

JICMAIL webinar

Q2 2026 results:

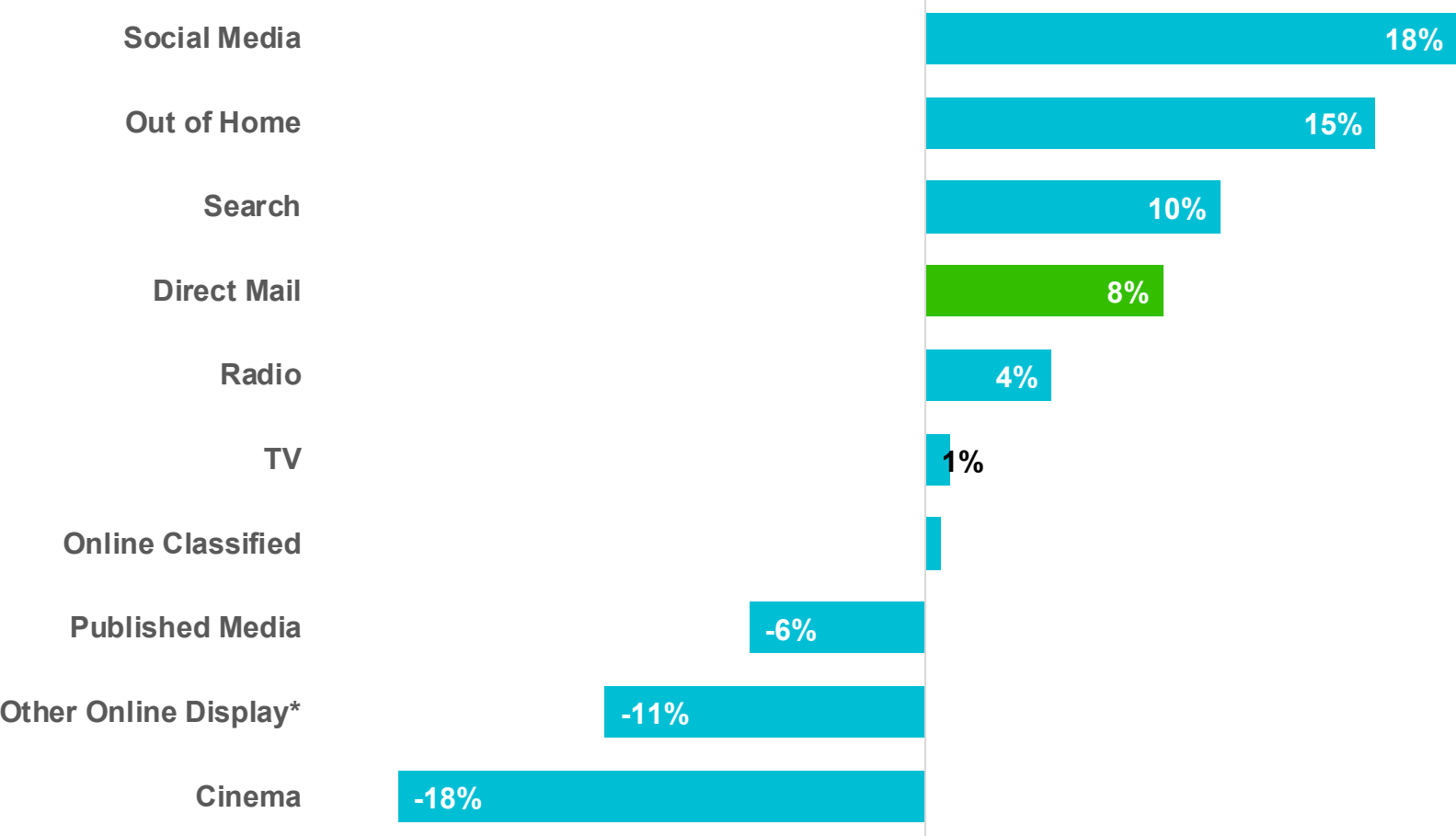
Create a gold-standard
mail pitch - fast!

