

# JICMAIL Quarterly Results Webinar

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Launching the New JICMAIL + TGI Integration

March 2026

The logo for JICMAIL, featuring the letters 'JIC' stacked above 'MAIL' in a bold, white, sans-serif font. The background of the logo is a dark blue silhouette of a bowl filled with various fruits, including bananas and apples.

**JIC  
MAIL**

Mail Media Metrics



# Mail's Super Touchpoint Strengths in Q4 2025

 **4.50**

Frequency of Direct Mail interaction. Read rates for all mail up to 77%.

 **6%**  
Of all mail prompts a purchase.

 **16%**  
of mail triggers an in-home discussion

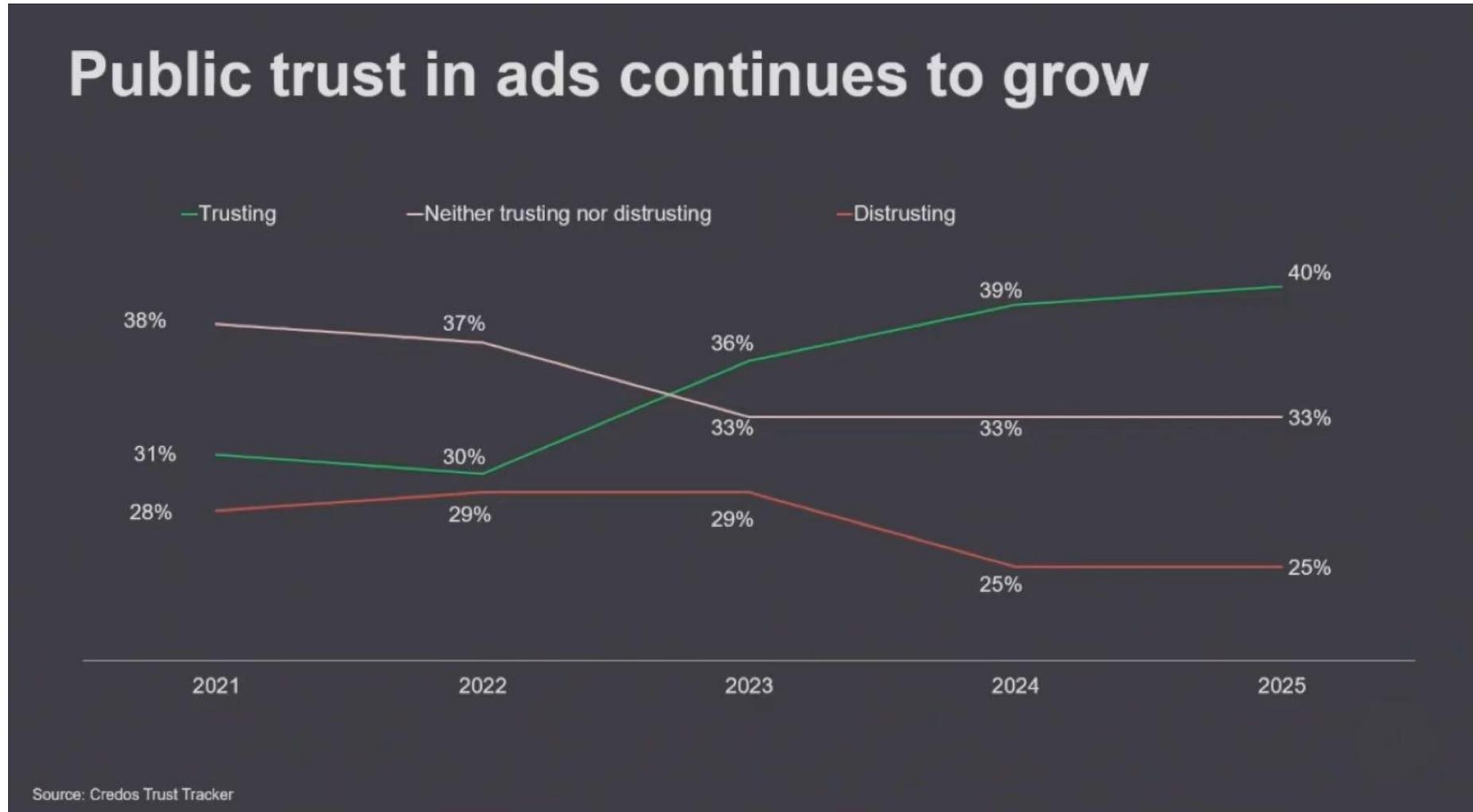


 **202 secs.**  
Spent with the average catalogue vs. **143 seconds** for DM and **58 seconds** for Door Drops

 **9.7%**  
of mail prompts a website visit: surpassing the record set during Covid

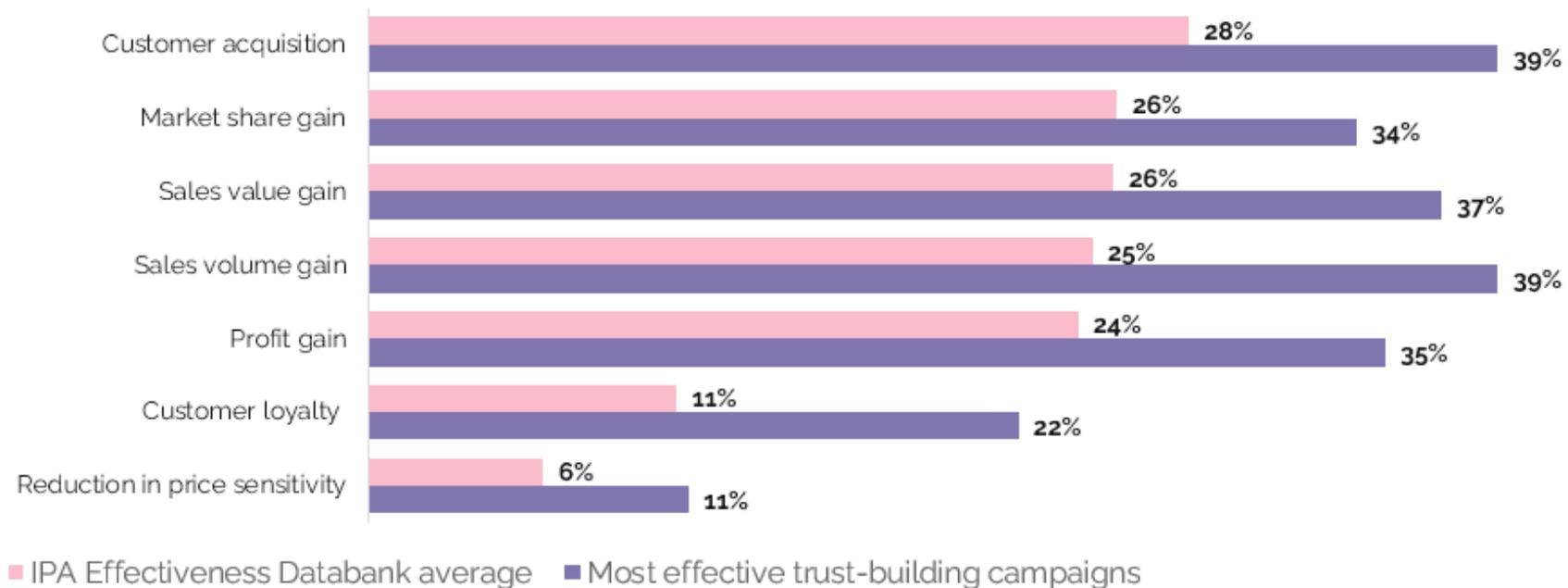
 **89%**  
Of discarded mail is recycled: highest reading to date

# Trust in advertising is growing



# The evidence mounts up as to the impact of Trust

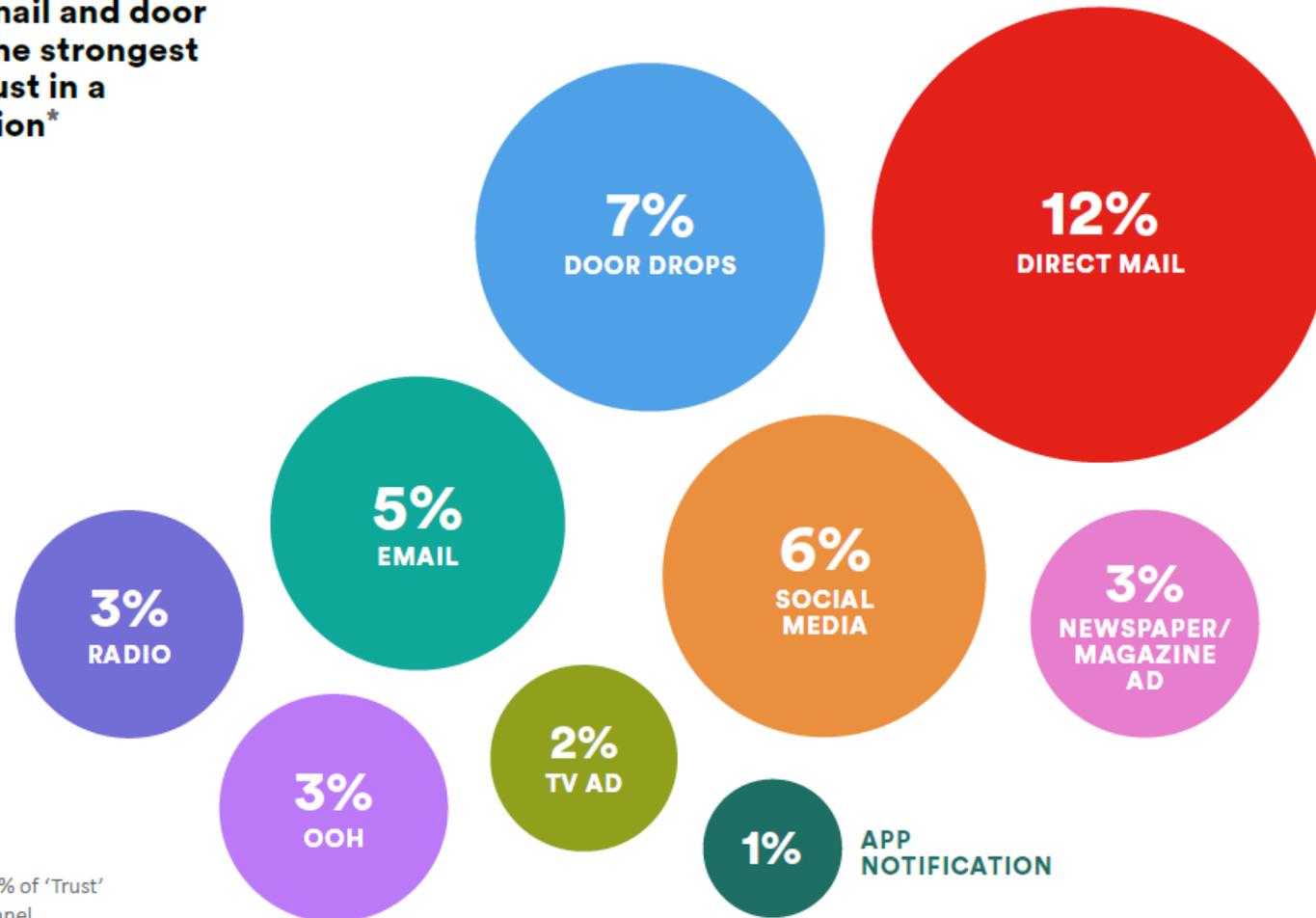
Top business effects recorded for most effective trust-building campaigns  
(% of for-profit campaigns recording very large business effect)



