

The Platinum Accreditation Annual Validation for Advertisers



Expertise in planning, measuring and evaluating mail campaigns with JICMAIL

Congratulations on achieving JICMAIL Platinum Partner status. Your organisation is one of the industry's leading practitioners of JICMAIL data, demonstrating an exceptional best practice proficiency with JICMAIL data over and above its standard application. Platinum Partner status means we will approach you first for events and webinars, publish a blog and Use Case on the JICMAIL website and include this content in our regular newsletters.

To maintain your Platinum Partner status for another year, and continue to benefit from more efficient and effective planning systems and campaign effectiveness measurement, please complete the JICMAIL Checklist below:

As a Platinum Partner please provide evidence to show how your organisation has maintained its use of JICMAIL insight.

- ☐ Please confirm your outcomes from using JICMAIL over the last 12 months.
- ☐ Please confirm additional Bronze, Silver and Gold certificates achieved in the past year and show how your organisation continues to include JICMAIL training in L&D programmes.
- ☐ Please provide a recent example of how JICMAIL is embedded into your planning and measurement ecosystem and provide a recent JICMAIL Use Case.

All required information should be sent to tara@jicmail.org.uk

Please see reverse for Guidance Notes

Guidance in maintaining JICMAIL Platinum Partner Status

...your outcomes: We want to know why being a Platinum Partner has positively affected your business and how you see it benefiting your organisation in the future.

...bronze and silver: Platinum award will be maintained by a consideration of a best practice achievement of silver and bronze targets with detail expected on achievement by teams and functions and achievement versus the adoption plan. Including an overall statement on why this achievement was important within your ambition for JICMAIL usage across the year for your organisation.

...gold: Platinum award will be maintained by a consideration of a best practice achievement of gold targets with support for the impact of your Gold achievement within your ambition for JICMAIL usage. It is expected that there will be a specific use case example for every Gold which will have been shared both internally across the teams and signed off by JICMAIL.

...L&D Programmes: Platinum award will be maintained by a consideration of a best practice achievement of embedding JICMAIL data into your L&D programmes with detail and examples expected on the specific L&D applications and levels of participation.

...embedded planning and measurement system: Platinum award is maintained by an assessment of how well you have embedded JICMAIL into your evaluation and measurement systems. Show examples of how this works in practice for both planning and for measurement. For example, with sample outputs from a planning process or document or from your performance and reporting tool or analysis including the use of JICMAIL data in each case.

...case studies: Multiple case studies are expected to maintain Platinum award. Case studies should reflect usage across each stage of the planning process or key application including pitching for campaigns or budgets, planning, measurement or competitor insight.