10th September 2026 10am



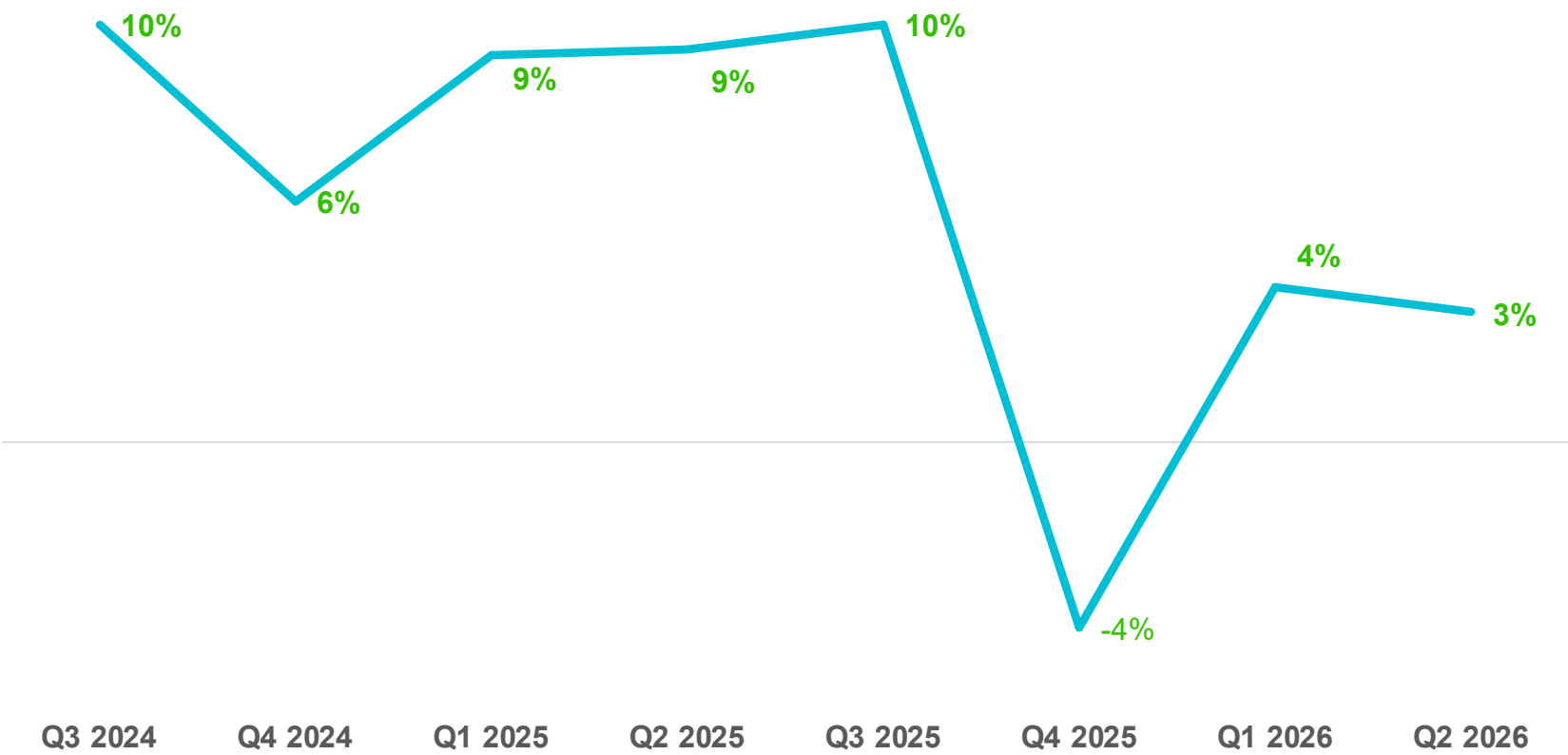
A strong start to the year for mail

Q1 2026 WARC Y-on-Y UK Ad Spend Growth by Media



Confidence in future direct marketing spend is positive

IPA Bellwether: Net Change in Direct Marketing Spend
Predictions for next 12 Months