6 N-812 for-profit IPA Effectiveness Databank campaigns 1998 to 2024.

# A reminder of the crucial role mail plays in building trust

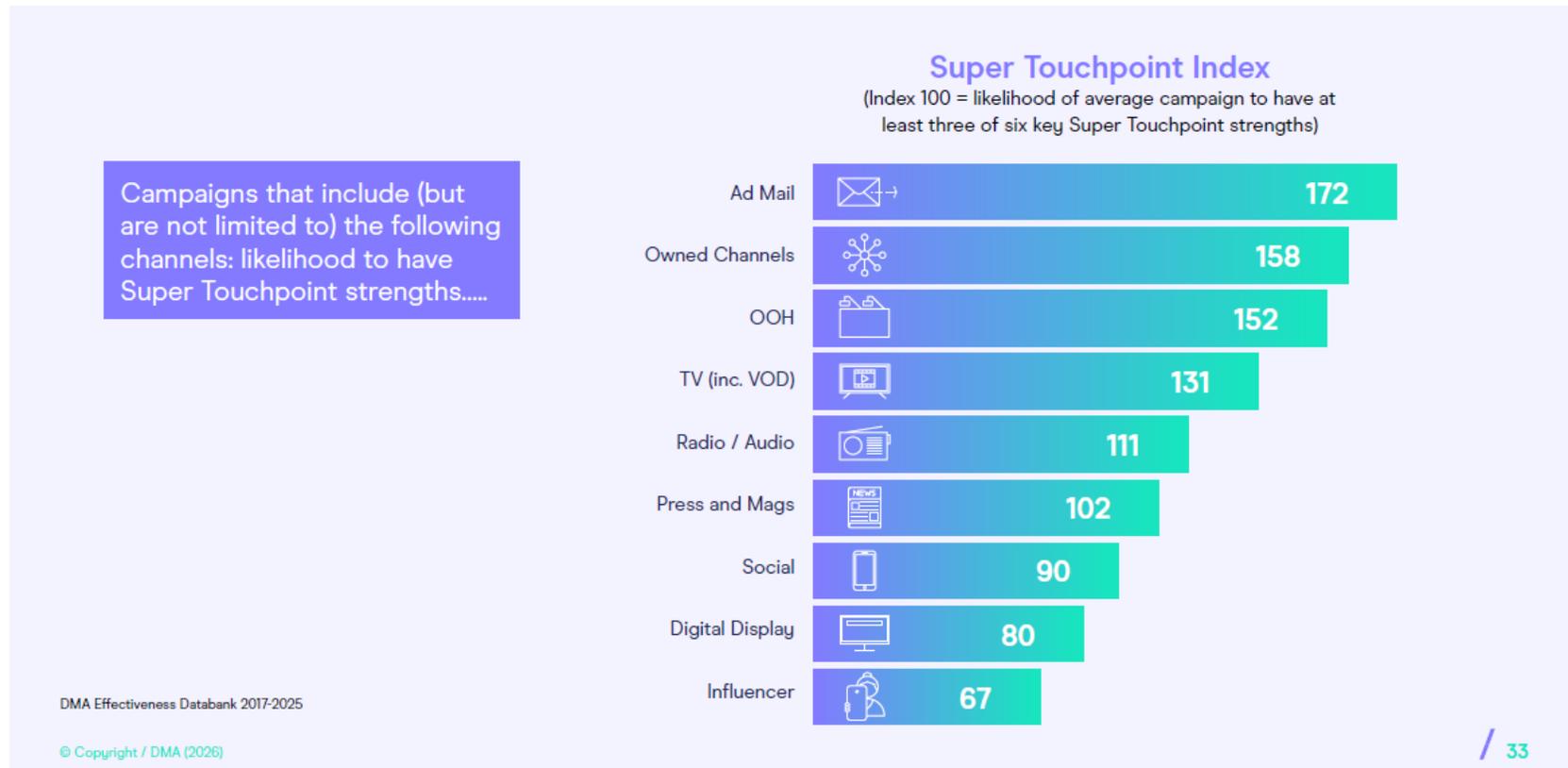
Both direct mail and door drops have the strongest impact on trust in a communication\*



\* Conjoint Analysis – % of 'Trust' driven by each channel

# Trust is one element of mail's Super Touchpoint strengths 6

## / Ad Mail and “traditional media” index well for Super Touchpoint strengths



**Key Mail Metrics Q4 2025**

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# **Mail Engagement and Effectiveness**

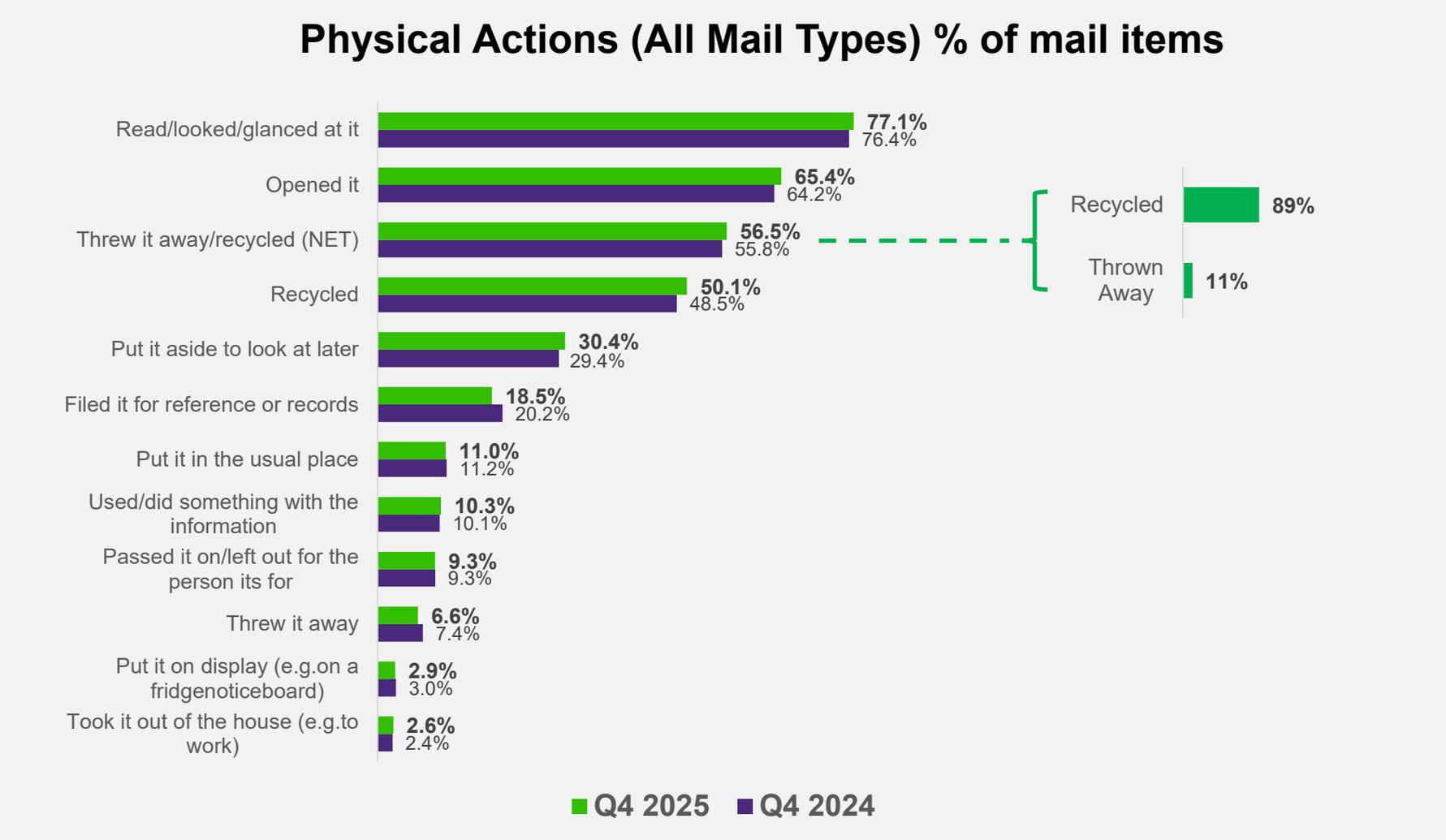


**Mail Media Metrics**

# Open, read and recycle rates all up year on year in Q4 2025

Q4 2025 was a quarter of growing mail engagement, with read rates and open rates increasing, alongside the proportion of mail put aside to look at later.

Recycling rates also increased with 89% of discarded mail now recycled.

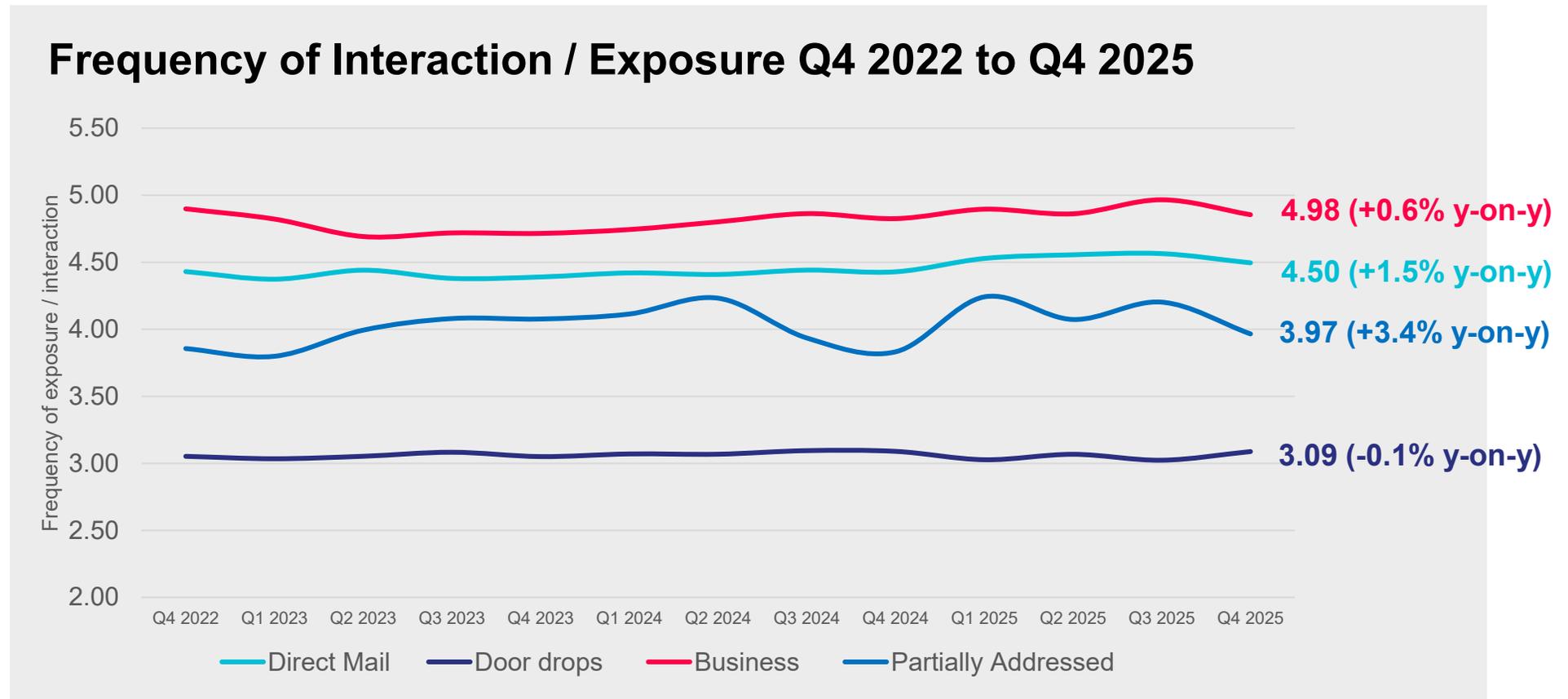


Source: JICMAIL Item Data Q4 2024 n=9,818 mail items; Q4 2025 n=9,046 mail items

# Mail engagement growth either up or flat across all mail types

Those who invested in the Direct Mail channel in Q4 2025 saw the rate at which mail items converted into ad impressions increase by 1.5% year.

Business Mail frequency of interaction continued to climb to a new five-year-high off 4.98 actions across a 28-day period.

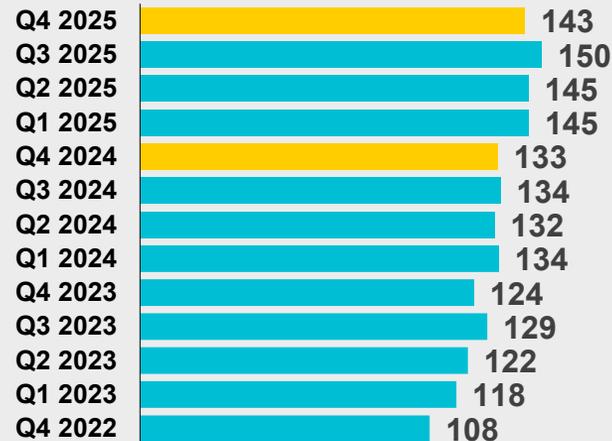


Source: JICMAIL Item Data Q4 2022 to Q4 2025 n=133,336 mail items

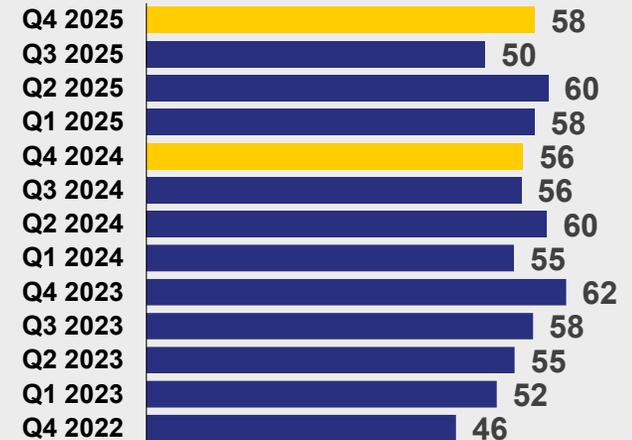
# Direct Mail attention increased by 10 seconds per item year on year in Q4 2025

The average Direct Mail item was interacted with for 143 seconds by anyone in the household across a 28-day period in Q4 2025, and the average Door Drop for 58 seconds

