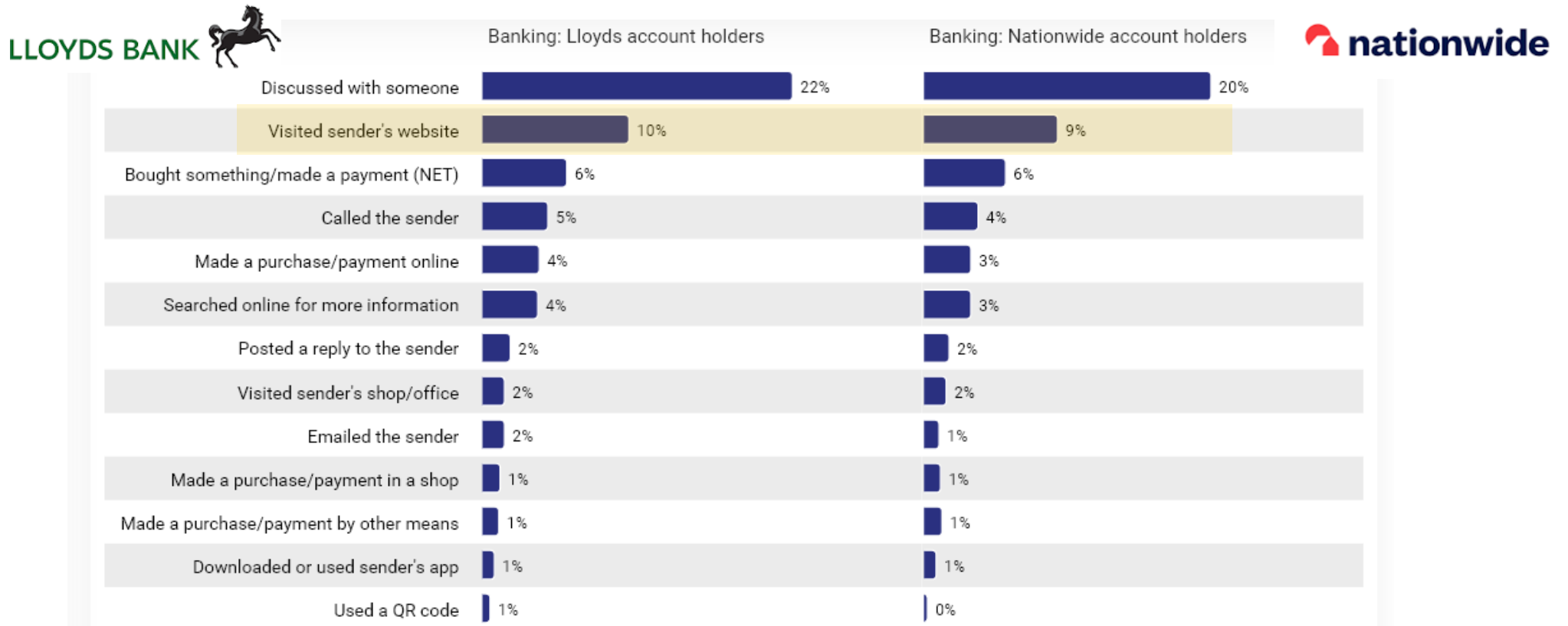
Consumers who use **Deliveroo** are slightly more likely to **discuss** the contents of Direct Mail with other people than JustEat users