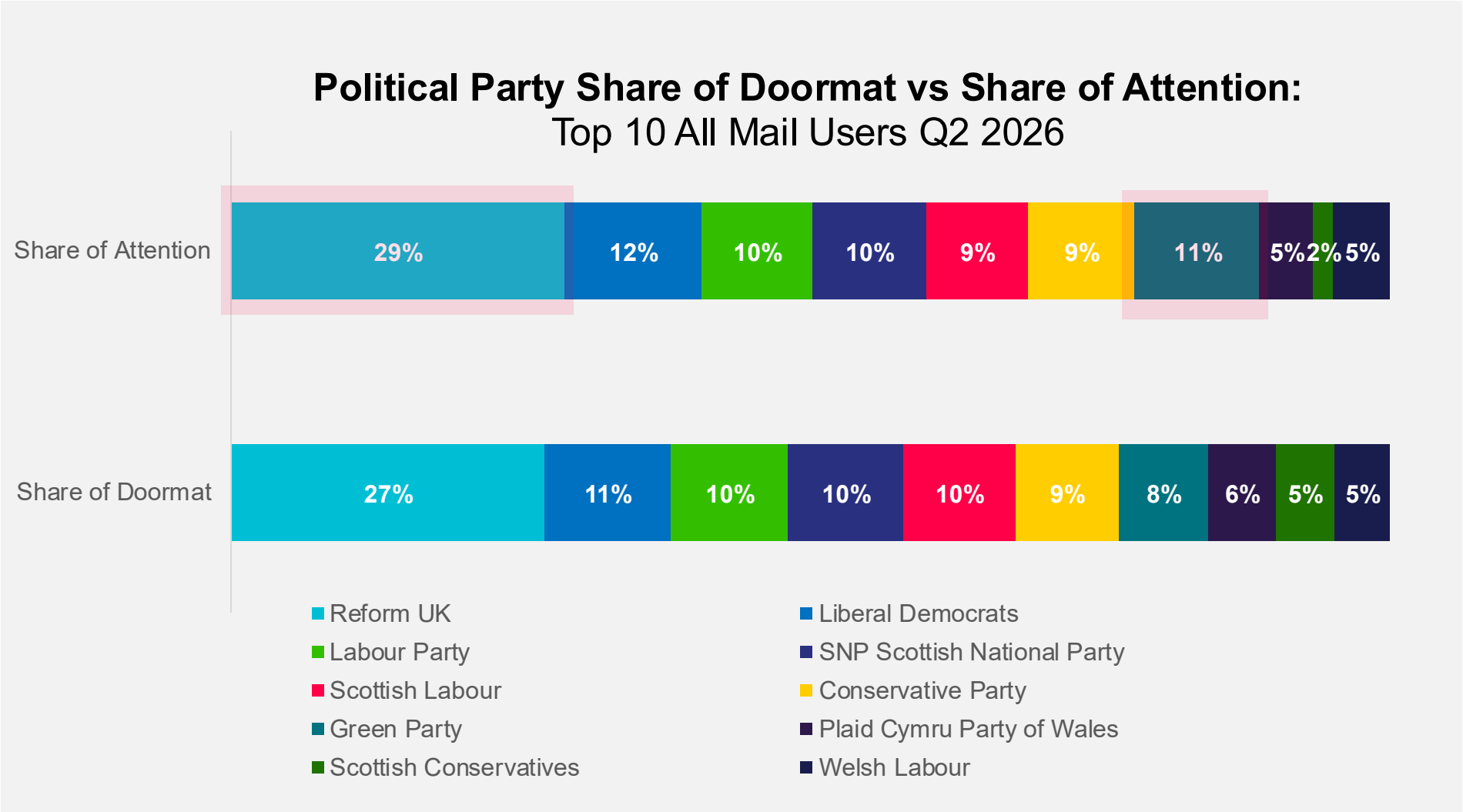


A significant impact on Q2 mail volumes

4



Reform and the Green party take disproportionately higher share of attention among political parties