## Direct Mail Attention (seconds interacted with per item)

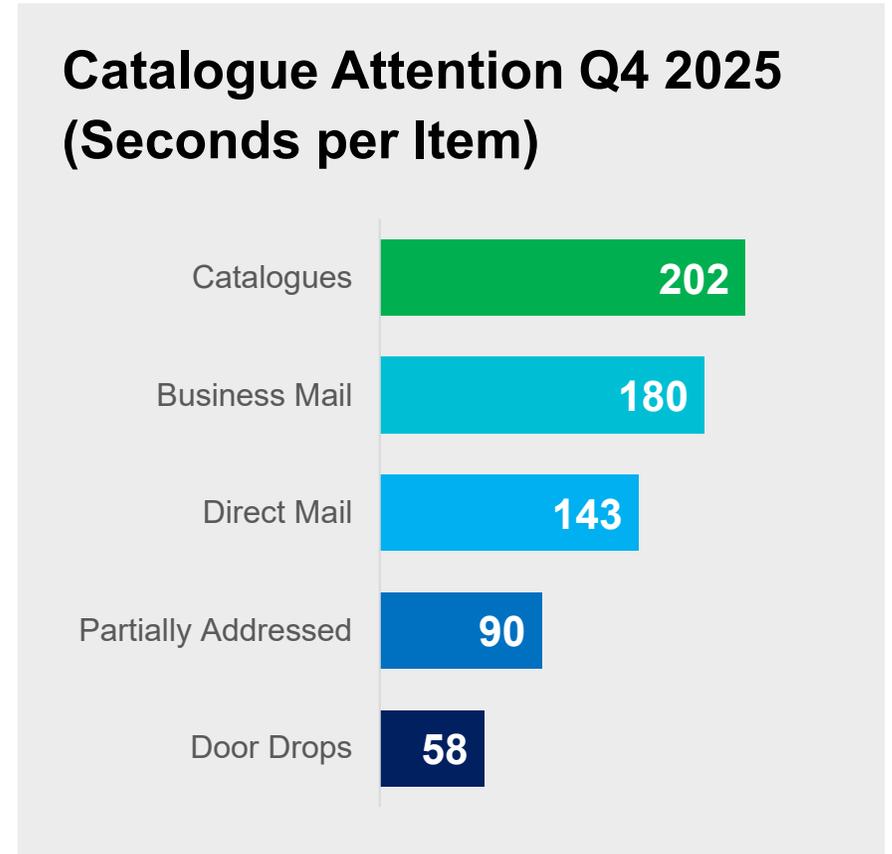
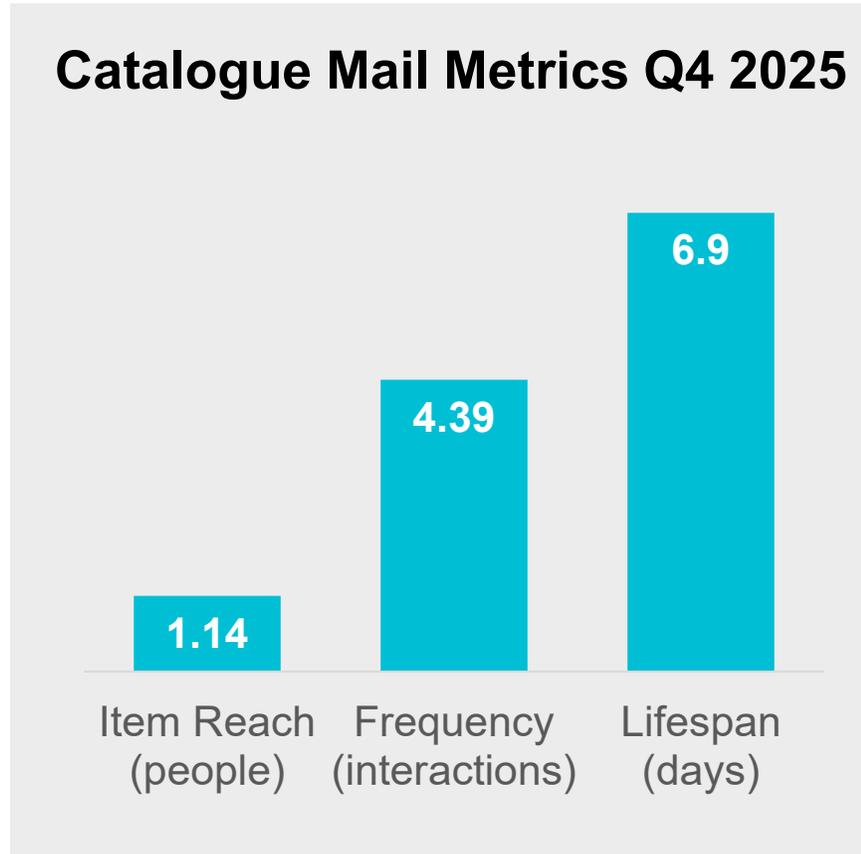


## Door Drop Attention (seconds interacted with per item)

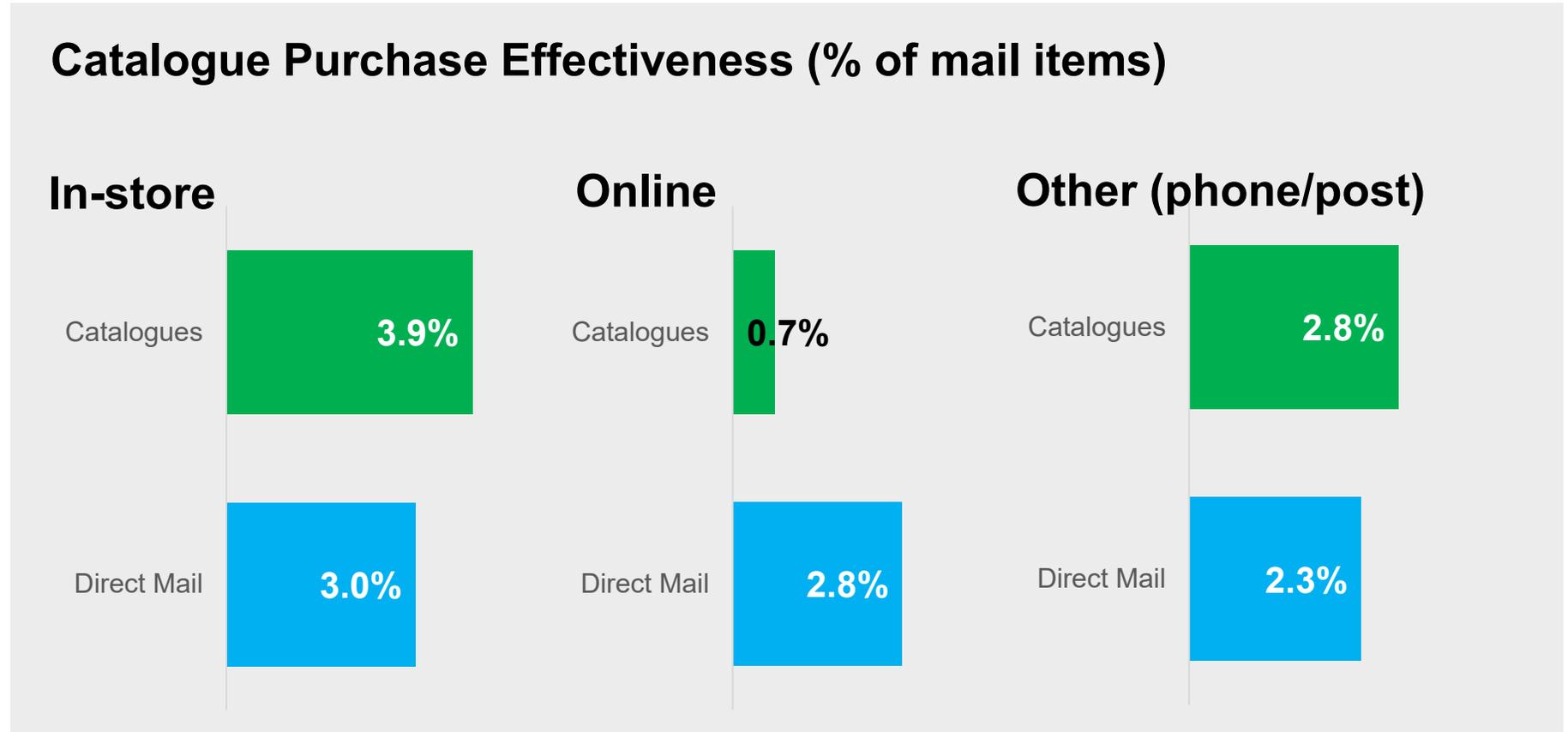
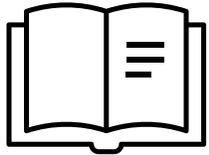


# Catalogue data now available in JICMAIL Discovery

Catalogues report mail reach, frequency and lifespan broadly in line with Direct Mail. However, where catalogues offer **disproportionate performance is in their attention metrics**: the average catalogue is viewed for over 200 seconds a month on average.



