

Postcode Sector Mapping with JICMAIL

Visualising Key Mail Metrics Across 11,000 UK Postcode Sectors

**JIC
MAIL**

Mail Media Metrics

Why geo-targeting is more important than ever



\$26.8bn

Global Media is lost annually due to poorly targeted programmatic digital advertising according to ANA



+54%

Business Effects are associated with geo-targeted campaigns vs the DMA Effectiveness Databank average



100%

of UK households can be effectively geo-targeted by mail

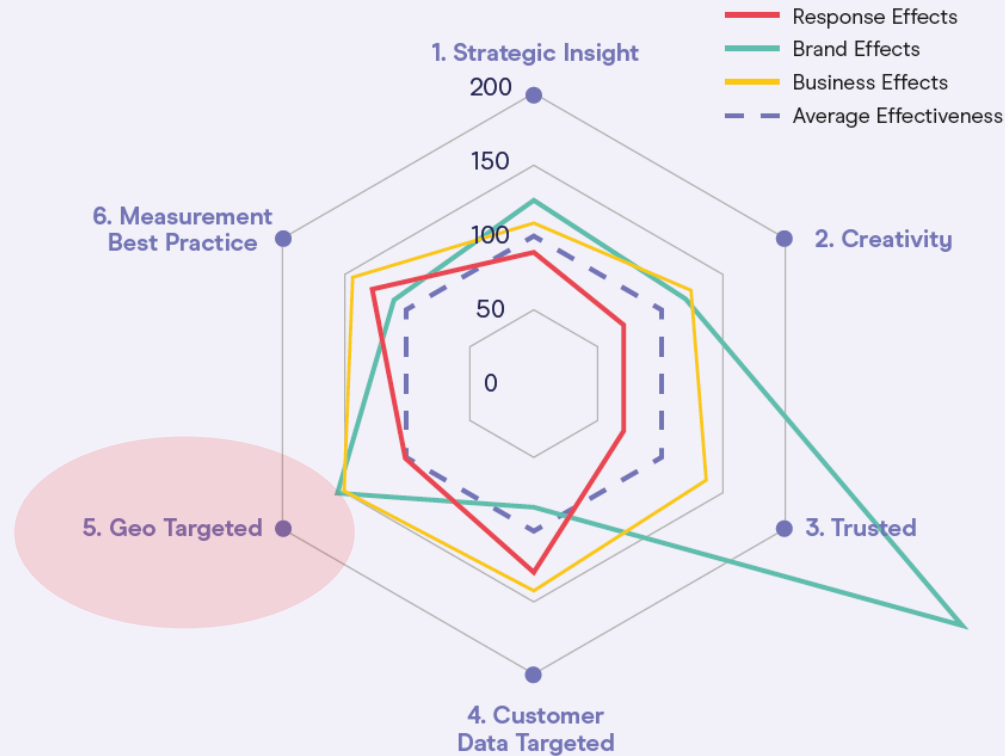


Mail Media Metrics

Sources: <https://www.jicmail.org.uk/news/joint-report-the-value-of-super-touchpoint-planning/>;
<https://www.ana.net/content/show/id/pr-2025-08-programmatictrans>; <https://www.poweredbypaf.com/>

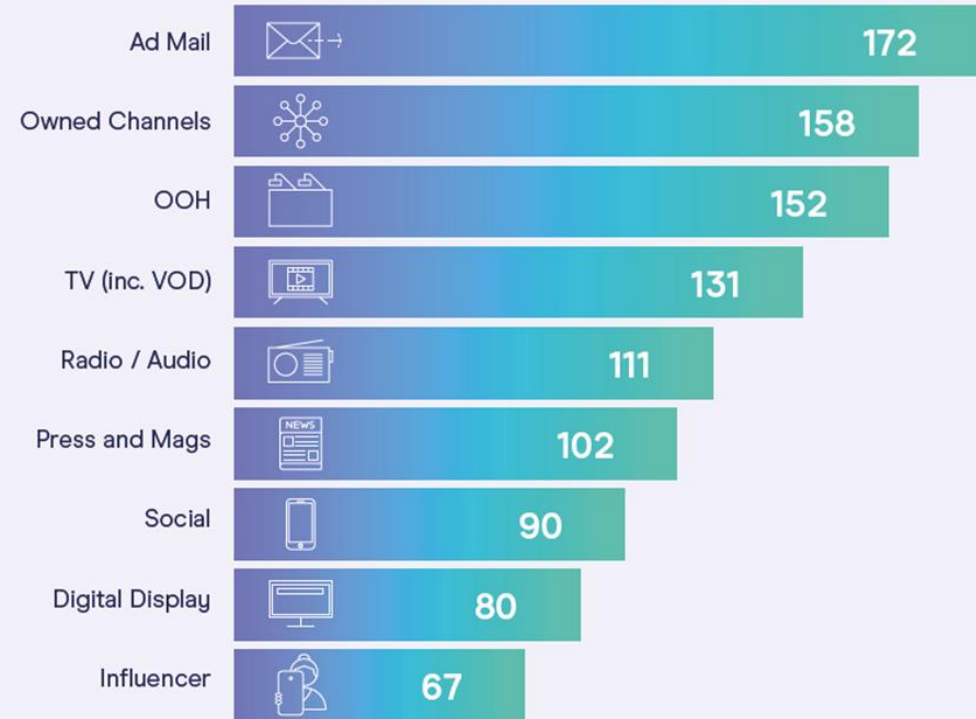
Targeting accuracy is a core component of what defines a Super Touchpoint channel

Key Super Touchpoint Attributes vs Effectiveness Index



Super Touchpoint Index

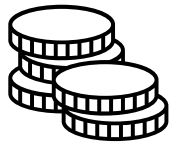
(Index 100 = likelihood of average campaign to have at least three of six key Super Touchpoint strengths)



Reasons to geo-target

1.

Reducing ad spend wastage



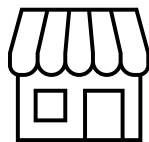
2.

Increasing conversion rates



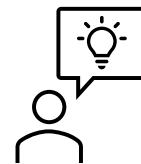
3.

Driving store footfall in key catchment areas



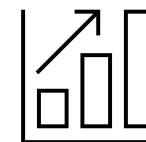
4.

Planning relevant and personalised comms



5.