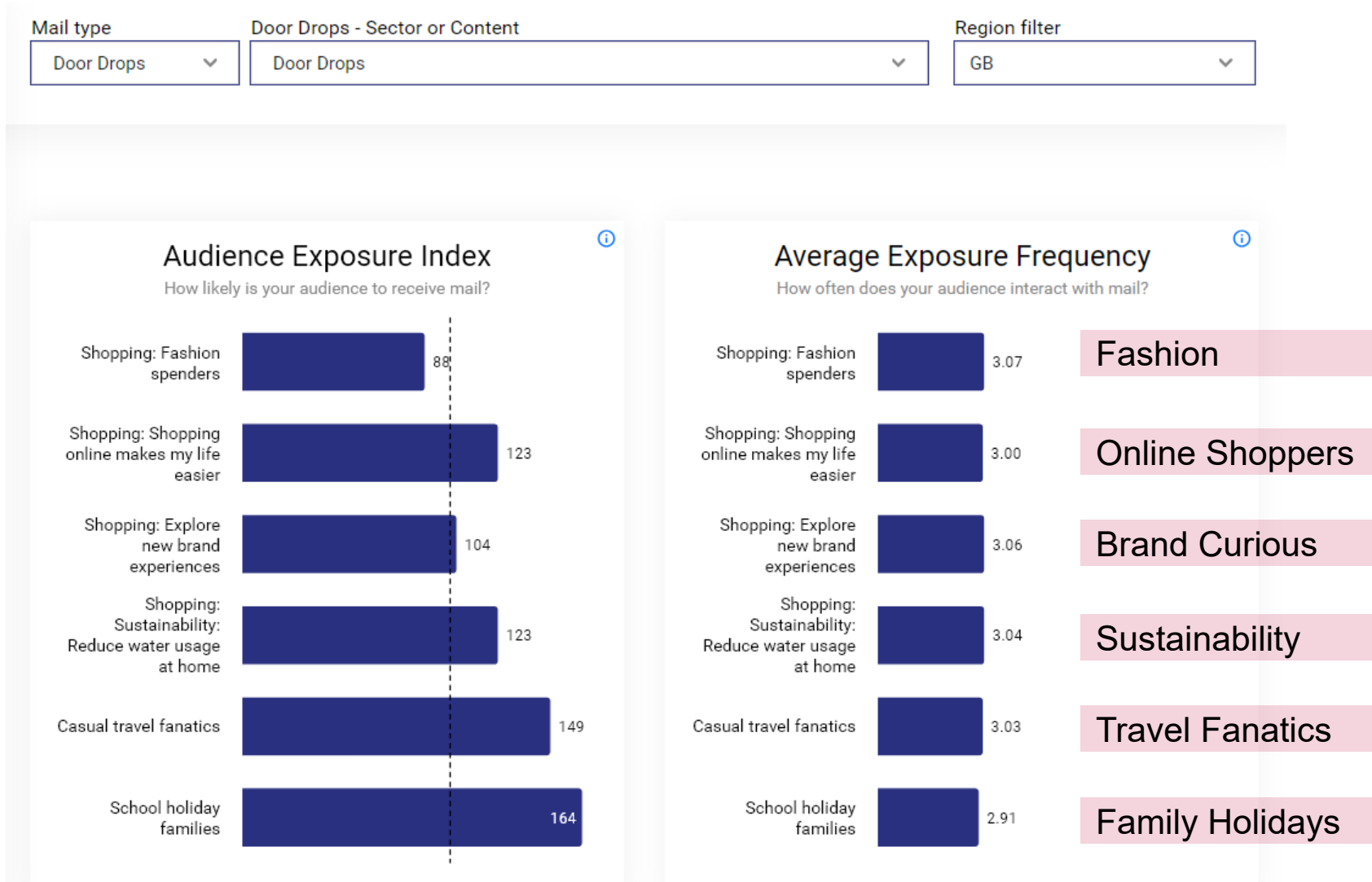
Business Mail exposure and frequency of interaction also available across TGI variables

Those who bank with **Lloyds** and **Nationwide** are almost as likely as each other to visit the sender's website after receiving Business Mail

Mail type: Business Mail | Business Mail - Sector or Content: Business Mail | Region filter: GB