# Catalogues are most effective at in-store purchases

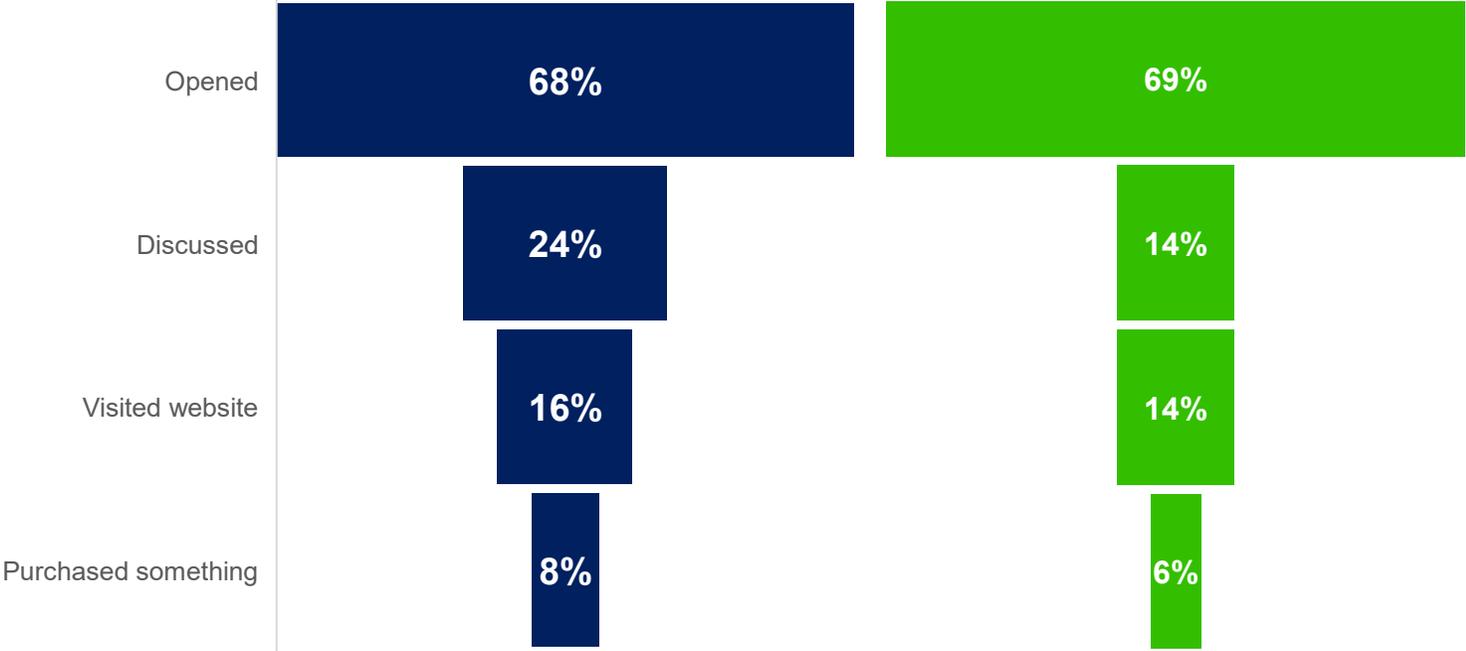


# Indicative strong performance from Amazon's Christmas gift catalogue



## Amazon Catalogue Q4 2025

## All Catalogues Q4 2025

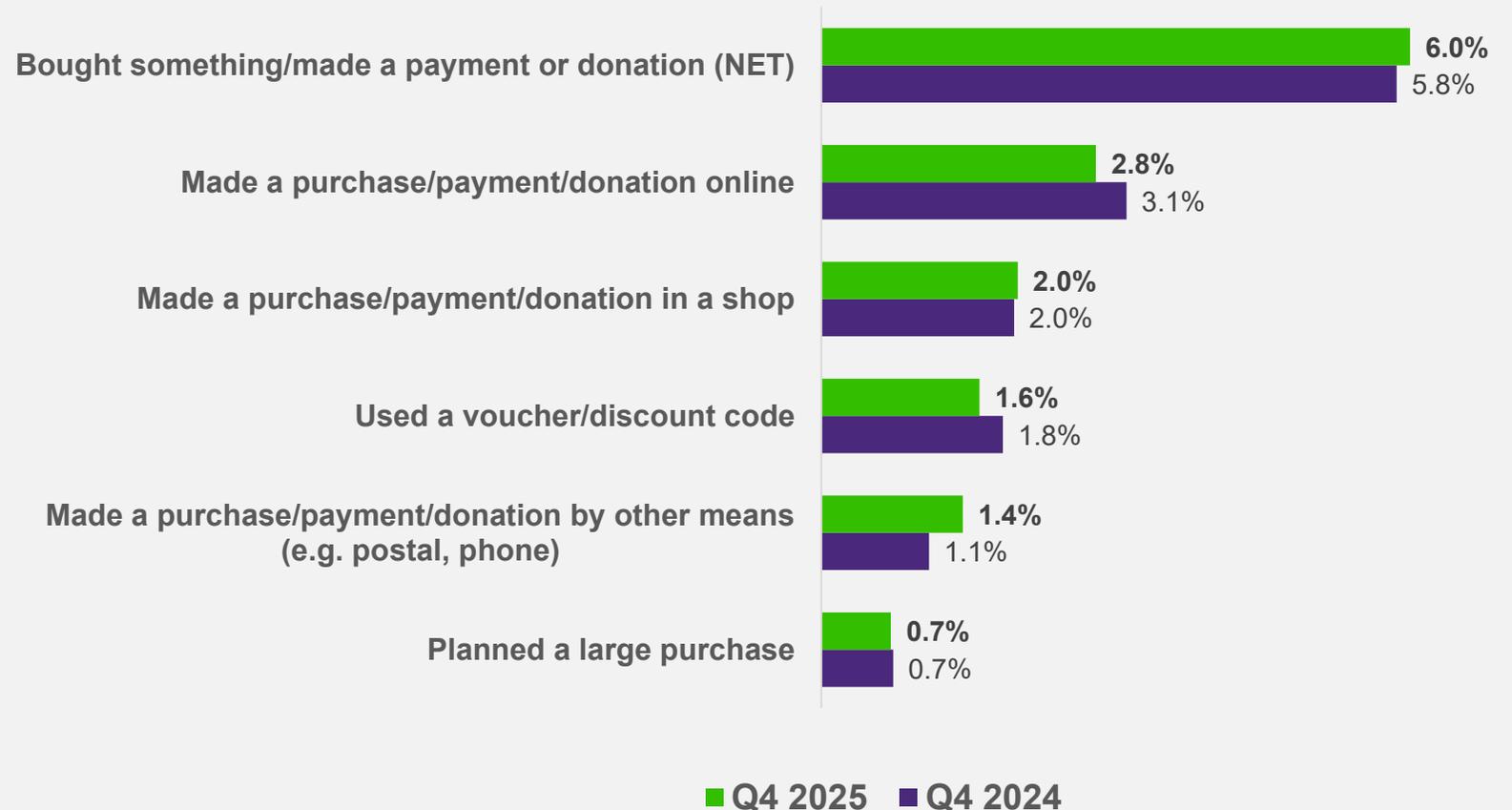


n=25 items. Caution: Small Sample Size. Results are indicative only

# Mail's purchase effectiveness was up year on year in Q4 2025 with a slight shift from online to purchases made by other means <sup>14</sup>

Customer Acquisition

## Commercial Actions (All Mail Types) % of mail items



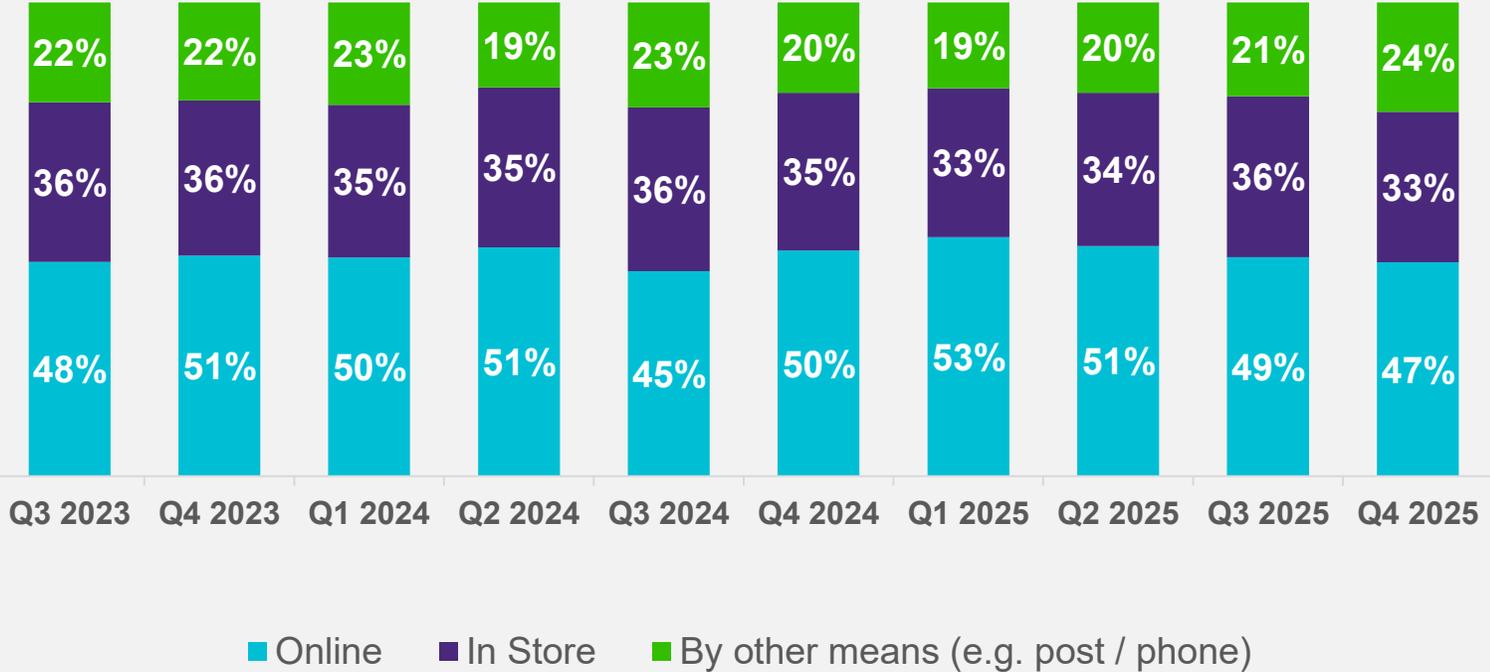
Mail Media Metrics

# Nearly half of all purchases driven by mail are done so online

While digital transactions are the most common form of purchase fulfilment in the mail channel, there has been a slight up-tick in purchases and donations by other means (e.g. phone and post) in Q4 2025. Increased Government addressed mail volumes will have played a role here.

### Purchases by Channel

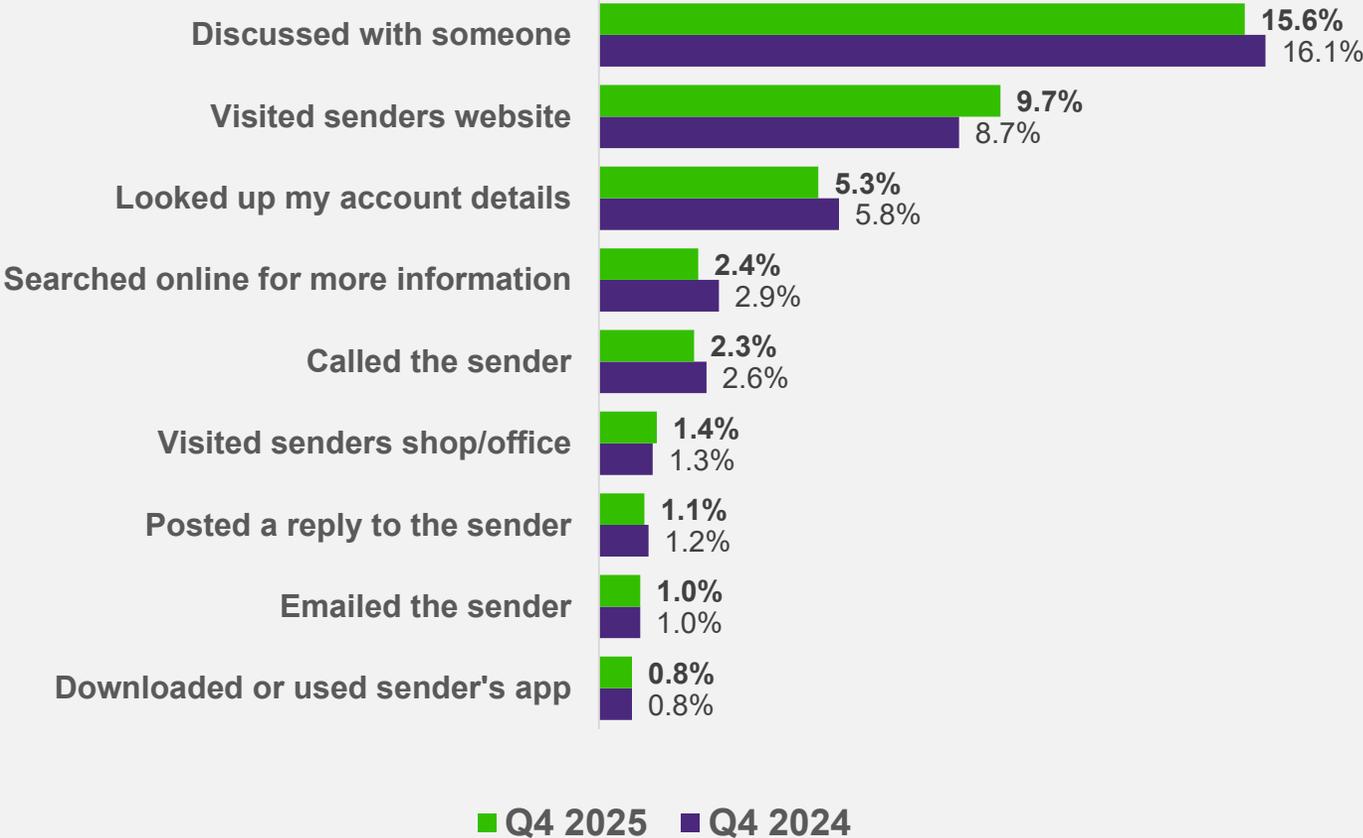
(base: % of DM, Door Drop and Business Mail items prompting a purchase)