Incrementality testing using test and hold-out groups

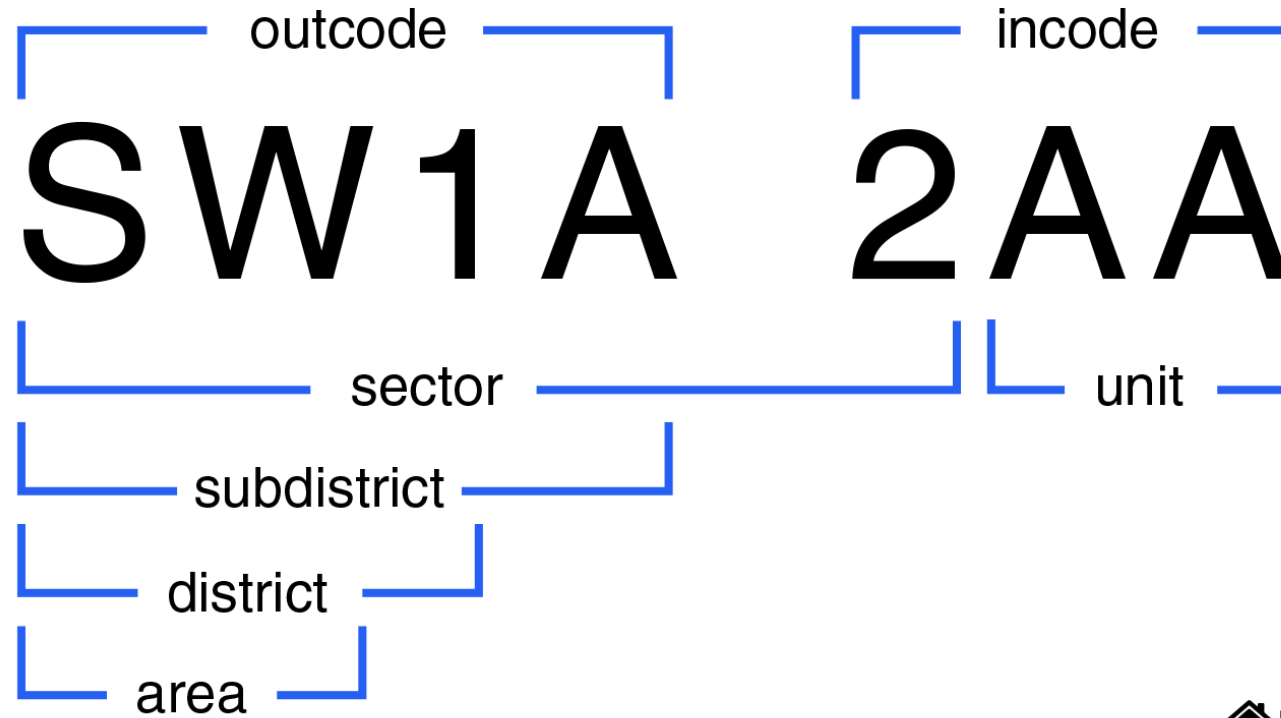


6.

Local service information and event promotion



How to target using postcode data



How to geo target with the mail channel

SW1A 2AA 

Door Drops: circa 2,500 Households

Partially Addressed Mail: circa 15 Households

Direct Mail & Business Mail: 1 Household

JICMAIL has partnered with Showwhere to model key mail metrics at the postcode sector level



Mail Engagement Metrics



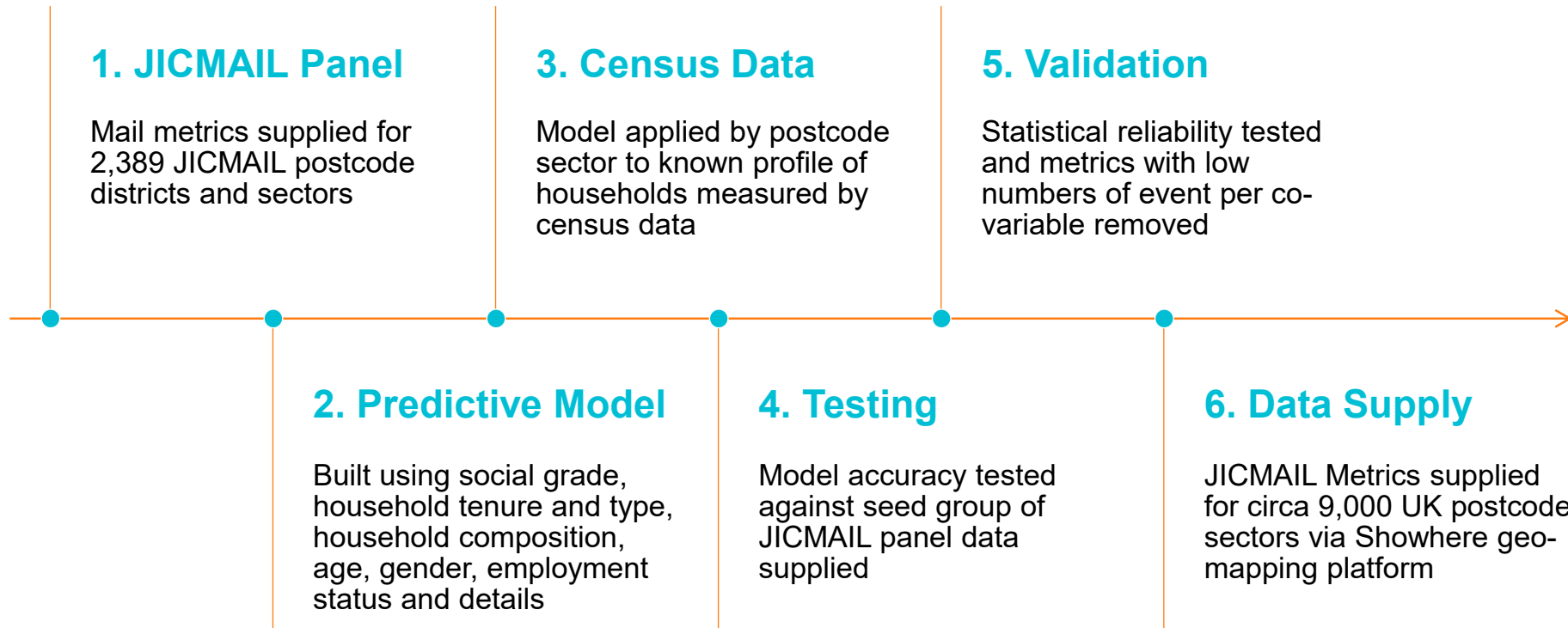
- Frequency of Mail Interaction
- Mail Item Reach
- Mail Lifespan
- Mail Attention
- Mail Engagement Rate

Mail Effectiveness Metrics



- No. of Commercial Actions
- % of Commercial Actions
- % Purchase Actions
- % Brand Discovery Actions
- % Brand Discussions

How the postcode sector model was created



What can you do with JICMAIL postcode sector data?

9

1. Define **mail receptive** post code sectors for acquisition campaigns

2. **Optimise** mail delivery towards postcode sectors based on different objectives (e.g. conversions vs customer engagement)

3. Assess receptivity to different **mail types** within postcode sectors

4. Assess which of your customer postcode sectors are most receptive to **customer communications**

5. Measure **average reach, frequency,** lifespan and attention for campaigns

6. Upload **acquisition target** postcode sectors and visualise key mail metrics

7. Assess mail metrics around known **store locations** for your brand or competitors

8. Predict **commercial outcomes** for a planned campaign



Postcode Sector Data in JICMAIL Discovery

How to access and analyse JICMAIL postcode sector data



Mail Media Metrics

Select mail metrics to display by mail type

SHOWHERE **JIC MAIL** JICMAIL My tasks Ian

JicMail indicators Addressed Advertising - FREQUENCY - Mean

Pop. : 50 000 374 • JICMAIL Metric : 4.4 • Available Impressions : 221 330 064

Addressed Advertising Door Drops Business Items Partially Addressed Export

Choose one or more Isochrone Points of interest Upload

Frequency Reach Lifespan Attention Mail Engagement Customer Engagement % Discussions % No. of Commercial Actions Any commercial action Purchase % Brand Discovery %

Scores sector

#	Area	Pop.	JICMAIL Metric	Available Impressions
1	Aberdeen	2 227	4.5	10 051
2	Aberdeen	9 255	4.3	39 764
3	Aberdeen	7 945	4.4	34 925
4	Aberdeen	1 610	4.6	7 484
5	Aberdeen	5 964	4.4	26 109
6	Aberdeen	2 459	4.5	10 965
7	Aberdeen	5 582	4.5	25 394
8	Aberdeen	2 979	4.4	13 041
9	Cove Bay	6 836	4.3	29 248
10	Portleithen	6 603	4.3	28 489
11	Aberdeen	7 602	4.4	33 143

ShoWhere Mapbox OpenStreetMap Improve this map

For each postcode sector you can view total population figures, the selected JICMAIL metric, plus total available mail ad impressions

SHOWHERE **JICMAIL** JICMAIL My tasks Ian

JicMail indicators Addressed Advertising - FREQUENCY - Mean

Pop. : 50 000 374 • JICMAIL Metric : 4.4 • Available Impressions : 221 330 064

Addressed Advertising Door Drops Business Items Partially Addressed Export

Choose one or more areas...