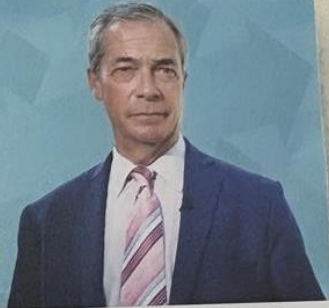


Top performing political mail creative from Q2 2026

6

SUPPORT REFORM

GET STARMER OUT



A PERSONAL MESSAGE FROM NIGEL FARAGE

I love this country. But loving Britain also means being honest about where we are today. **Britain is broken. Nothing works as it should anymore.**

Fourteen years of Conservative Government broke Britain. They left us with higher taxes, uncontrolled immigration, high council tax, rising crime and a cost-of-living crisis that is hitting families hard. Now Keir Starmer's Labour government is making things worse.

If you want to get rid of Keir Starmer and change the direction of this country, there is only one way to do it: Support Reform UK.

That is the message I have heard everywhere.

Throughout March, I travelled across the country holding meetings with tens of thousands of

my plan for Houlton...

1 Pushing to Fast-Track the GP Surgery
To enable Houlton residents to see a GP closer to home.

2 Securing a Houlton Parish Council
Working alongside Cllr Adam Daly, to ensure Houlton is in charge of its own future.

3 Less Waste, More Efficiency
Championing less waste and greater efficiency so that our council tax is kept under control.

4 Tackling Speeding Concerns
Continue reporting concerns to the relevant authorities to push for resolutions which ensure community safety.

5 Fighting for A&E at St Cross Hospital
Over 5,000 residents across Rugby have signed our petition to bring back A&E to St Cross.

6 Backing Small Businesses
Only the Conservatives are on the side of businesses.



Help Us To Keep Houlton In Safe Hands - Vote Conservative



Mike, Steven, and Jane

Standing up for Waterloo

Our Three Pledges

- ✓ Support local community groups
- ✓ Protect our coast and promote sustainable local tourism
- ✓ Fix potholes and improve roads across Waterloo



Sefton Labour Thursday, 7 May

Waiting to see the impact on Q3 mail volumes

7



Mail's Super Touchpoint Strengths in Q2 2026

 **4.41**
Frequency of Direct Mail interaction. Door Drop frequency grows to 3.08

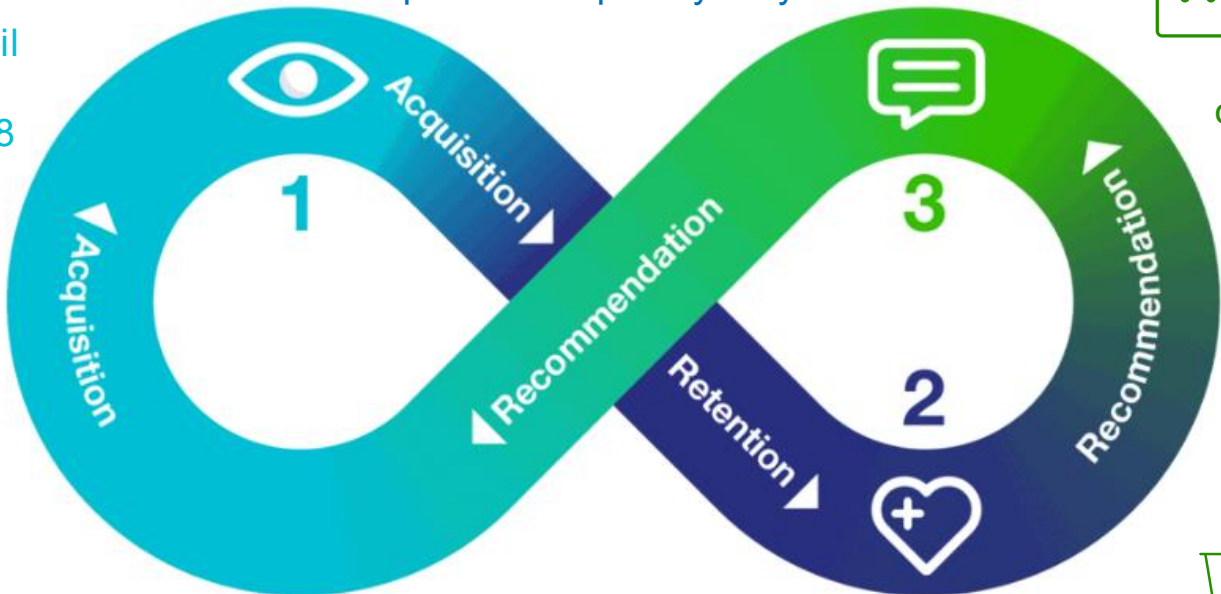
 **41%**
Share of mail-driven purchases transacted in-store. Growth driven by increased supermarket volumes across DM and Door Drops.