# Website visits as a result of mail receipt up year-on-year

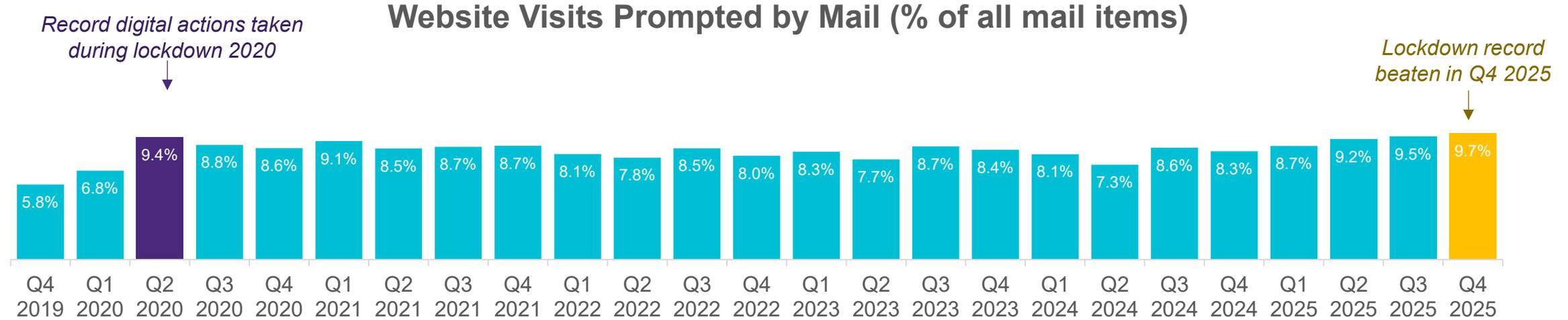
Customer Retention and Recommendation

## Commercial Actions (All Mail Types) % of mail items

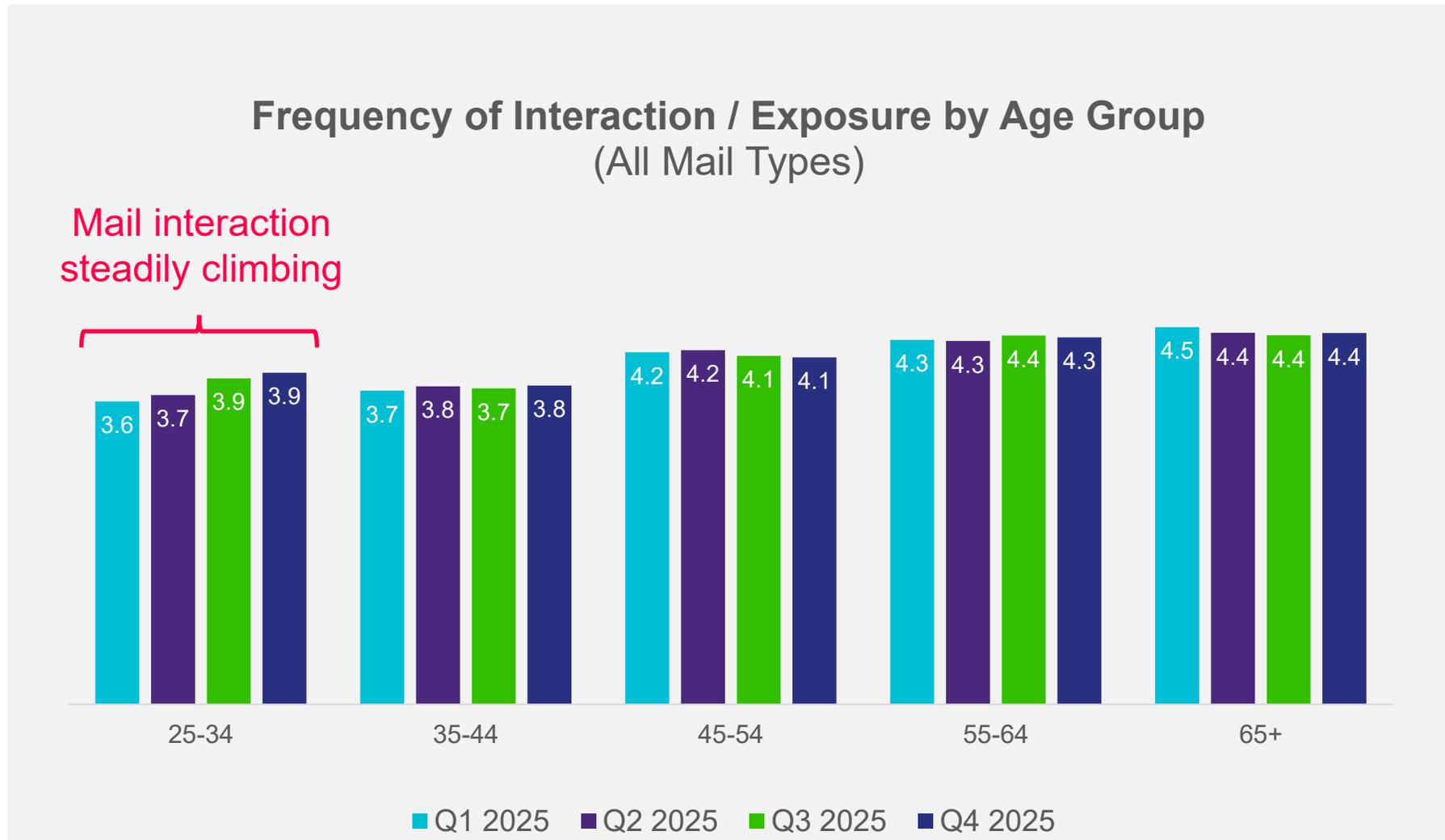


Source: JICMAIL Item Data Q4 2024 n=9,818 mail items; Q4 2025 n=9,046 mail items

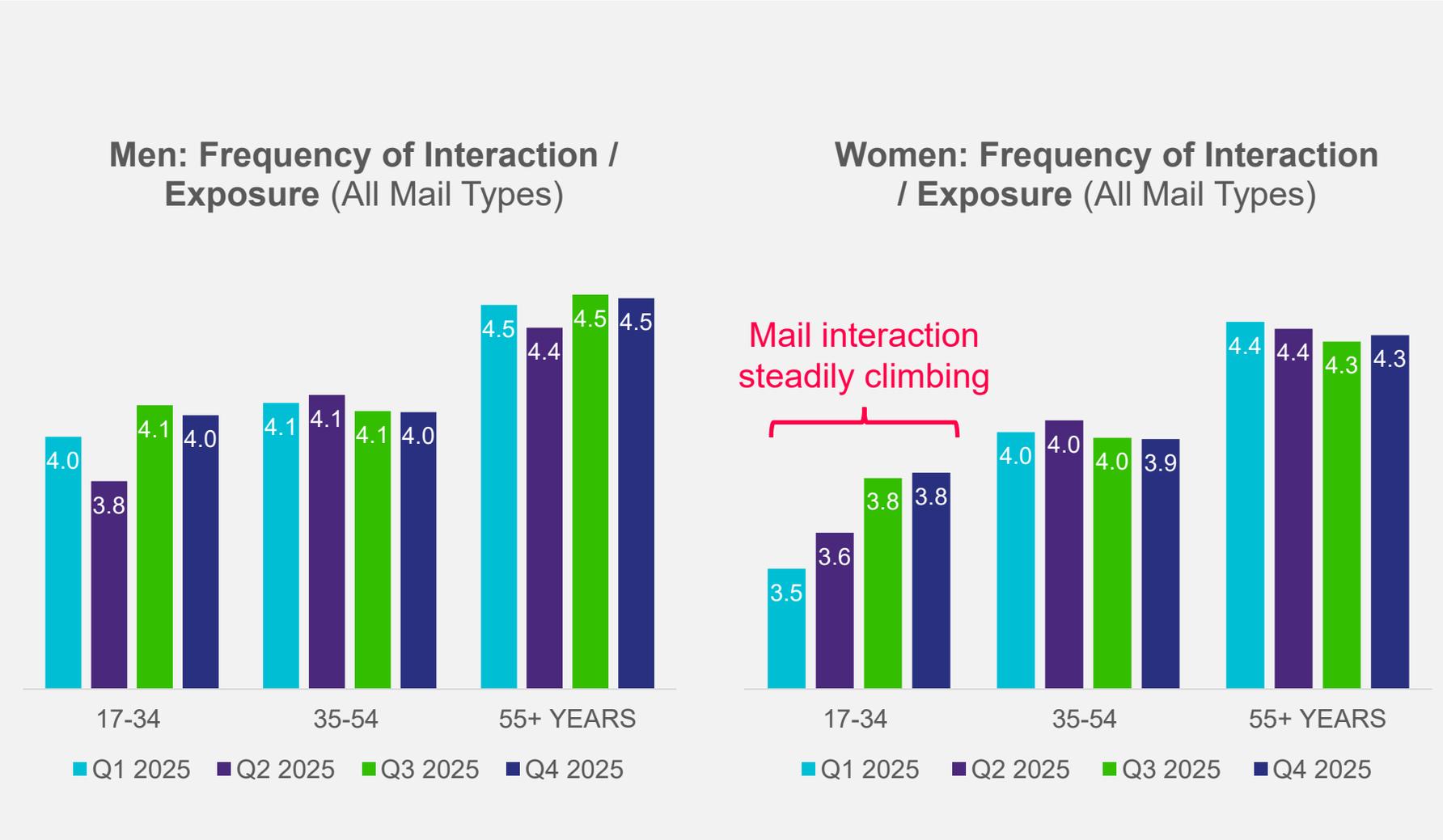
# Website visits continue to reach record levels



# Mail engagement among younger audiences climbed steadily throughout 2025



# Younger women driving the increase, although men showing higher interaction rates overall



Source: JICMAIL Item Data Q1 2025 to Q4 2025 n=29,383 mail items  
Data displayed for Household Co-ordinator only

# The New JICMAIL+TGI Connected Audiences Integration

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Ana Rodriguez Fisac - TGI Connected Solutions Director

Carlene Wilson - TGI Account Manager

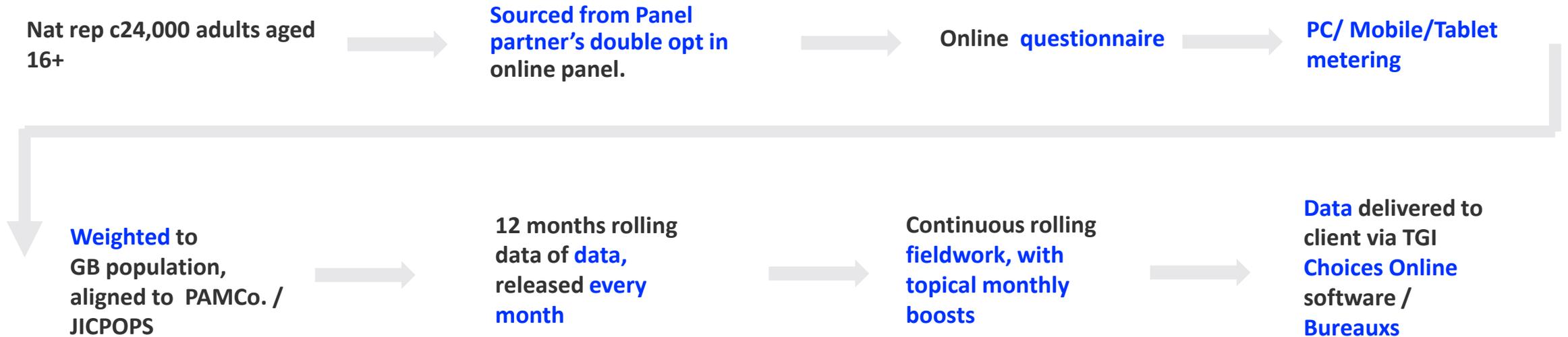
# What is TGI data?

Determine exactly who your audiences are, their psychographic behaviours and what makes them tick with the breadth and depth of TGI consumer insights data...



# TGI built on a transparent industry leading sample and methodology

## How TGI Consumer Data is collected in Great Britain



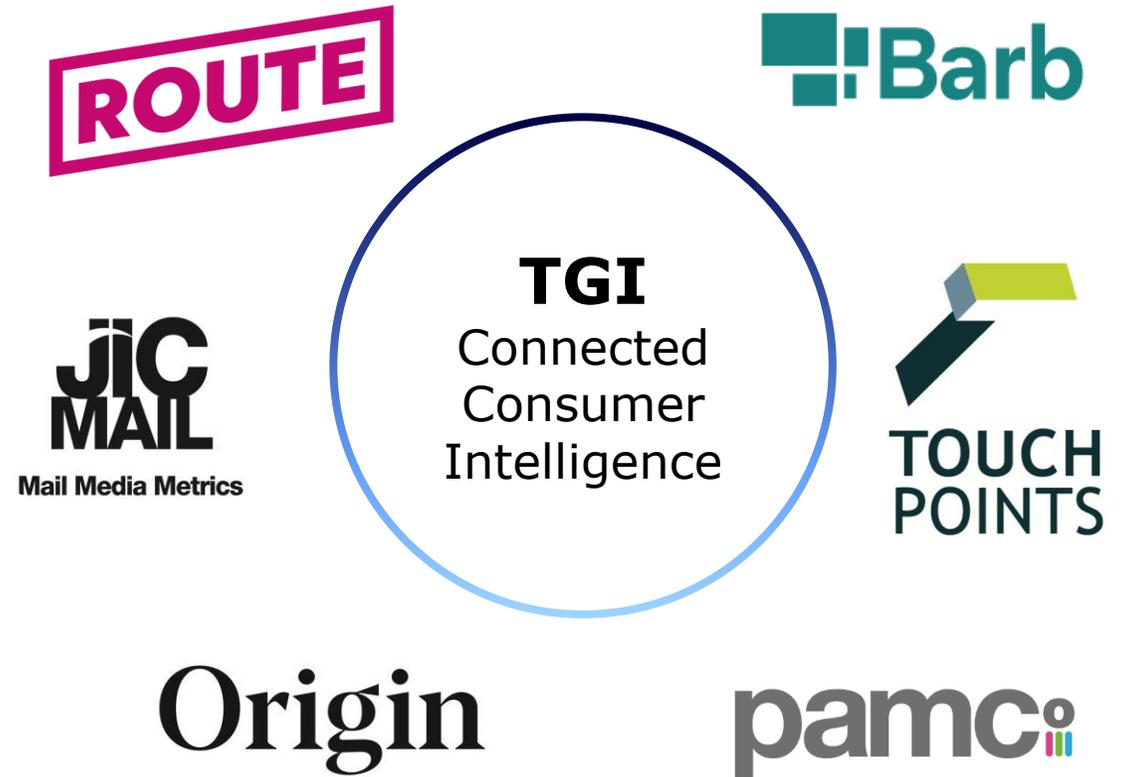
# Keeping TGI at the heart of media planning

Our objective is to ensure **TGI** data is available where you need it to be to have most impact.

TGI takes pride in being the only syndicated planning source to be a **JIC approved** buying bridge, enabling TGI to inform the audience planning and buying across media currencies.

Last year we launched a refreshed **Route** fusion, we are in discussions regarding a prospective link to ISBA's **Origin** in the future.

And now...

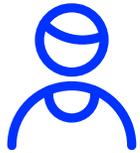


# Better understand and target direct mail audiences

The JICMAIL-TGI fusion goes beyond demographics to reveal who your audiences really are – their product usage, media habits, leisure activities, attitudes and motivations.

That depth of understanding means smarter targeting, stronger planning and clearer evidence of how audiences engage with direct mail.