Isochrone Isodistance Points of interest Upload

Scores sector Detailed tab

#	Area	Postcode sector	Pop.	JICMAIL Metric	Available Impressions
1	Aberdeen	AB10 1	2 227	4.5	10 051
2	Aberdeen	AB10 6	9 255	4.3	39 764
3	Aberdeen	AB10 7	7 945	4.4	34 925
4	Aberdeen	AB11 5	1 610	4.6	7 484
5	Aberdeen	AB11 6	5 964	4.4	26 109
6	Aberdeen	AB11 7	2 459	4.5	10 965
7	Aberdeen	AB11 8	5 582	4.5	25 394
8	Aberdeen	AB11 9	2 979	4.4	13 041
9	Cove Bay	AB12 3	6 836	4.3	29 248
10	Portlethen	AB12 4	6 603	4.3	28 489
11	Aberdeen	AB12 5	7 602	4.4	33 143

The heat-map will indicate which postcodes are above or below average for the selected JICMAIL metric

SHOWHERE
JICMAIL My tasks Ian

JicMail indicators

Addressed Advertising - FREQUENCY - Mean

Pop. : 50 000 374 • JICMAIL Metric : 4.4 • Available Impressions : 221 330 064

Addressed Advertising

Door Drops

Business Items

Partially Addressed

Export

Choose one or more areas...
▼

Isochrone

Isodistance

Points of interest

Upload

Scores sector

Detailed tab

#	Area	Postcode sector	Pop.	JICMAIL Metric	Available Impressions
1	Aberdeen	AB10 1	2 227	4.5	10 051
2	Aberdeen	AB10 6	9 255	4.3	39 764
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4	Aberdeen	AB11 5	1 610	4.6	7 484
5	Aberdeen	AB11 6	5 964	4.4	26 109
6	Aberdeen	AB11 7	2 459	4.5	10 965
7	Aberdeen	AB11 8	5 582	4.5	25 394
8	Aberdeen	AB11 9	2 979	4.4	13 041
9	Cove Bay	AB12 3	6 836	4.3	29 248
10	Portlethen	AB12 4	6 603	4.3	28 489
11	Aberdeen	AB12 5	7 602	4.4	33 143
.....

Pop. : 50 000 374 • JICMAIL Metric : 4.4 • Available Impressions : 221 330 064

There are four ways of building specific postcode sector groups to analyse



1. Manually build a list by searching for postcode sectors



2. Building a list based on isochrones: i.e. ring-fenced areas based on travelling time to/from a postcode sector



3. Building a list based on isodistance: i.e. ring-fenced areas based on the absolute distance to/from a postcode sector



4. Upload a list of postcode sectors based on acquisition targets, customer data or points of interest (e.g. store locations)

1. Manually building a postcode sector group: select the pin button

The screenshot displays the SHOWHERE JICMAIL interface. At the top, there are navigation elements including the SHOWHERE logo, JICMAIL logo, and user information (JICMAIL, My tasks, Ian). A dropdown menu shows 'JicMail indicators'. Below this, summary statistics are provided: Pop. : 50 000 374, JICMAIL Metric : 4.4, and Available Impressions : 221 330 064. The main area is split into a map on the left and a data table on the right. The map shows the UK with colored pins representing different postcode sectors. A legend on the left indicates color ranges for JICMAIL Metric values: red for 'grt. than 4.6', pink for '4.5 - 4.6', light blue for '4.4 - 4.5', dark blue for '4.4 - 4.4', and black for 'less than 4.4'. The right panel has tabs for 'Addressed Advertising', 'Door Drops', 'Business Items', and 'Partially Addressed'. Below these are buttons for 'Isochrone', 'Isodistance', 'Points of interest', and 'Upload'. A 'Scores sectors' tab is highlighted with a blue box, and a pin icon next to it is also highlighted. Below the tabs is a table with 11 rows of data for Aberdeen and Cove Bay sectors.

#	Area	Postcode sector	Pop.	JICMAIL Metric	Available Impressions
1	Aberdeen	AB10 1	2 227	4.5	10 051
2	Aberdeen	AB10 6	9 255	4.3	39 764
3	Aberdeen	AB10 7	7 945	4.4	34 925
4	Aberdeen	AB11 5	1 610	4.6	7 484
5	Aberdeen	AB11 6	5 964	4.4	26 109
6	Aberdeen	AB11 7	2 459	4.5	10 965
7	Aberdeen	AB11 8	5 582	4.5	25 394
8	Aberdeen	AB11 9	2 979	4.4	13 041
9	Cove Bay	AB12 3	6 836	4.3	29 248
10	Portlethen	AB12 4	6 603	4.3	28 489
11	Aberdeen	AB12 5	7 602	4.4	33 143

1. Manually building a postcode sector group: search for postcode sectors and press the + button to add to a group

The screenshot displays the SHOWHERE JicMail interface. At the top, there are navigation elements including 'SHOWHERE', 'JIC MAIL', 'JICMAIL', 'My tasks', and a user profile 'Ian'. A search bar contains 'JicMail indicators'. Below this, summary statistics are shown: 'Pop. : 50 000 374', 'JICMAIL Metric : 4.4', and 'Available Impressions : 221 330 064'. The main area is split into a map on the left and a data table on the right. The map shows the United Kingdom with colored dots representing different postcode sectors. A legend on the left of the map indicates color ranges for JicMail metrics: red for 'grt. than 4.6', shades of red for '4.5 - 4.6' and '4.5 - 4.5', cyan for '4.4 - 4.5', blue for '4.4 - 4.4', and dark blue for 'less than 4.4'. The data table on the right is titled 'Addressed Advertising - FREQUENCY - Mean' and has tabs for 'Addressed Advertising', 'Door Drops', 'Business Items', and 'Partially Addressed'. It shows a comparison of three areas, with a total population of 28,972 and 125,330 available impressions. A blue box highlights a sub-table for 'SW2' which lists 8 London postcode sectors with their respective populations and JicMail metrics.