 **6%**
Of all mail prompts a purchase: up 7% y-on-y

 **9.5%**
of mail prompts a website visit. QR codes in mail are up to 90% more likely to prompt a website visit

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

 **87%**
Of discarded mail is recycled: recycling rates are up year on year



Mail Engagement Q2 2026

Reach, Frequency, Lifespan and Attention

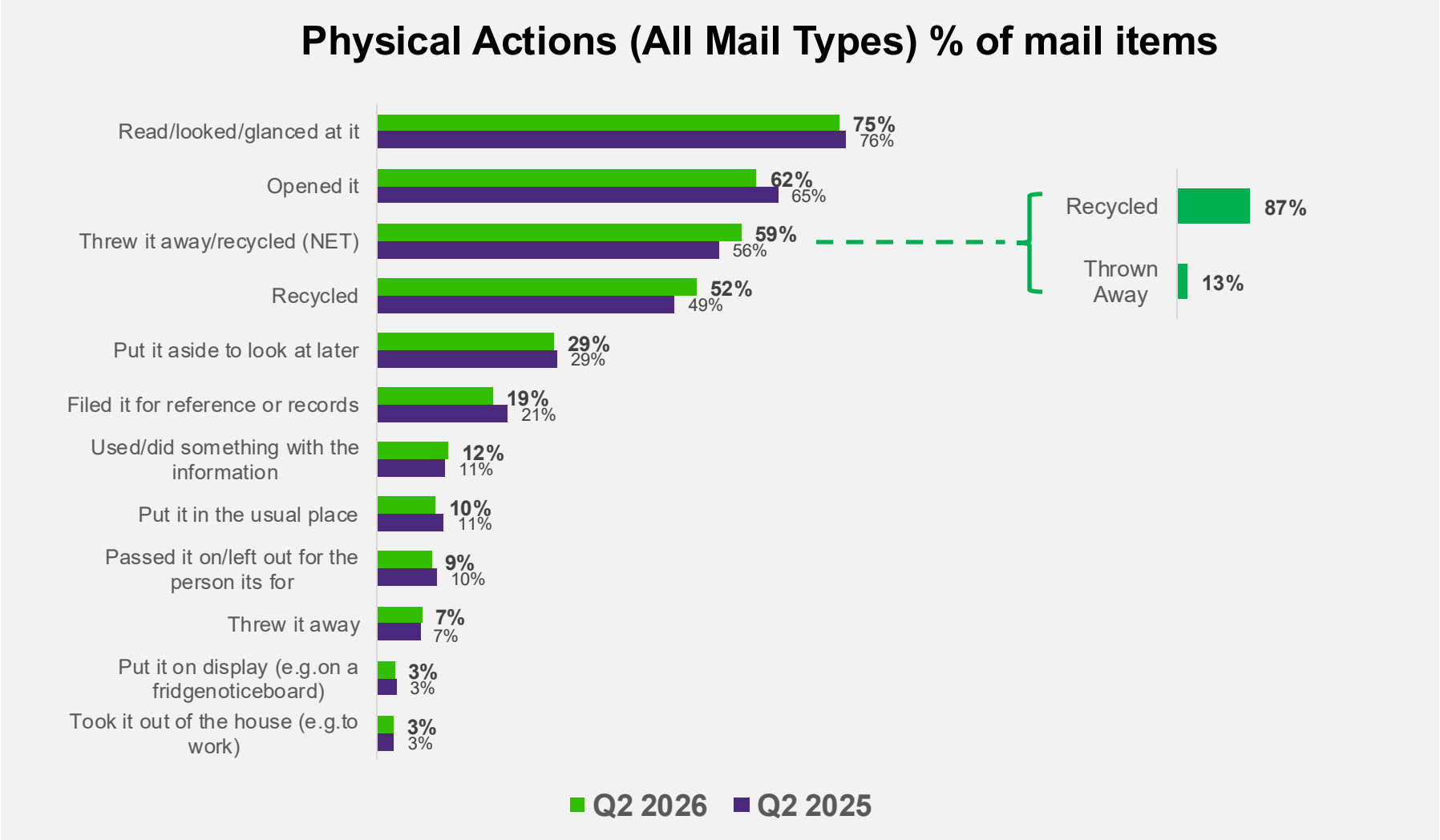
Physical interaction with mail broadly stable year on year