# Profile, target and buy key direct mail audiences



## Hundreds of unique consumer targets

Identify targets far beyond their demographics - including attitudes, products use, media consumption etc – drawn from the thousands of consumer behaviour metrics on TGI.



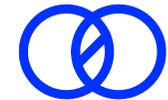
## More efficient targeting

Minimise budget wastage by targeting at category and brand level.



## Stronger sales arguments for media owners

Maximise sales revenue from direct mail audiences by uncovering and promoting new brand efficiencies.



## More connected campaigns

Leverage any of hundreds of pre-defined TGI Connected Audiences by the direct mail they engage with, for joined-up cross-media campaigns.

# Data you can trust

## How we do it

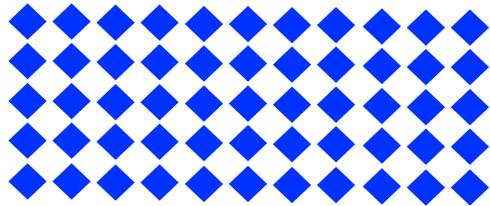
The JICMAIL-TGI fusion is a nationally representative dataset of adults (aged 16+) in Great Britain. It is created by fusing our in-depth TGI consumer data on to JICMAIL

**TGI consumer data**

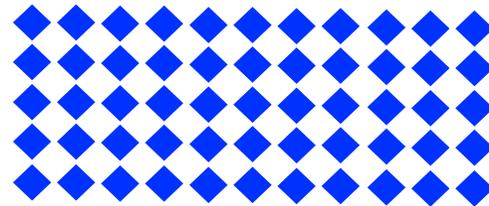
Provides in-depth insight into consumer characteristics and behaviour, product use, attitudes, media consumption, leisure activities

**JICMAIL**

The UK buying and selling data currency for direct mail. Provides key consumer characteristics also measured on TGI

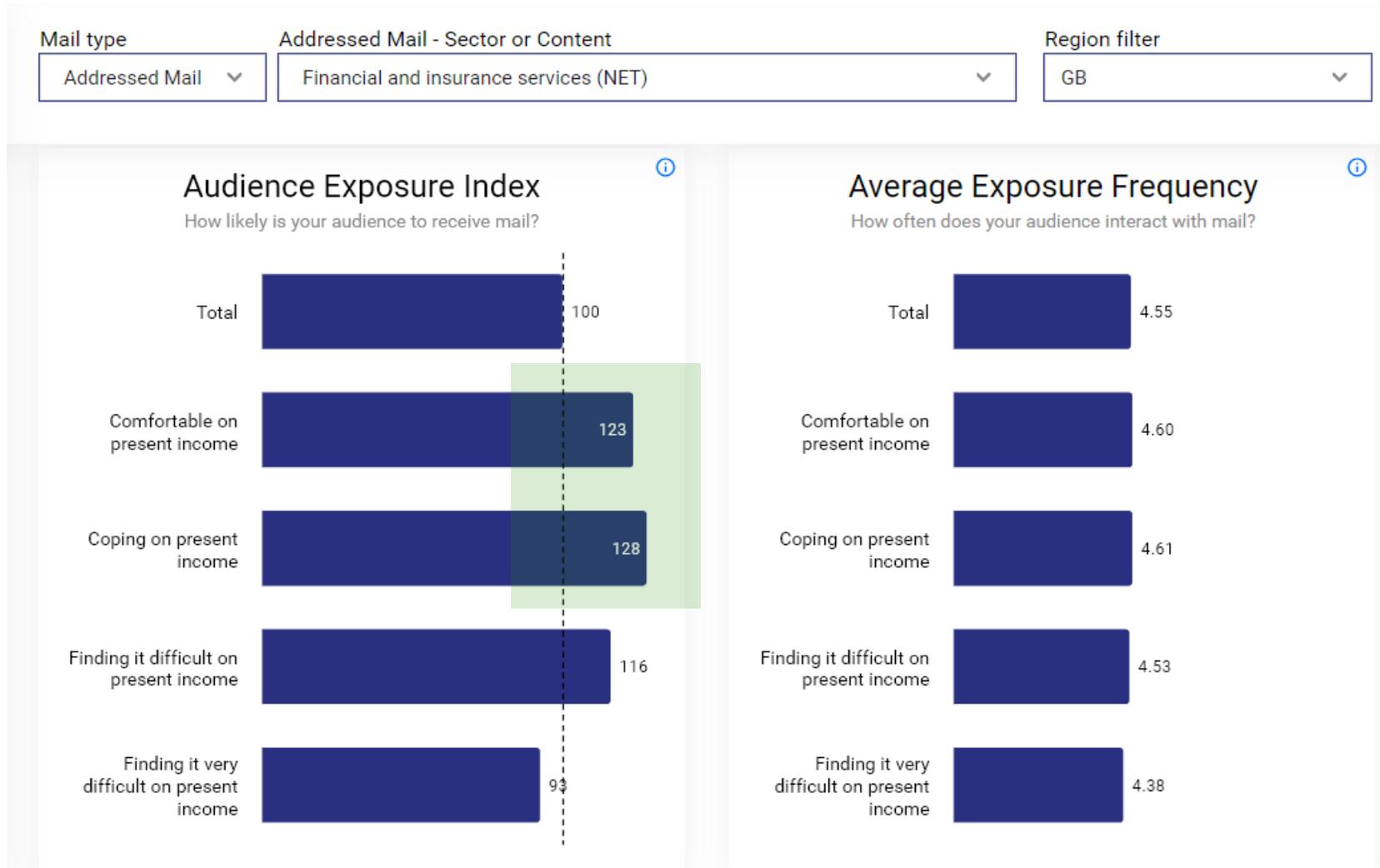


Carefully selected fusion hooks and annual fusion delivered on JICMAIL data

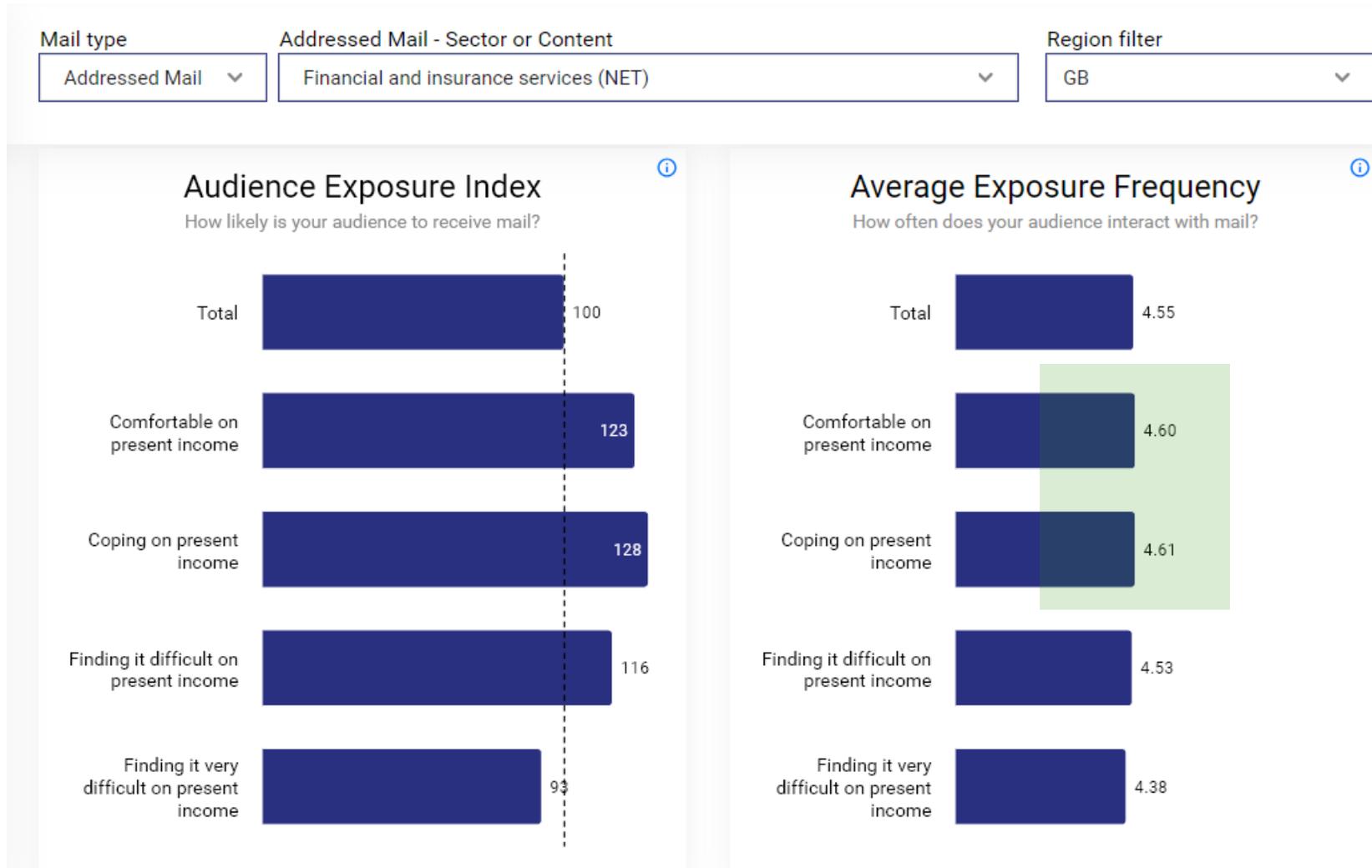


# Affluent consumers are more likely to be targeted with Financial Services Direct Mail

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**



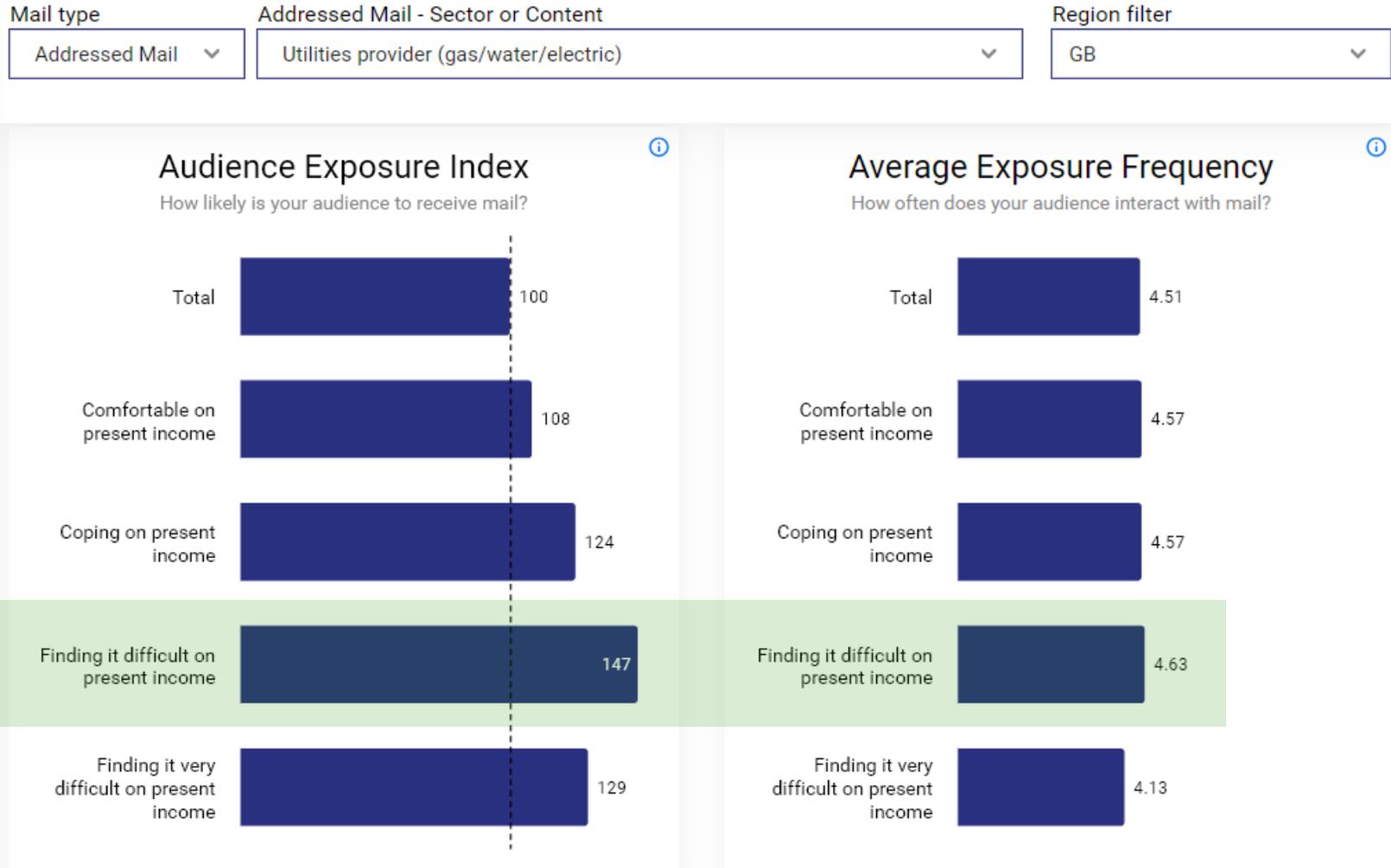
# Affluent consumers also interact more with Financial Services Direct Mail