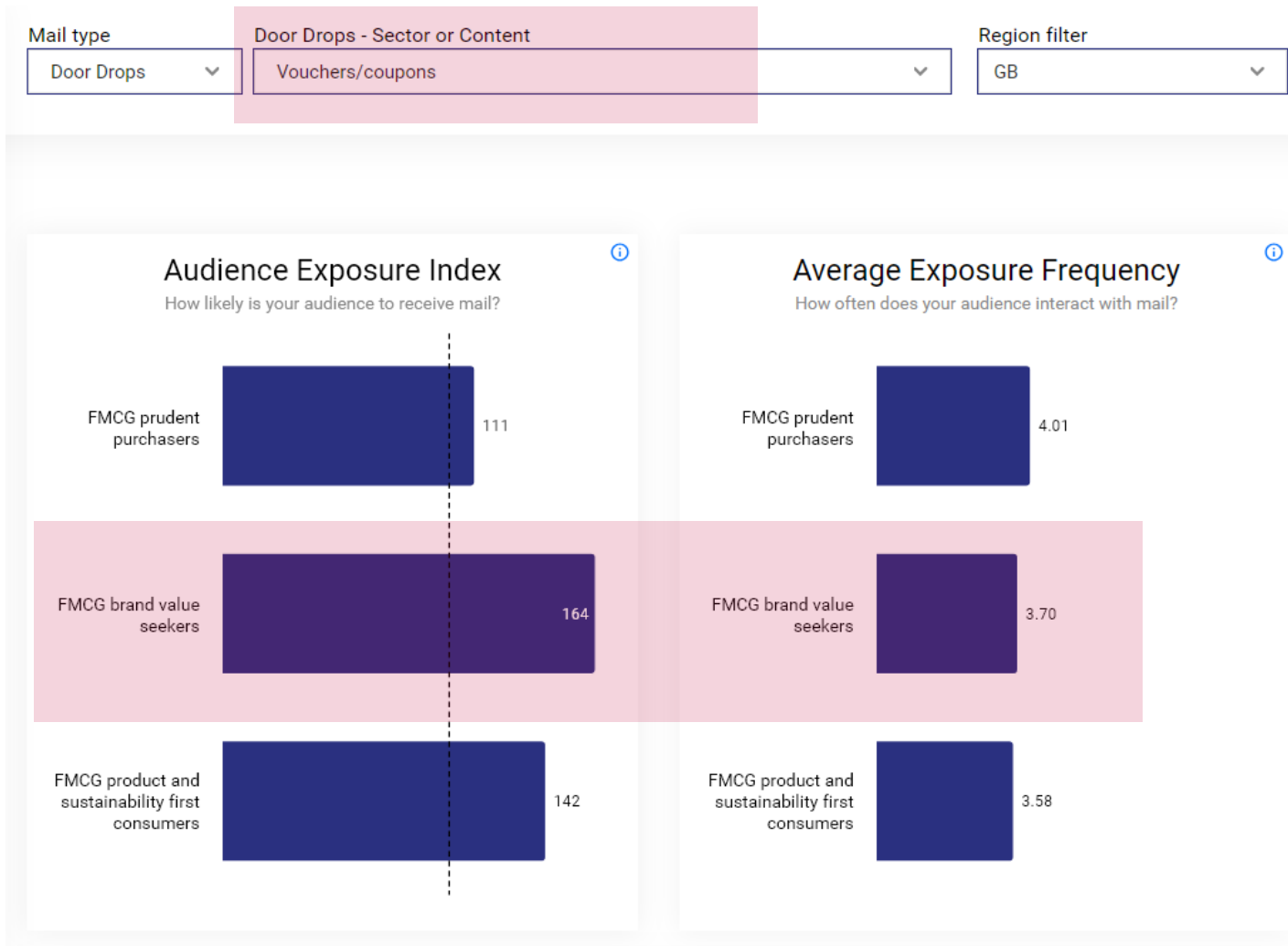


A wealth of acquisition audiences to target with Door Drops



Assess mail exposure and engagement by key content types

Those consumers primarily **motivated by value** rather than sustainability concerns, are more likely to engage with **vouchers and coupons**



Combine multiple variables with the Audience Builder tool

The audience builder tool enables users to **combine multiple JICMAIL and TGI audience variables** (sample size permitting). For example, home-owners who have **purchased kitchen furniture** in the last year are more likely to receive mail than those who have bought a **Connected TV**

Audiences builder

1 Build audience by selecting parameters

Demographics

Select... x

Household

Owned/mortgaged x

TGI Lifestage

Select... x

TGI Psychographics

Select... x

TGI Purchase behaviour

Connected Devices: New TV x

Geodemographics

Select... x

2 Click + to save and rename audiences

+ 9

Audiences Displayed (max. 15)

Total + 2 selected x

Mail type

Door Drops

Door Drops - Sector or Content

Door Drops

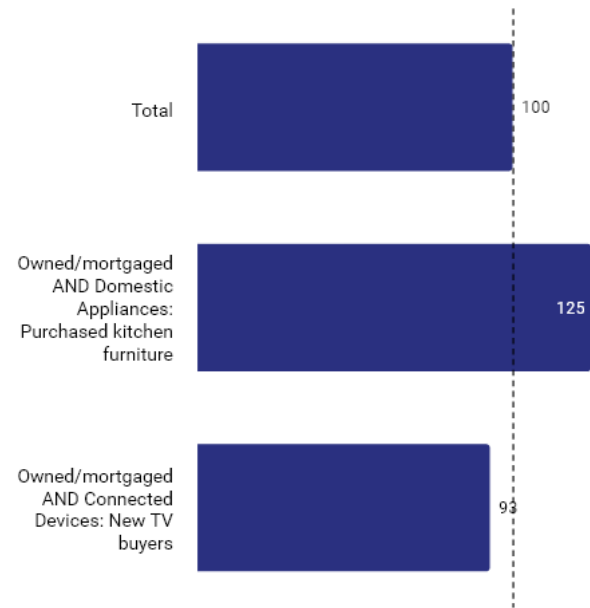
Region filter

GB

Selected filters:
Door Drops

Audience Exposure Index

How likely is your audience to receive mail?