A 3% decline in open rates is reflective of a shift in share of mail volumes by mail type.

In Q2 2026 27% of volumes were accounted for by Door Drops, up from 24% a year prior. “Opening” mail is a physical action primarily associated with addressed mail rather than Door Drops.



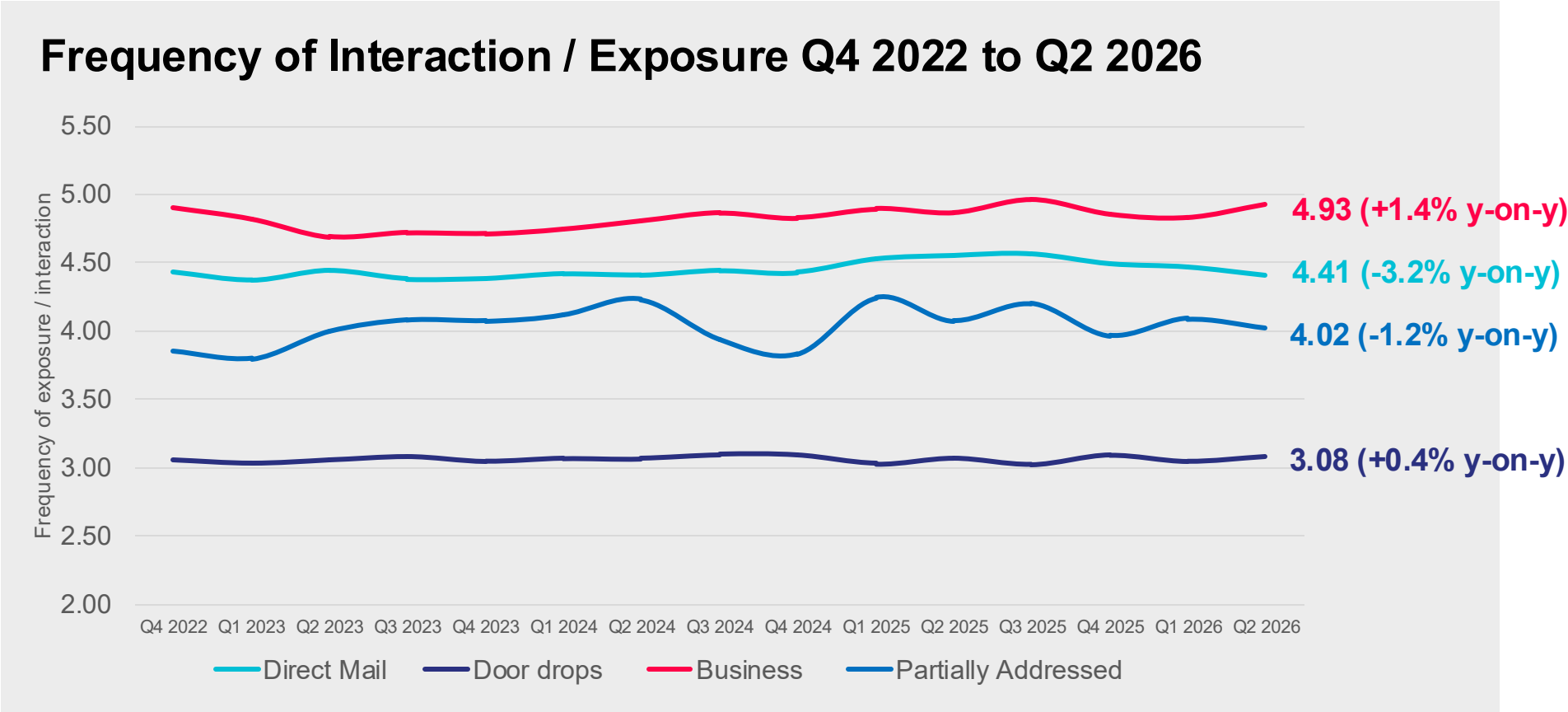
Mail Media Metrics



Source: JICMAIL Item Data Q2 2025 n=9,727 mail items; Q2 2026 n=9,377 mail items

Frequency of engagement up for Door Drops and Business Mail 11

The -3.2% decline in Direct Mail frequency (the number of physical interactions across 28 days) is a result of the x6 increase in political party volumes. While mail is a powerful