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

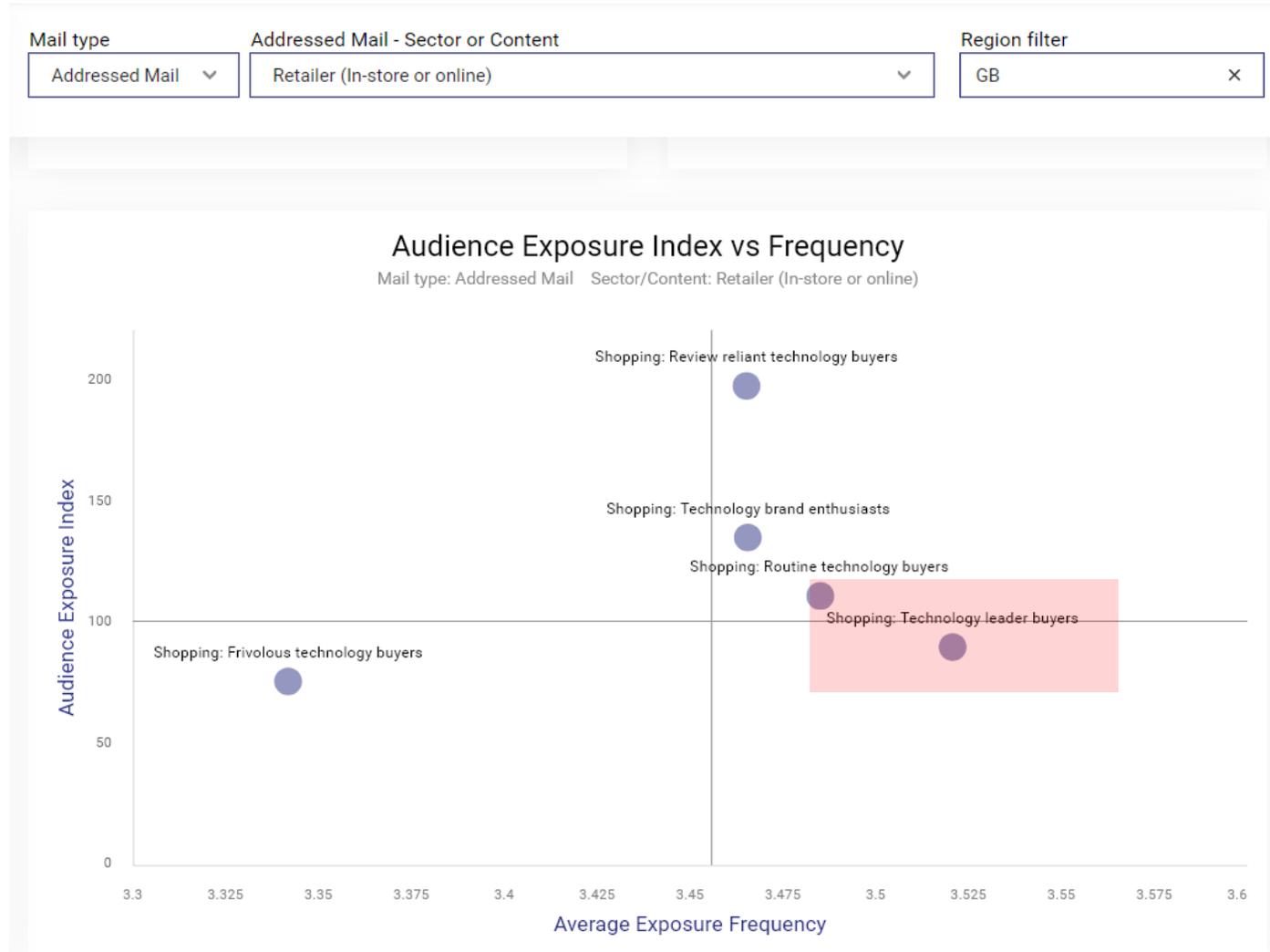
# Less affluent consumers are engaging more with Utilities Direct Mail

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.



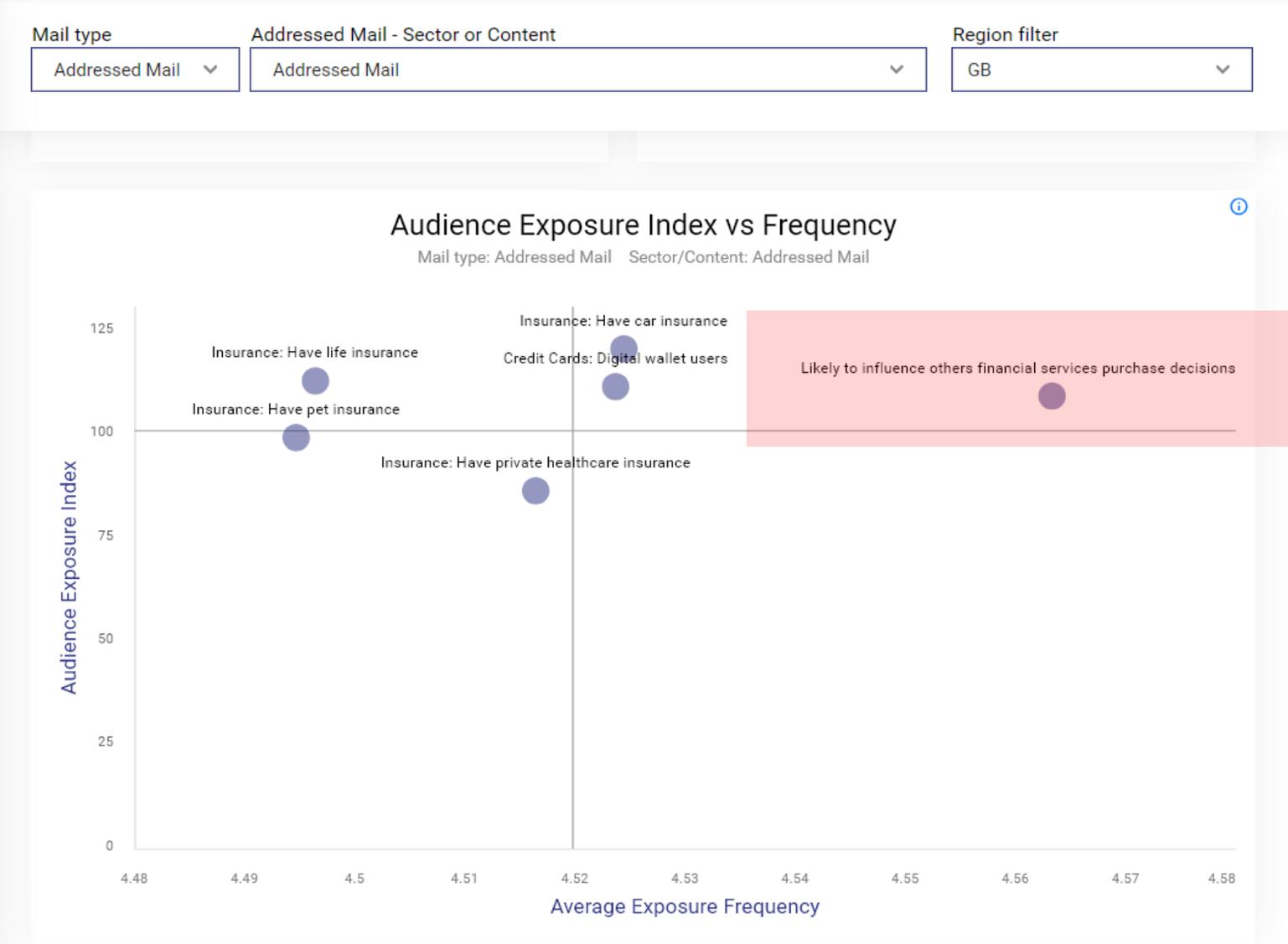
# Technology Leader Buyers are an audience of untapped DM potential for Retail advertisers

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.



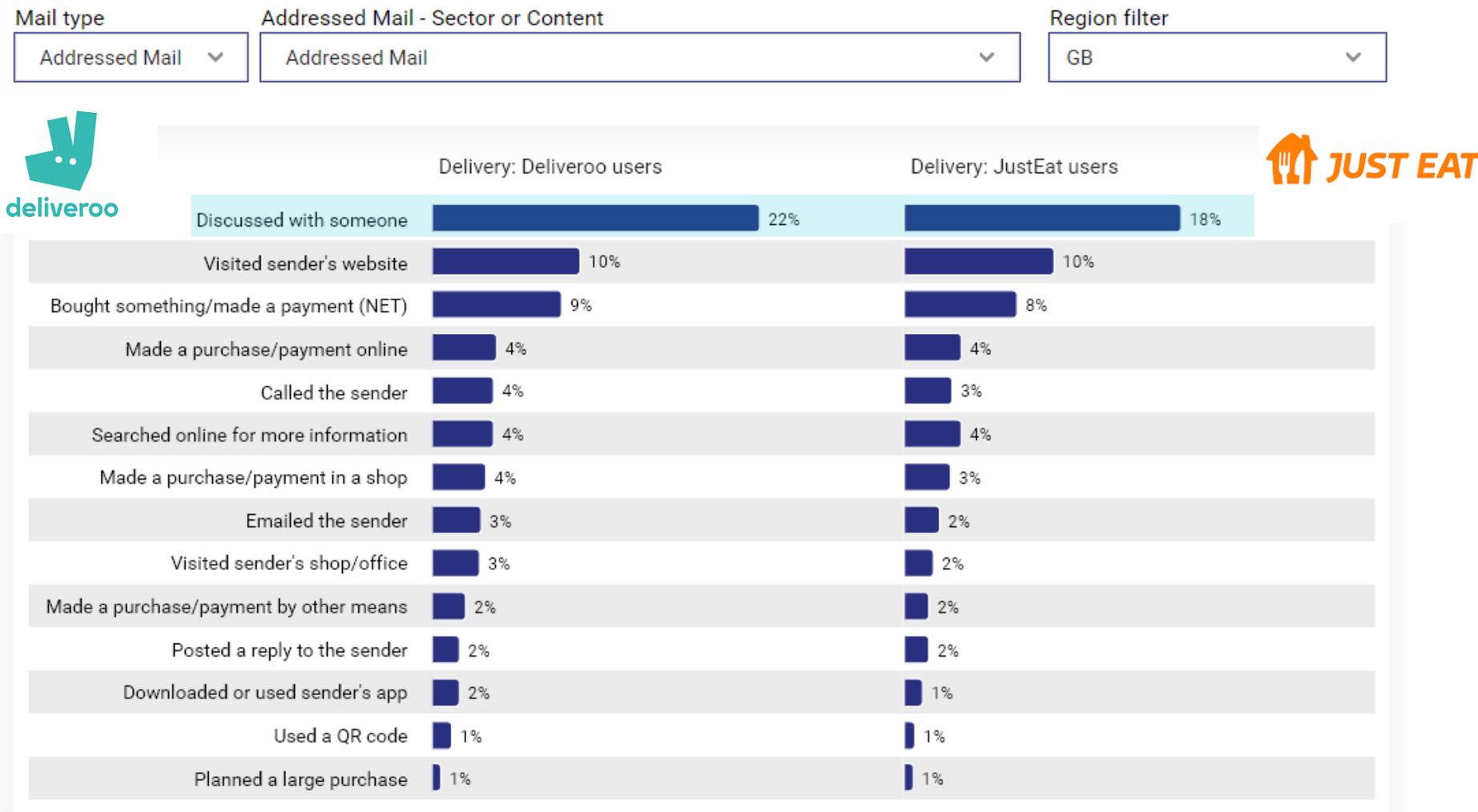
Technology Leader Buyers have a lot of **tech knowledge** and love to buy new technology. They are **able to influence others** about tech and tend to be younger