Average Exposure Frequency

How often does your audience interact with mail?



Reset your **selected filters** here!

The screenshot shows the JIC MAIL Discovery interface. At the top, there is a navigation bar with the JIC MAIL logo, a folder icon, the text 'JICMAIL*TGI Fusion 2025', and an 'EDIT' button. A red box highlights a circular refresh icon in the top right corner. Below the navigation bar, there are three filter dropdowns: 'Mail type' (set to 'Door Drops'), 'Door Drops - Sector or Content' (set to 'Door Drops'), and 'Region filter' (set to 'GB').

On the left side, there is a sidebar with the 'Audiences builder' section. It includes a checklist of filter categories: Demographics, Household, TGI Lifestage, TGI Psychographics, TGI Purchase behaviour, and Geodemographics. Each category has a 'Select...' button and a close 'x' icon. Below the sidebar, there is a '+ 9' button.

The main content area displays two charts:

- Audience Exposure Index**: A horizontal bar chart titled 'How likely is your audience to receive mail?'. It shows three bars: 'Total' (100), 'Owned/mortgaged AND Domestic Appliances: Purchased kitchen furniture' (125), and 'Owned/mortgaged AND Connected Devices: New TV buyers' (93). A vertical dashed line is at 100.
- Average Exposure Frequency**: A horizontal bar chart titled 'How often does your audience interact with mail?'. It shows three bars: 'Total' (3.03), 'Owned/mortgaged AND Domestic Appliances: Purchased kitchen furniture' (3.05), and 'Owned/mortgaged AND Connected Devices: New TV buyers' (2.98).



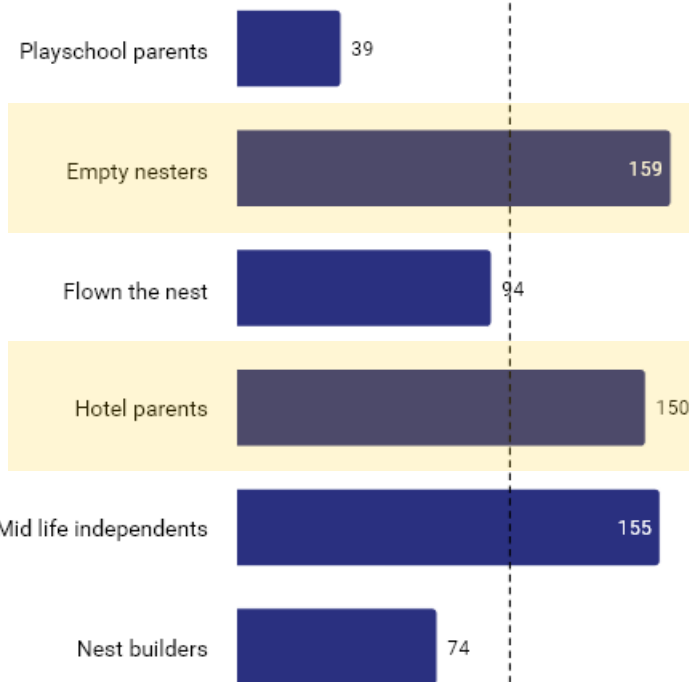
Planning Example: Launching an electric car

Direct Mail is highly engaged with by Empty Nesters and those living with older children

Mail type: Addressed Mail | Addressed Mail - Sector or Content: Addressed Mail | Region filter: GB