Addressed Advertising - FREQUENCY - Mean

Addressed Advertising | Door Drops | Business Items | Partially Addressed | Export

Comparison (3) x [Create area](#)

Area	Postcode sector	Pop.	JICMAIL Metric	Available Impressions
London	SW2 2	9 754	4.3	41 820
London	SW2 3	10 317	4.3	44 141
London	SW2 4	8 901	4.4	39 368
Total		28 972	4.3	125 330

SW2

#	Area	Postcode sector	Pop.	JICMAIL Metric	Available Impressions
1	London	SW2 1	6 801	4.3	29 221
2	London	SW2 2	9 754	4.3	41 820
3	London	SW2 3	10 317	4.3	44 141
4	London	SW2 4	8 901	4.4	39 368
5	London	SW2 5	8 539	4.4	37 382
6	London	SW20 0	7 427	4.4	32 581
7	London	SW20 8	9 288	4.2	39 403
8	London	SW20 9	7 448	4.4	32 404

1. Manually building a group: total population figures, available impressions and the JICMAIL metric average will display

SHOWHERE JICMAIL JICMAIL Mail Media Metrics JICMAIL My tasks Ian

JicMail indicators
Addressed Advertising - FREQUENCY - Mean

Pop. : 50 000 374 • JICMAIL Metric : 4.4 • Available Impressions : 221 330 064

Addressed Advertising Door Drops Business Items Partially Addressed Export

Comparison (3) Create area

Area	Postcode sector	Pop.	JICMAIL Metric	Available Impressions
London	SW2 2	9 754	4.3	41 820
London	SW2 3	10 317	4.3	44 141
London	SW2 4	8 901	4.4	39 368
Total		28 972	4.3	125 330

SW2 X

#	Area	Postcode sector	Pop.	JICMAIL Metric	Available Impressions
1	London	SW2 1	6 801	4.3	29 221
2	London	SW2 2	9 754	4.3	41 820
3	London	SW2 3	10 317	4.3	44 141
4	London	SW2 4	8 901	4.4	39 368
5	London	SW2 5	8 539	4.4	37 382
6	London	SW20 0	7 427	4.4	32 581
7	London	SW20 8	9 288	4.2	39 403
8	London	SW20 9	7 448	4.4	32 404

1. Manually building a group: save your area name using “Create area”

The screenshot displays the ShoWhere JicMail interface. At the top, the navigation bar includes the ShoWhere and JicMail logos, and user information for 'Ian'. A dropdown menu is set to 'JicMail indicators'. The main content area shows a map of the United Kingdom with a color-coded legend for JicMail indicators: red for 'grt. than 4.6', orange for '4.5 - 4.6', yellow for '4.5 - 4.5', light green for '4.4 - 4.5', dark green for '4.4 - 4.4', and blue for 'less than 4.4'. A red circle on the map highlights a specific area in London. To the right, a table titled 'Comparison (3) x' lists data for three London postcode sectors (SW2 2, SW2 3, SW2 4) and a total. Below this, a table for 'SW2' lists eight specific postcode sectors with their respective population, JicMail Metric, and Available Impressions. A 'Create area' button is highlighted in a blue box in the top right corner of the interface.

Addressed Advertising - FREQUENCY - Mean

Pop. : 50 000 374 • JICMAIL Metric : 4.4 • Available Impressions : 221 330 064

Addressed Advertising Door Drops Business Items Partially Addressed Export

Comparison (3) x

Area	Postcode sector	Pop.	JICMAIL Metric	Available Impressions
London	SW2 2	9 754	4.3	41 820
London	SW2 3	10 317	4.3	44 141
London	SW2 4	8 901	4.4	39 368
Total		28 972	4.3	125 330

SW2

#	Area	Postcode sector	Pop.	JICMAIL Metric	Available Impressions
1	London	SW2 1	6 801	4.3	29 221
2	London	SW2 2	9 754	4.3	41 820
3	London	SW2 3	10 317	4.3	44 141
4	London	SW2 4	8 901	4.4	39 368
5	London	SW2 5	8 539	4.4	37 382
6	London	SW20 0	7 427	4.4	32 581
7	London	SW20 8	9 288	4.2	39 403
8	London	SW20 9	7 448	4.4	32 404

ShoWhere

1. Manually building a group: find your saved areas here

The screenshot displays the SHOWHERE JICMAIL interface. At the top, the navigation bar includes the SHOWHERE and JICMAIL logos, the user name 'Ian', and a notification icon. Below the navigation bar, a dropdown menu is set to 'JicMail indicators'. The main content area shows a map of the United Kingdom with a data popup for 'Girvan (KA26 0)' indicating 4.5% (703) and 4,897 residents. A legend on the left side of the map shows color-coded categories for JICMAIL metrics. On the right, a list of saved areas is displayed, with 'SW2' highlighted. A search bar at the top right of the list is labeled 'Choose one or more areas...'. The interface also shows various filters and an 'Export' button.

Pop. : 50 000 374 • JICMAIL Metric : 4.4 • Available Impressions : 221 330 064

Addressed Advertising - FREQUENCY - Mean

Addressed Advertising | Door Drops | Business Items | Partially Addressed | Export

Choose one or more areas...

Search all areas...

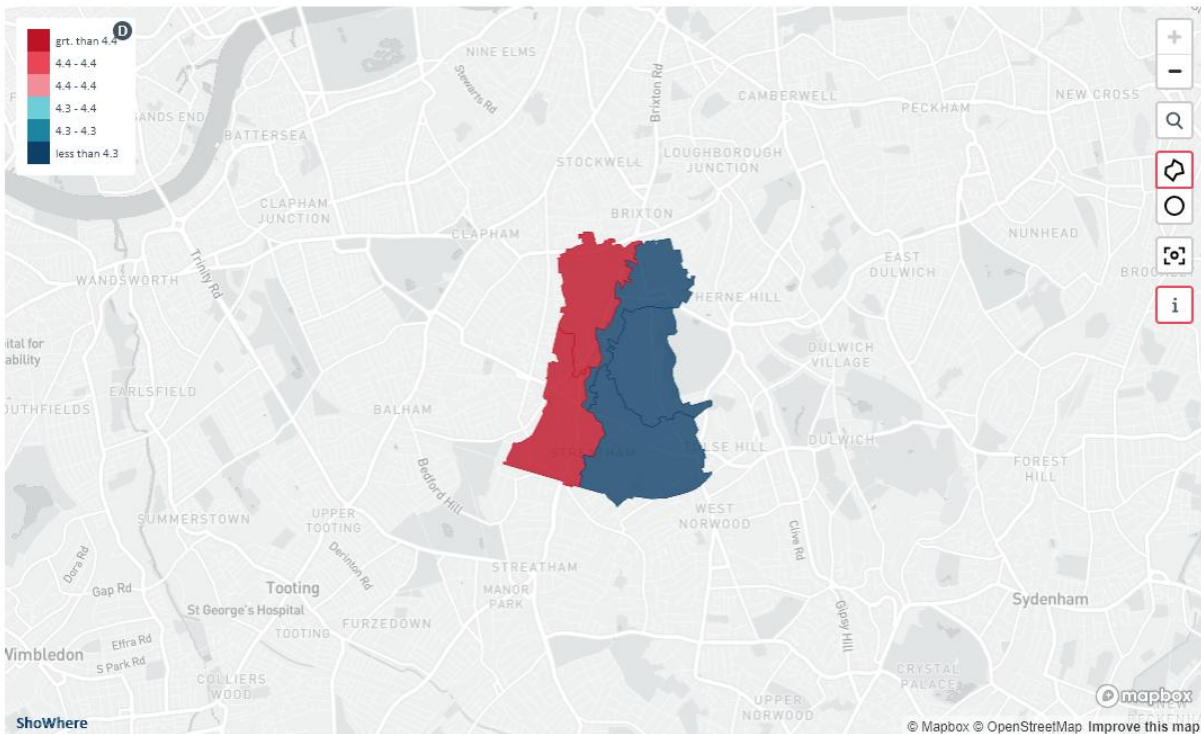
CATEGORY	Count	Area	Level	Items	Date
Favorites	0				
All areas	4	<input type="checkbox"/> ☆ Nottingham Stores	Sector	9	23/04/26
Uncategorized	4	<input type="checkbox"/> ☆ Nottingham Stores 10km	Sector	88	23/04/26
MY CATEGORIES		<input type="checkbox"/> ☆ 15 Minute Drive from Dorking	Sector	2	10/04/26
London	0	<input type="checkbox"/> ☆ SW2	Sector	5	10/04/26
sw22	0				