# Finance Influencers are mail receptive audience



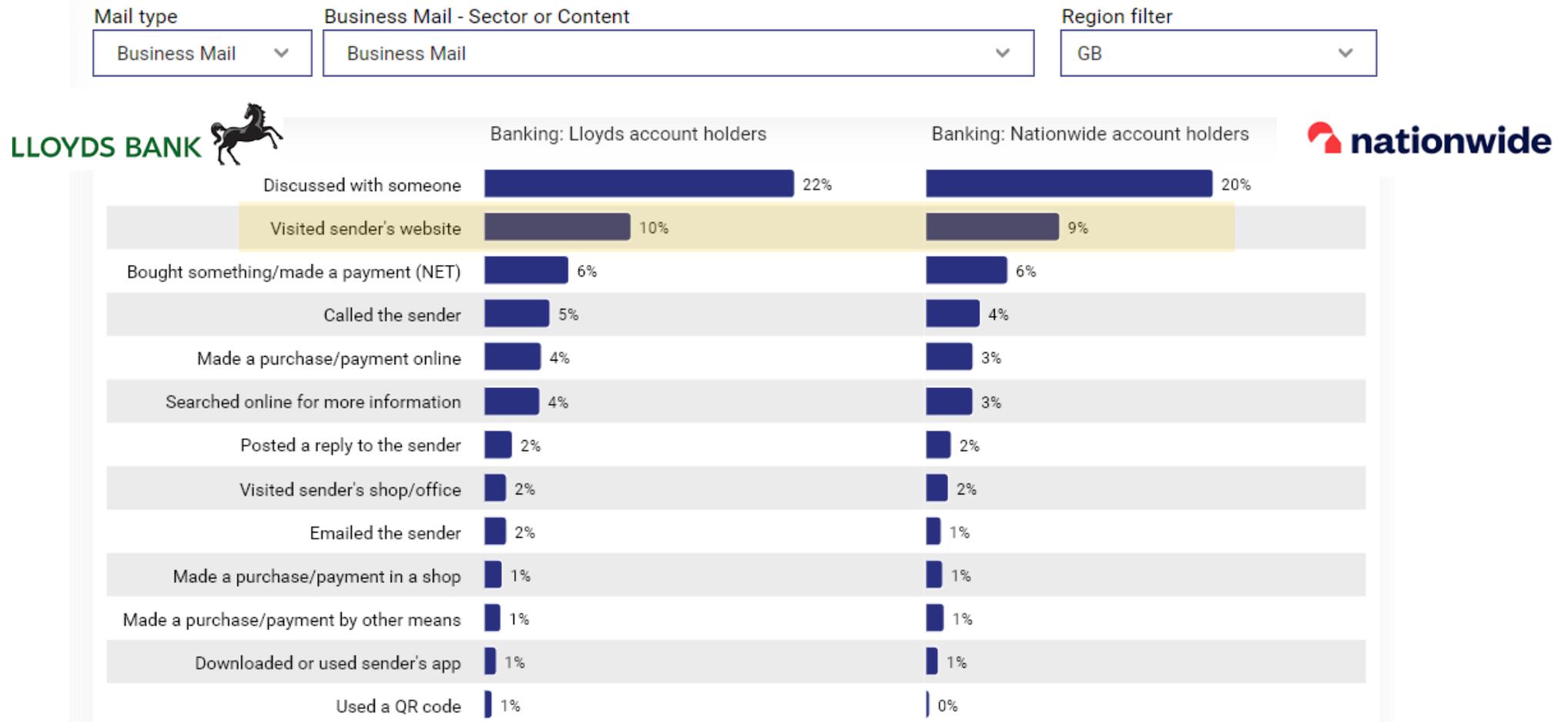
# Compare mail commercial actions across household brands

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

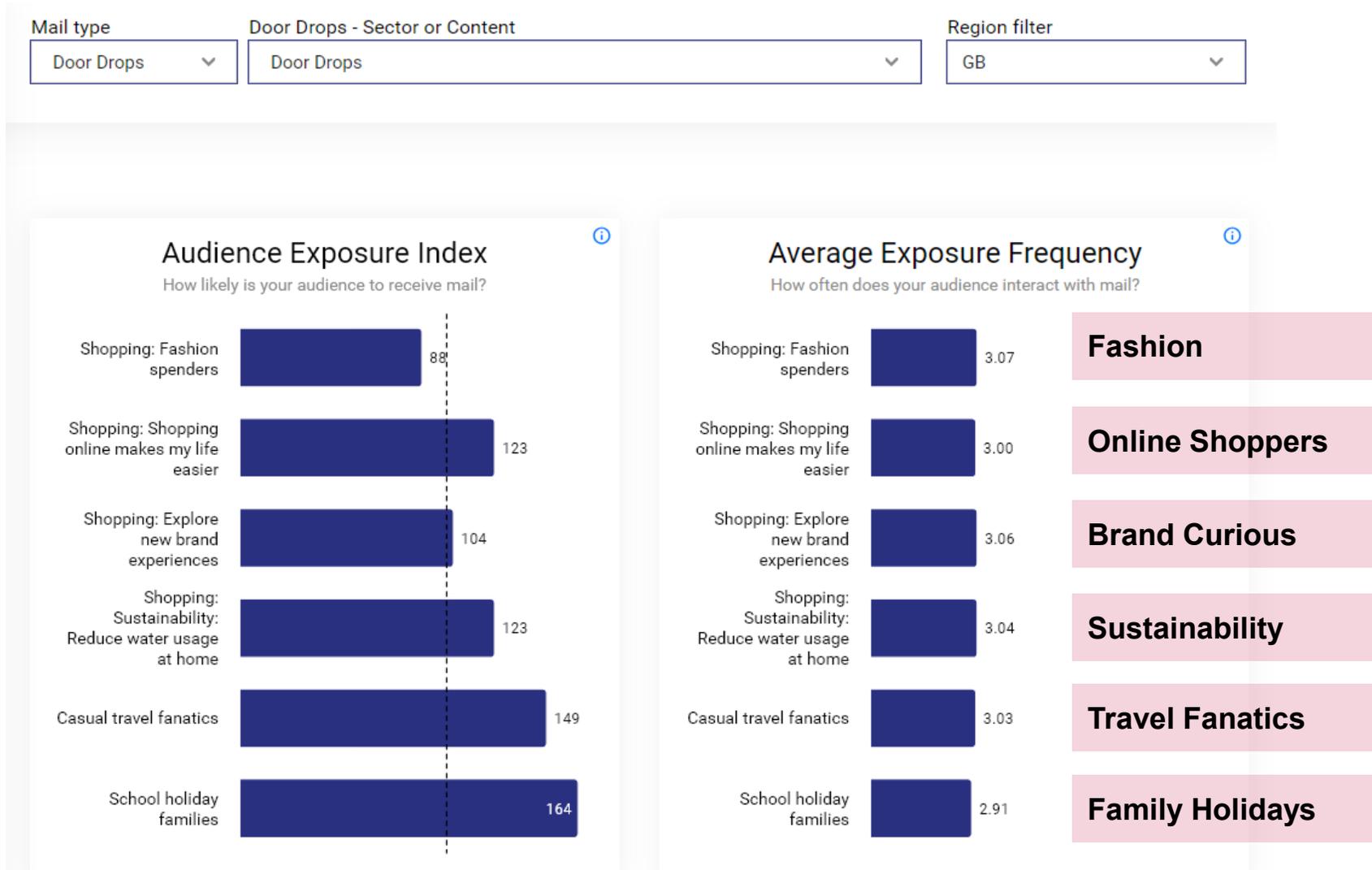


# Business Mail exposure, frequency and commercial actions also available across TGI variables

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

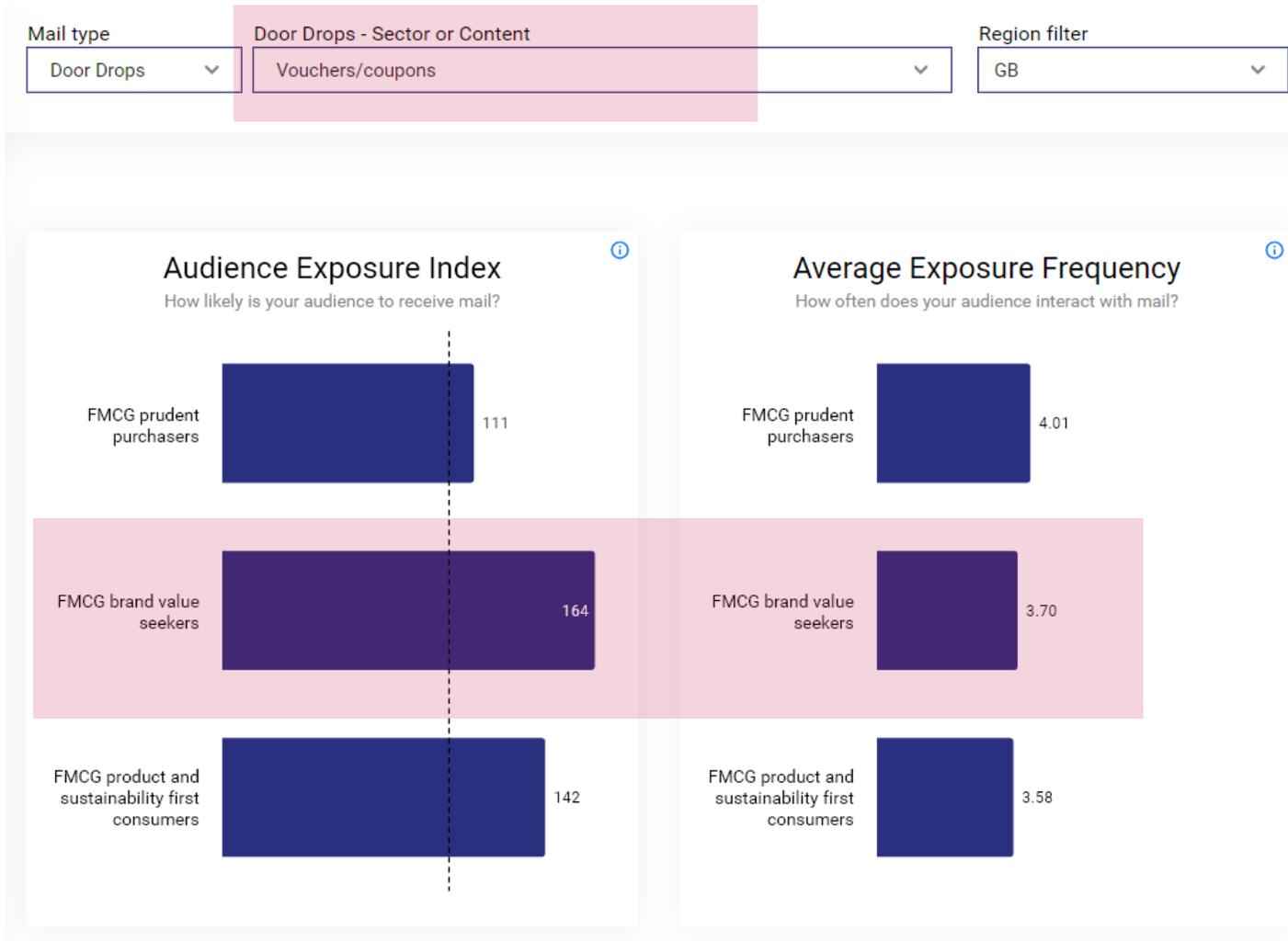


# A wealth of acquisition audiences to target with Door Drops



# 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**



# Select Mail Channel Super Touchpoint combinations with the TGI JICMAIL integration

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**VOD (Video on Demand) Viewers** use an online subscription viewing service, a free viewing service (excluding YouTube) or a free broadcaster service

**+21%**

**VOD Viewers** are more likely than average to receive Direct Mail

**4.50**

Direct Mail **interactions per item** for VOD Viewers across a 28-day period

**9%**

Of VOD Viewer actions taken in response to mail are **website visits**

**JIC  
MAIL**

Mail Media Metrics

Source: JICMAIL TGI Integration (TGI May 2025+JICMAIL Q3 2025)  
Average = average GB adult exposed to Direct Mail

# TGI Psychographic data reveals a strong link between eco-conscious consumers and high mail engagement

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*Eco Leaders are adults who are environmental and ethically focused. They are particularly likely to buy green, be intellectually engaged with environmental issues, recycle and avoid waste*

**+77%**

**Eco Leaders** are more likely than average to receive Direct Mail

**4.77**

Direct Mail **interactions per item** for Eco Leaders across a 28-day period

**18%**

Of Eco Leaders actions taken in response to mail are **brand discussions**

# TGI shopping habit data reveals key insights relating to Door Drop acquisition target audiences

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*Premium Range Buyers are adults who buy premium ranges of food and drink*

**+55%**

**Premium Range Buyers** are more likely than average to receive Door Drops

**3.02**

Door Drop **interactions per item** for Premium Range Buyers across 28 days

**4%**

Of Premium Range Buyer actions taken in response to Door Drops are **purchases**



Mail Media Metrics

Source: JICMAIL TGI Integration (TGI May 2025+JICMAIL Q3 2025)  
Average = average GB adult exposed to Door Drops

# The power of bank brand reputation is linked to Business Mail engagement according to TGI+JICMAIL data

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**Bank Reputation Valuers** rate reputation as the most important factor when choosing a bank/building society

**+44%**

Consumers who **value a bank's reputation** are more likely than average to receive Business Mail

**4.87**

Business Mail **interactions per item** for Bank Reputation Valuers across a 28-day period

**10%**

Of Bank Reputation Valuer actions taken in response to Business Mail are **website visits**



Mail Media Metrics

Source: JICMAIL TGI Integration (TGI May 2025+JICMAIL Q3 2025)  
Average = average GB adult exposed to Business Mail

# Q&A

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Mail Media Metrics

# Thanks

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 [jicmail.org.uk](http://jicmail.org.uk)

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 [@jicmailuk](https://twitter.com/jicmailuk)

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