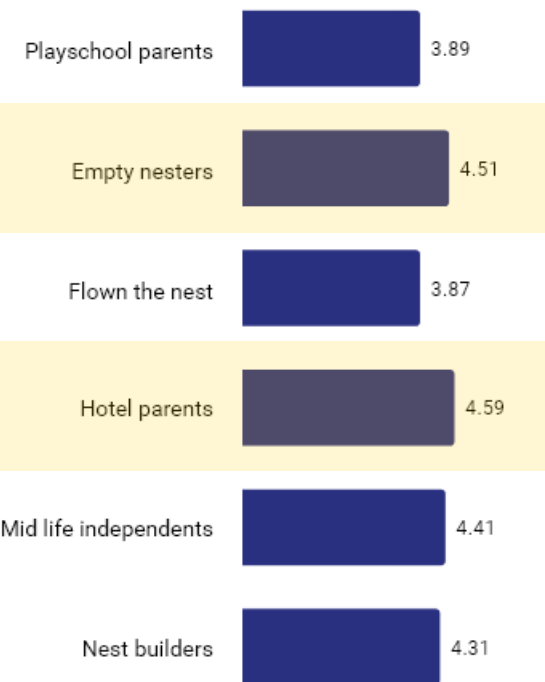
Audience Exposure Index

How likely is your audience to receive mail?



Average Exposure Frequency

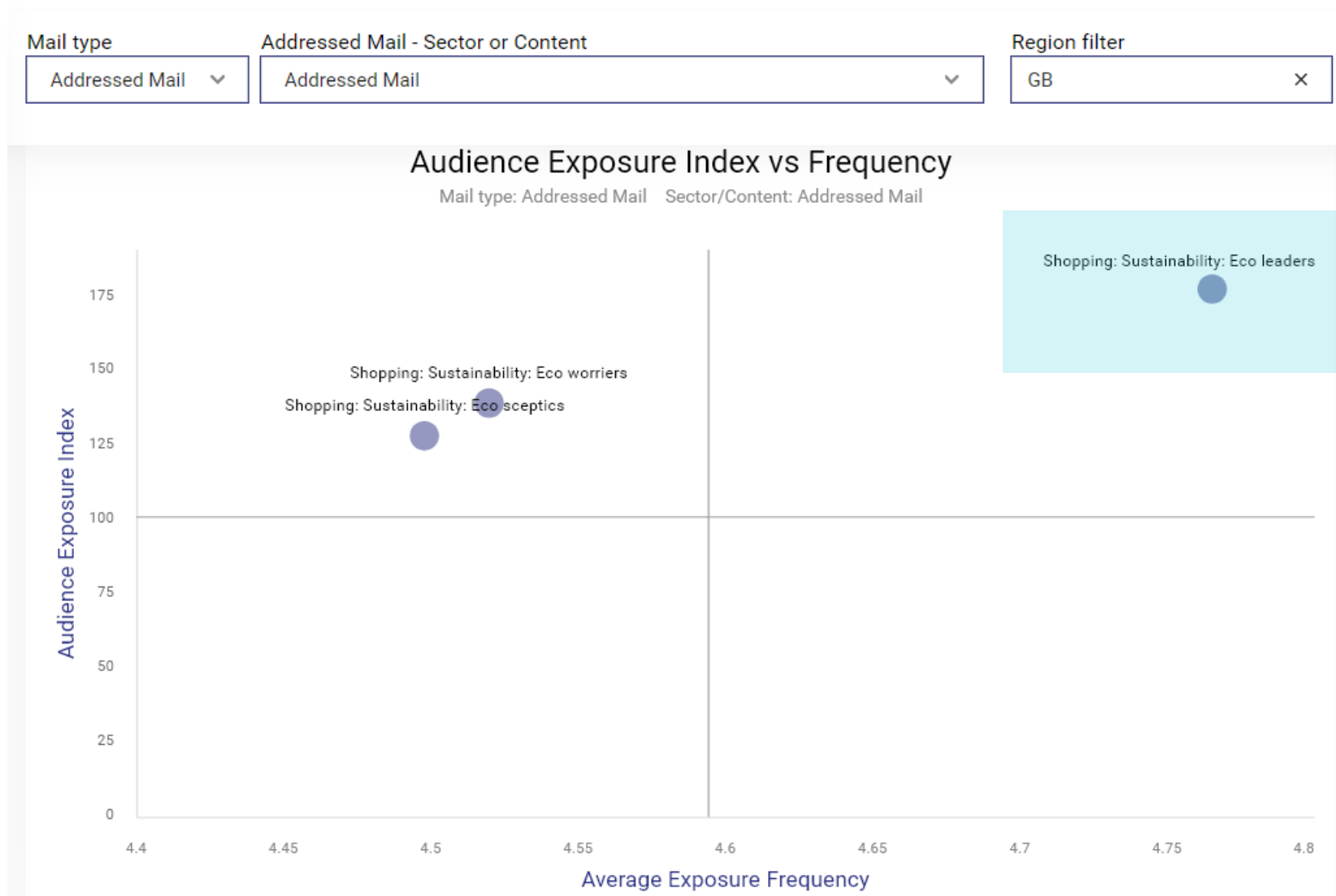
How often does your audience interact with mail?