4.5% (703)
Girvan (KA26 0)
4 897 residents (ref pop.)

grt. than 4.6
4.5 - 4.6
4.5 - 4.5
4.4 - 4.5
4.4 - 4.4
less than 4.4

© Mapbox © OpenStreetMap Improve this map

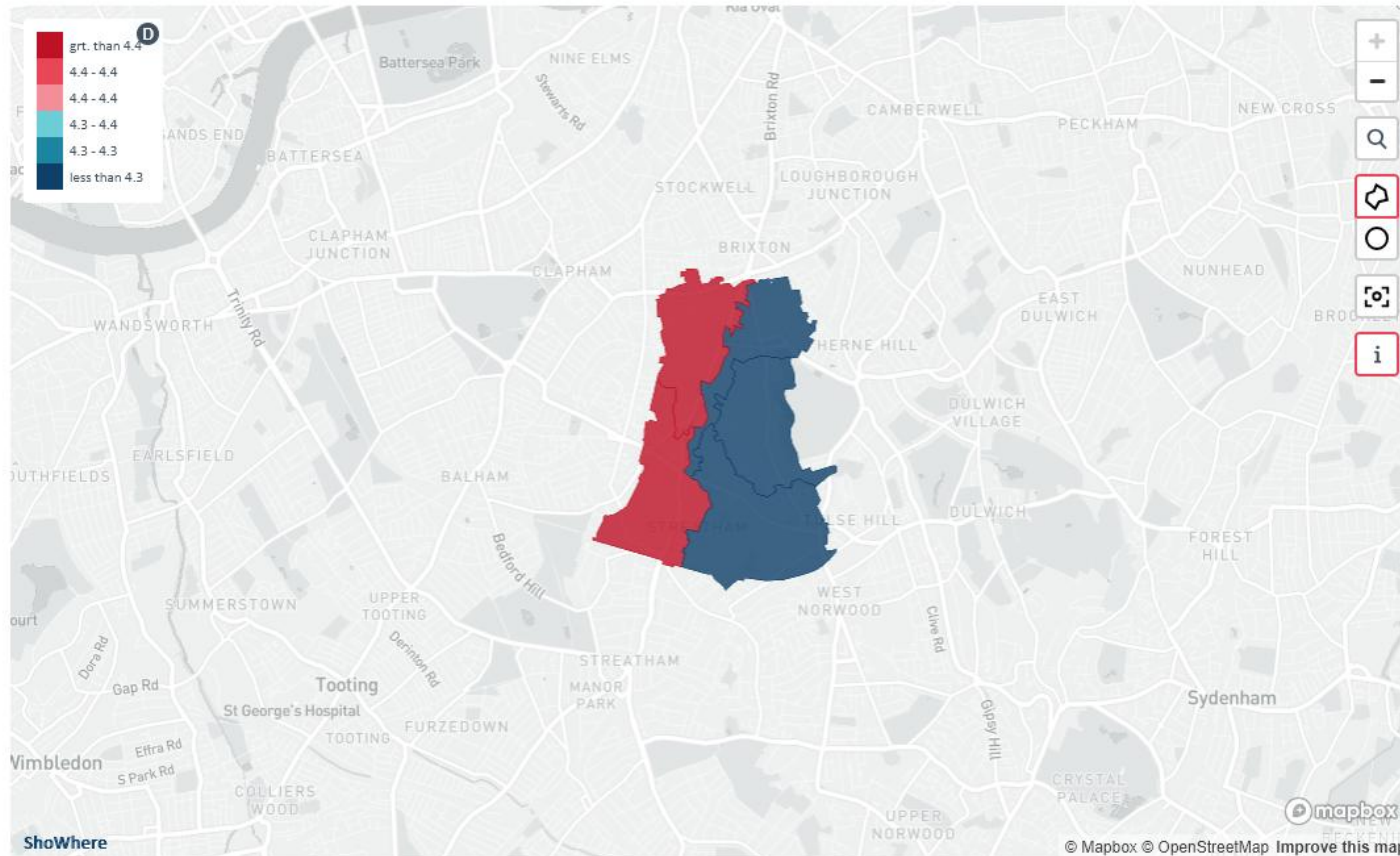
1. Manually building a group: the map will zoom in on selected areas. Toggle display to show the sector boundary view



1. Manually building a group: the average mail metric score plus available impressions are displayed above the map

JicMail indicators

Pop. : 44 312 • JICMAIL Metric : 4.3 • Available Impressions : 191 932



Addressed Advertising - FREQUENCY - Mean

Addressed Advertising : Frequency

Door Drops

Business Items

Partially Addressed

Export

SW2 x

Isochrone

Isodistance

Points of interest

Upload

Scores sector

Scores of areas of interest

Detailed tab

#	Area	Postcode sector	Pop.	JICMAIL Metric	Available Impressions
1	London	SW2 1	6 801	4.3	29 221
2	London	SW2 2	9 754	4.3	41 820
3	London	SW2 3	10 317	4.3	44 141
4	London	SW2 4	8 901	4.4	39 368
5	London	SW2 5	8 539	4.4	37 382

2. Building areas based on isochrones: search for a postcode sector, select a transport method and enter a time value

22

SHOWHERE

JicMail indicators

Total area population : 44 312

Legend:

- grt. than 4.4
- 4.4 - 4.4
- 4.3 - 4.4
- 4.3 - 4.3
- less than 4.3

Interest Area Creation - Isochrone

Travel time : 15 min

60 min max

Driving (selected)