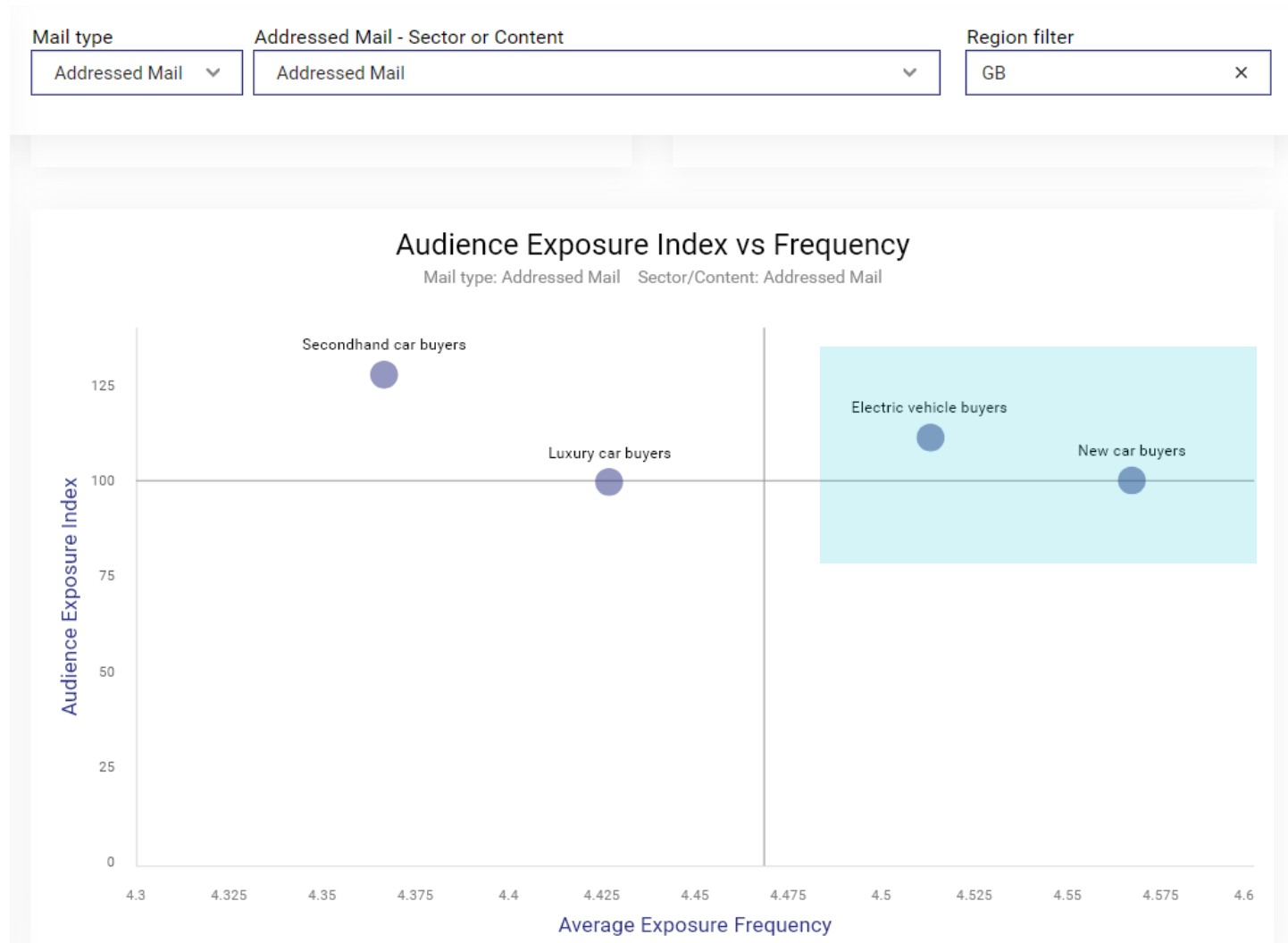
Door Drops have high exposure among Mid-Life independents



Eco-driven messaging is a good fit for those likely to receive and engage with Direct Mail