Walking

Cycling

Compute

Enter the name of the area to save

Save

Addressed Advertising - FREQUENCY - Mean

Door Drops Business Items Partially Addressed Export

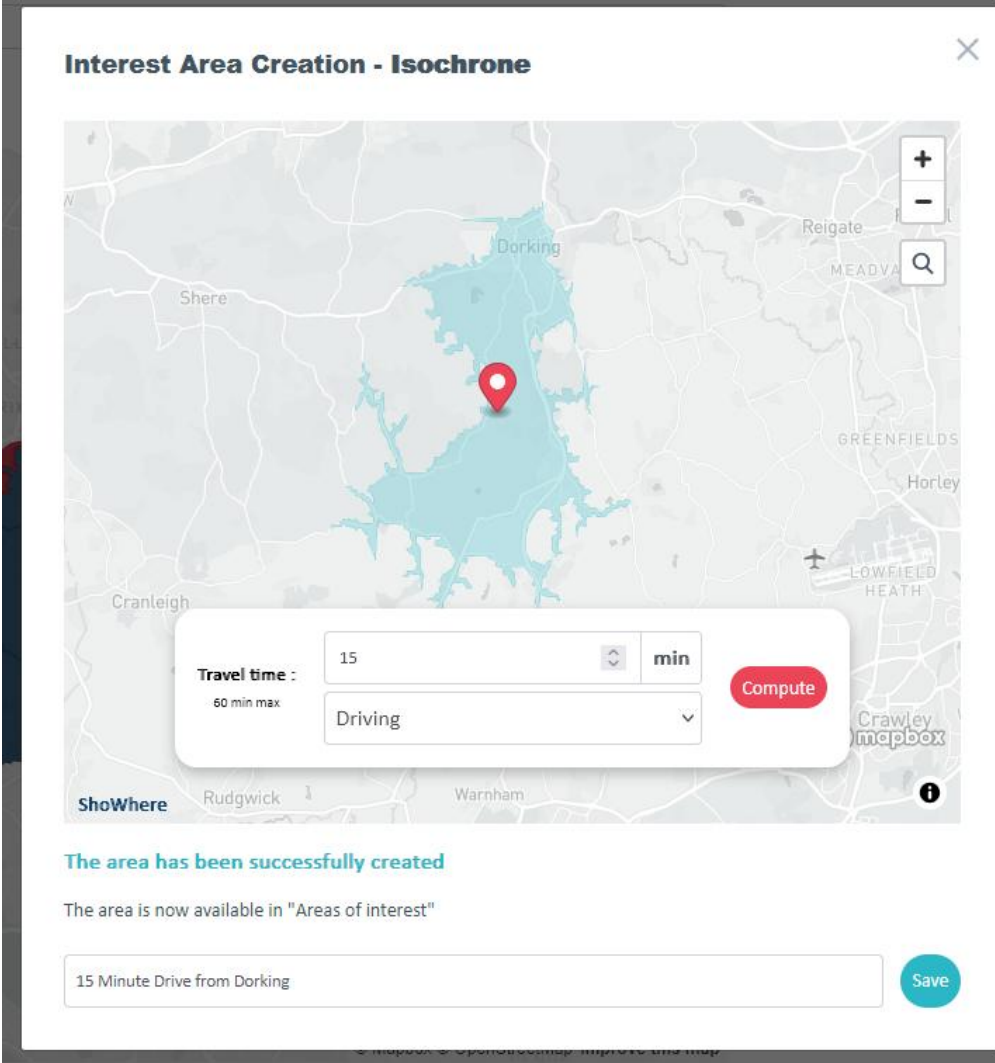
Isodistance Points of interest Upload

Code Pop. Indicator Impressions

Code	Pop.	Indicator	Impressions
SW2 1	6 801	4.3	29 221
SW2 2	9 754	4.3	41 820
SW2 3	10 317	4.3	44 141
SW2 4	8 901	4.4	39 368
SW2 5	8 539	4.4	37 382

2. Building areas based on isochrones: select “compute” and save group. This group will now appear in your saved lists

23

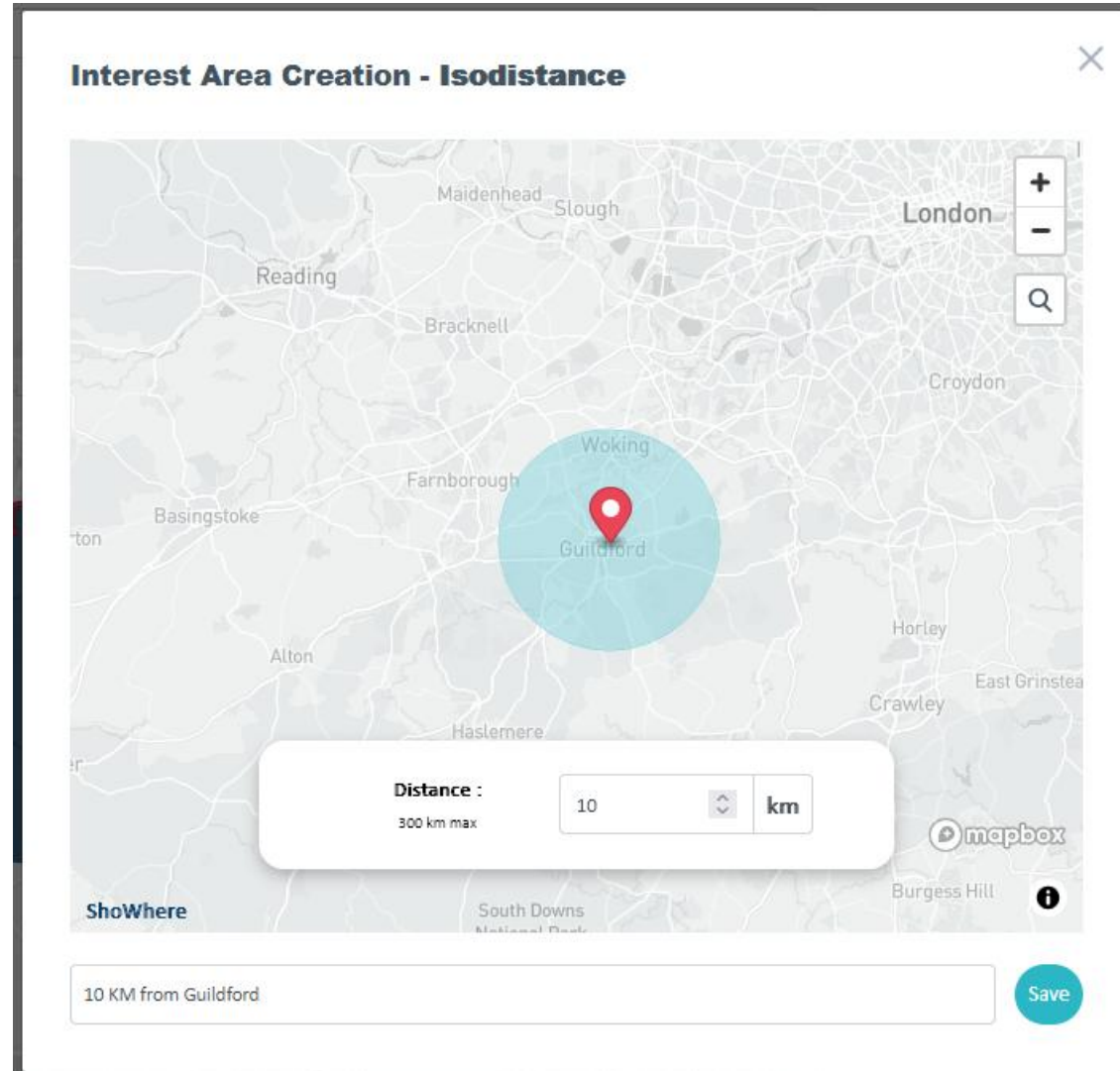


The screenshot displays the 'Interest Area Creation - Isochrone' interface. At the top, the title 'Interest Area Creation - Isochrone' is visible with a close button (X). The main area is a map showing a light blue shaded region representing a 15-minute drive isochrone centered on Dorking. A red location pin is placed at the center. Below the map, there is a control panel with a 'Travel time' input set to '15 min', a '60 min max' indicator, a 'Driving' mode dropdown, and a red 'Compute' button. The map includes labels for various locations like Shere, Cranleigh, Reigate, MEADVA, GREENFIELDS, Horley, and LOWFIELD HEATH. A 'Crawley mapbox' logo is in the bottom right of the map area. Below the map, a confirmation message states 'The area has been successfully created' and 'The area is now available in "Areas of interest"'. At the bottom, a text box contains '15 Minute Drive from Dorking' and a blue 'Save' button.

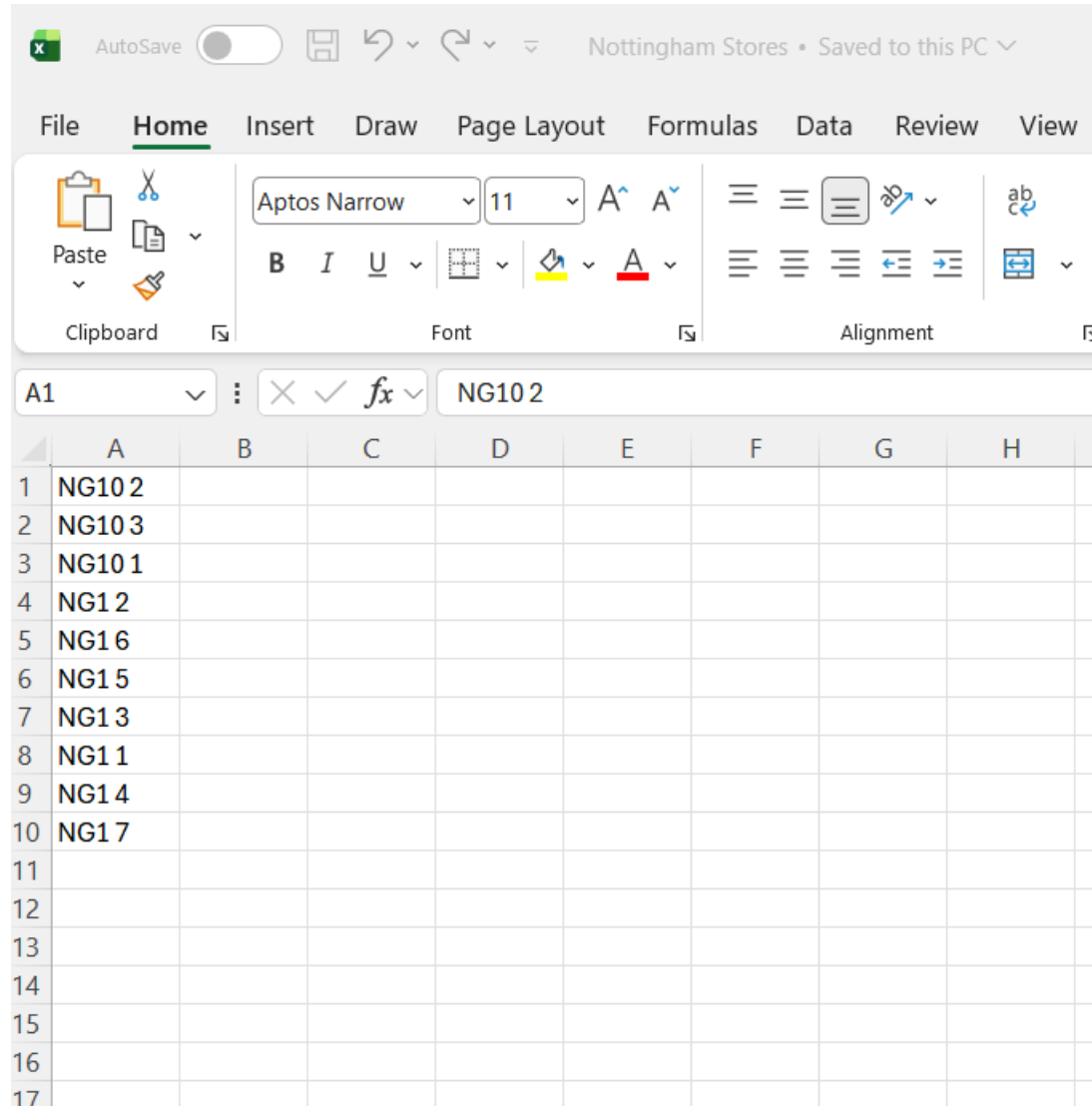
**JIC
MAIL**

Mail Media Metrics

3. Building areas based on isodistances: search postcode sector, enter a distance and save groups



4. Upload a postcode sector file based on locations of interest: prepare a CSV file of postcode sectors



The screenshot shows the Microsoft Excel interface. The title bar indicates the file is named 'Nottingham Stores' and is saved to the PC. The ribbon is set to 'Home', and the 'Clipboard' group is active. The spreadsheet has a single column of data in column A, with rows 1 through 10 containing the following postcode sectors: NG102, NG103, NG101, NG12, NG16, NG15, NG13, NG11, NG14, and NG17. The formula bar shows the active cell is A1 containing the text 'NG102'.

	A	B	C	D	E	F	G	H
1	NG102							
2	NG103							
3	NG101							
4	NG12							
5	NG16							
6	NG15							
7	NG13							
8	NG11							
9	NG14							
10	NG17							
11								
12								
13								
14								
15								
16								
17								

4. Upload a postcode sector file based on locations of interest: select upload, browse for file and save

JicMail indicators ▼ Addressed Advertising - FREQUENCY - Mean ▼

Total area population : 50 000 374 Reference population (16+)

Addressed Advertising ▼ Door Drops Business Items Partially Addressed Export

Choose one or more areas... ▼

⬇️ Isochrone ⬇️ Isodistance ⬇️ Points of interest ⬇️ Upload

Scores sector 📌 🔍 Detailed tab

#	Area	Code	Pop.	Indicator	Impressions
1	Aberdeen	AB10 1	2 227	4.5	10 051
2	Aberdeen	AB10 6	9 255	4.3	39 764
3	Aberdeen	AB10 7	7 945	4.4	34 925
4	Aberdeen	AB11 5	1 610	4.6	7 484
5	Aberdeen	AB11 6	5 964	4.4	26 109
6	Aberdeen	AB11 7	2 459	4.5	10 965
7	Aberdeen	AB11 8	5 582	4.5	25 394
8	Aberdeen	AB11 9	2 979	4.4	13 041
9	Cove Bay	AB12 3	6 836	4.3	29 248
10	Portlethen	AB12 4	6 603	4.3	28 489
11	Aberdeen	AB12 5	7 602	4.4	33 143

Interest Area Creation - Import a file

Level : **sector**

Enter the name of the area to save

Note : this field is optional if the name of the area is provided in the second column of the file.

File Browse

CSV with one column to create a single area or two columns to create multiple areas: one column for location code and one column for area name

For exemple :

CODE	or	CODE ; LABEL
14125		14125 ; Zone1
14214		14214 ; Zone1
24165		24165 ; Zone2

Save

4. Upload a postcode sector file based on locations of interest: selected postcode sectors in the group will display in the map

SHOWHERE JIC MAIL
JICMAIL My tasks Ian

JicMail indicators
Addressed Advertising - FREQUENCY - Mean

Pop. : 30 249 • JICMAIL Metric : 4.7 • Available Impressions : 142 696

Addressed Advertising : Frequency
Door Drops
Business Items
Partially Addressed
Export

Nottingham Stores

Isochrone

Isodistance

Points of interest

Upload

Scores sector
Scores of areas of interest
Detailed tab

#	Area	Postcode sector	Pop.	JICMAIL Metric	Available Impressions
1	Nottingham	NG1 1	3 359	4.9	16 342
2	Nottingham	NG1 2	163	5.1	828
3	Nottingham	NG1 3	2 447	5.2	12 767
4	Nottingham	NG1 4	3 642	5.3	19 363
5	Nottingham	NG1 5	2 003	5.2	10 450
6	Nottingham	NG1 6	453	5.1	2 302
7	Nottingham	NG1 7	380	4.5	1 701
8	Long Eaton	NG10 1	6 777	4.5	30 280
9	Long Eaton	NG10 3	11 025	4.4	48 663

© Mapbox © OpenStreetMap Improve this map

4. Upload a postcode sector file : combine isochrones and isodistances with a custom list using Points of Interest

JicMail indicators

Total area population : 50 000 374

Interest Area Creation - from multiple points of interest

Level : **sector**

Isodistance
 Isochrone

Distance (km) :

Travel time (min) :

File Browse

The CSV file may contain a single column with the location codes or two columns. In case of two columns, the first column corresponds to the location code (city code if city level is used, district code if district level is used). The second column corresponds to their names. There should be as many rows as there are points of interest.