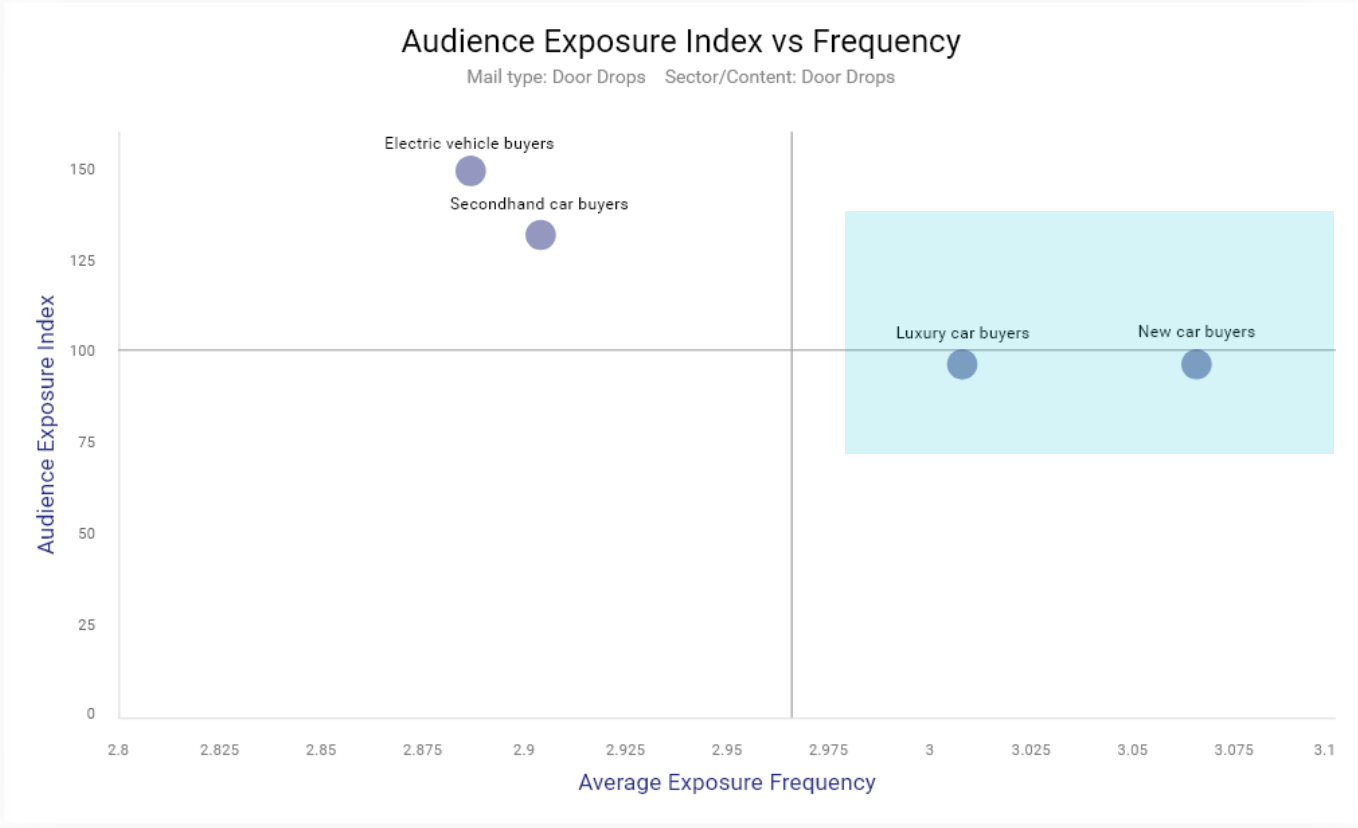


New Car Buyers and Electric Vehicle Buyers are engaged with Direct Mail

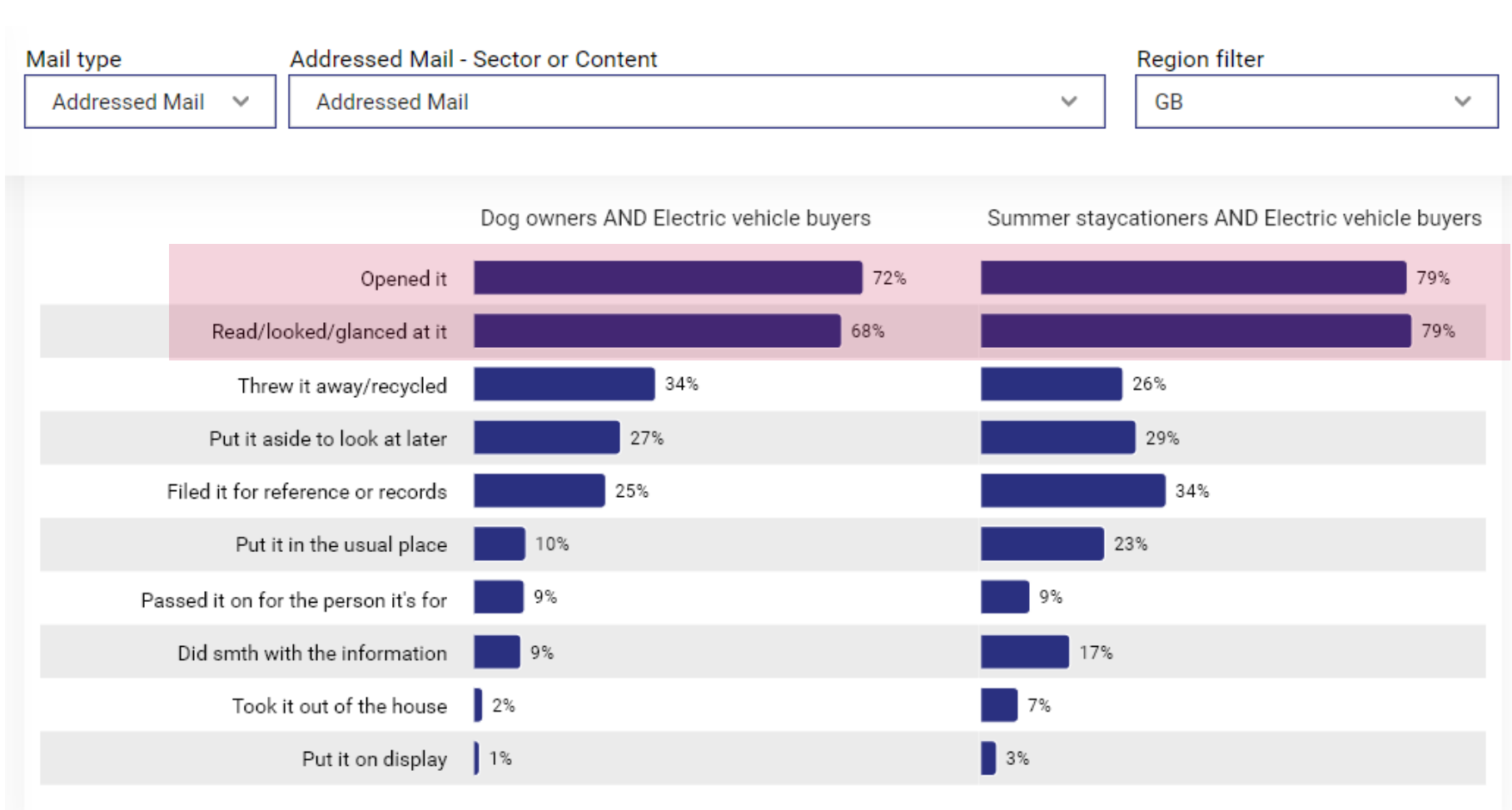


Luxury New Car Buyers are highly engaged with Door Drops

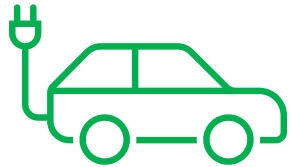
Mail type: Door Drops | Door Drops - Sector or Content: Door Drops | Region filter: GB



Summer “Staycationers” and Dog Owners who buy electric vehicles inspire creative considerations...



Launching a new electric car?



- ✓ Audiences in **different life-stages** present different targeting opportunities when it comes to use Direct Mail and Door Drops.
- ✓ However, moving beyond life-stage considerations reveals that those who **environmentally focused are very engaged with mail.**
- ✓ New car buyers and electric vehicle buyers are very likely to receive and **engage with Direct Mail.**
- ✓ When targeting audiences with Door Drops however, it is recommended to think about emphasising the **luxury credentials** of a new electric vehicle.
- ✓ In terms of creative, electric vehicles who holiday in GB are very engaged with mail. Consider emphasising how the vehicle will get consumer to their holiday destination and its **utility for being on staycation.**
- ✓ Dog-owners electric vehicle buyers also respond well to mail. Consider **use of dogs / pets in creative copy?**

Get in touch to find out more about JICMAIL

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**JIC
MAIL**

Mail Media Metrics

Get in touch to find out more about TGI

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