For example :

CODE	or	CODE; LABEL
14125		14125; Zone1
14214		14214; Zone1
24165		24165; Zone2

Merge the areas

Save

Addressed Advertising - FREQUENCY - Mean

Addressed Advertising
Door Drops
Business Items
Partially Addressed
Export

Choose one or more areas...

Isochrone

Isodistance

Points of interest

Upload

Scores sector Detailed tab

#	Area	Code	Pop.	Indicator	Impressions
1	Aberdeen	AB10 1	2 227	4.5	10 051
2	Aberdeen	AB10 6	9 255	4.3	39 764
3	Aberdeen	AB10 7	7 945	4.4	34 925
4	Aberdeen	AB11 5	1 610	4.6	7 484
5	Aberdeen	AB11 6	5 964	4.4	26 109
6	Aberdeen	AB11 7	2 459	4.5	10 965
7	Aberdeen	AB11 8	5 582	4.5	25 394
8	Aberdeen	AB11 9	2 979	4.4	13 041
9	Cove Bay	AB12 3	6 836	4.3	29 248
10	Portlethen	AB12 4	6 603	4.3	28 489
11	Aberdeen	AB12 5	7 602	4.4	33 143

4. Upload a postcode sector file: save and view new group

SHOWHERE **JIC MAIL** JICMAIL My tasks Ian

JicMail indicators Addressed Advertising - FREQUENCY - Mean

Pop. : 602 248 • JICMAIL Metric : 4.5 • Available Impressions : 2 709 870

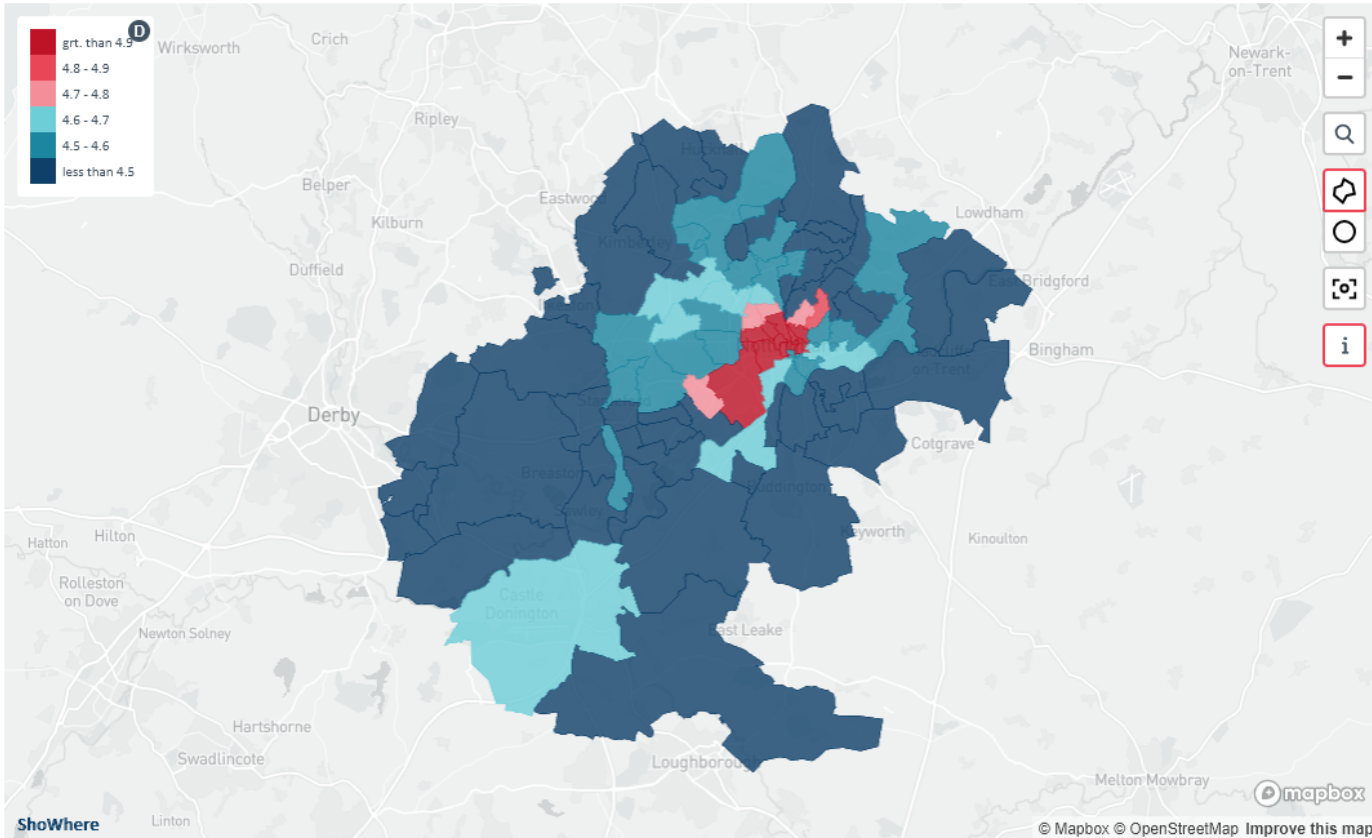
Addressed Advertising : Frequency Door Drops Business Items Partially Addressed Export

Nottingham Stores 10k... x

Isochrone Isodistance Points of interest Upload

Scores sector Scores of areas of interest Detailed tab

#	Area	Postcode sector	Pop.	JICMAIL Metric	Available Impressions
1	Derby	DE21 7	10 600	4.4	46 213
2	Derby	DE24 0	12 838	4.4	56 897
3	Derby	DE24 5	911	4.4	4 005
4	Kirk Hallam	DE7 4	9 703	4.4	42 302
5	Ilkeston	DE7 5	8 692	4.3	37 189
6	Ilkeston	DE7 9	2 642	4.3	11 447
7	Aston-on-Trent	DE72 2	3 547	4.4	15 432
8	Borrowwash	DE72 3	13 533	4.3	58 756
9	Derby	DE73 6	4 825	4.4	21 297
10	Castle Donington	DE74 2	9 544	4.6	43 591
11	Hathern	LE12 5	6 398	4.4	27 951



Definitions of Key Metrics

<p>Frequency = number of interactions across a 28 day period</p>	<p>Impressions = total no. of available impressions i.e. population of postcode sector x frequency</p>	<p>Item Reach = number of people reached per household</p>	<p>Lifespan = days mail is live in the home before being discard or file away</p>
<p>Attention = number of seconds mail is looked at across 28 days</p>	<p>Mail Engagement = % of mail items with any physical action taken other than being immediately discarded</p>	<p>No. of Commercial Actions = average number of commercial actions taken per item</p>	<p>Any Commercial Action = % of mail items with any commercial action taken</p>
<p>Customer Engagement = % of mail items prompting website or store visit, account look ups, sender calls, postal replies and emails to sender</p>	<p>Brand Discovery = % of items prompting consumers to search for more information online or plan a large purchase</p>	<p>Discussions = % of items prompting a discussion</p>	<p>Purchase = % of items prompting purchase online, in-store, via other means or the usage of a voucher or discount</p>



Get in touch to find out more about JICMAIL

 jicmail.org.uk

 [linkedin.com/company/jicmail](https://www.linkedin.com/company/jicmail)

 ian@jicmail.org.uk

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

**JIC
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Mail Media Metrics