channel for political parties, engagement does tend run lower than the commercial sector average (for example 3.36 vs a DM average of 4.41).

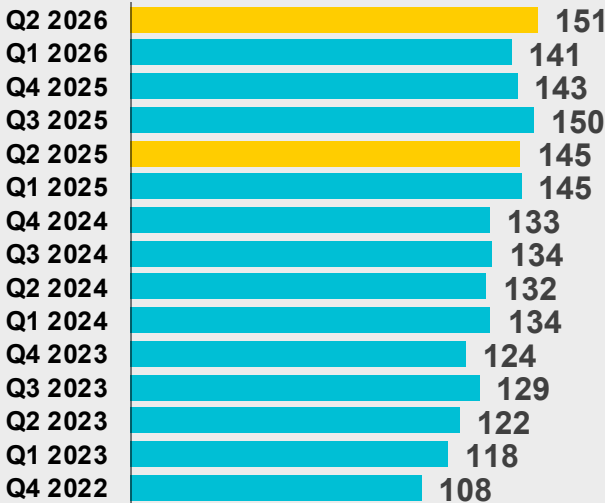


Source: JICMAIL Item Data Q4 2022 to Q2 2026 n=152,903 mail items

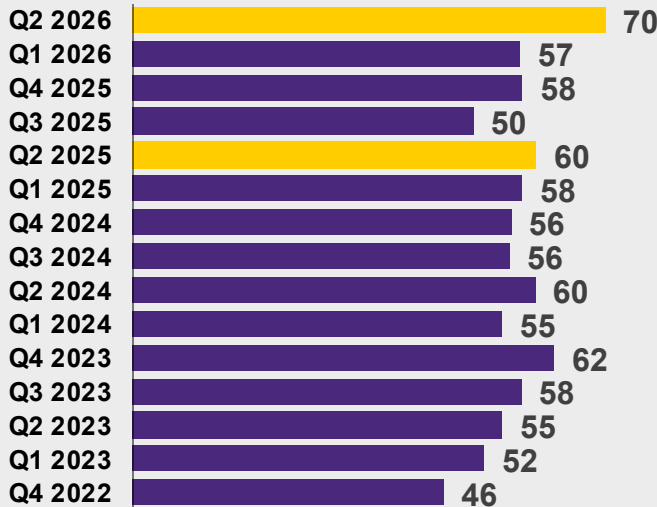
Direct Mail attention grows by 6 seconds year on year, and Door Drop attention by 10 seconds

The average Direct Mail item was interacted with for 151 seconds by anyone in the household across a 28-day period in Q2 2026, and the average Door Drop for 70 seconds

Direct Mail Attention (seconds interacted with per item)



Door Drop Attention (seconds interacted with per item)



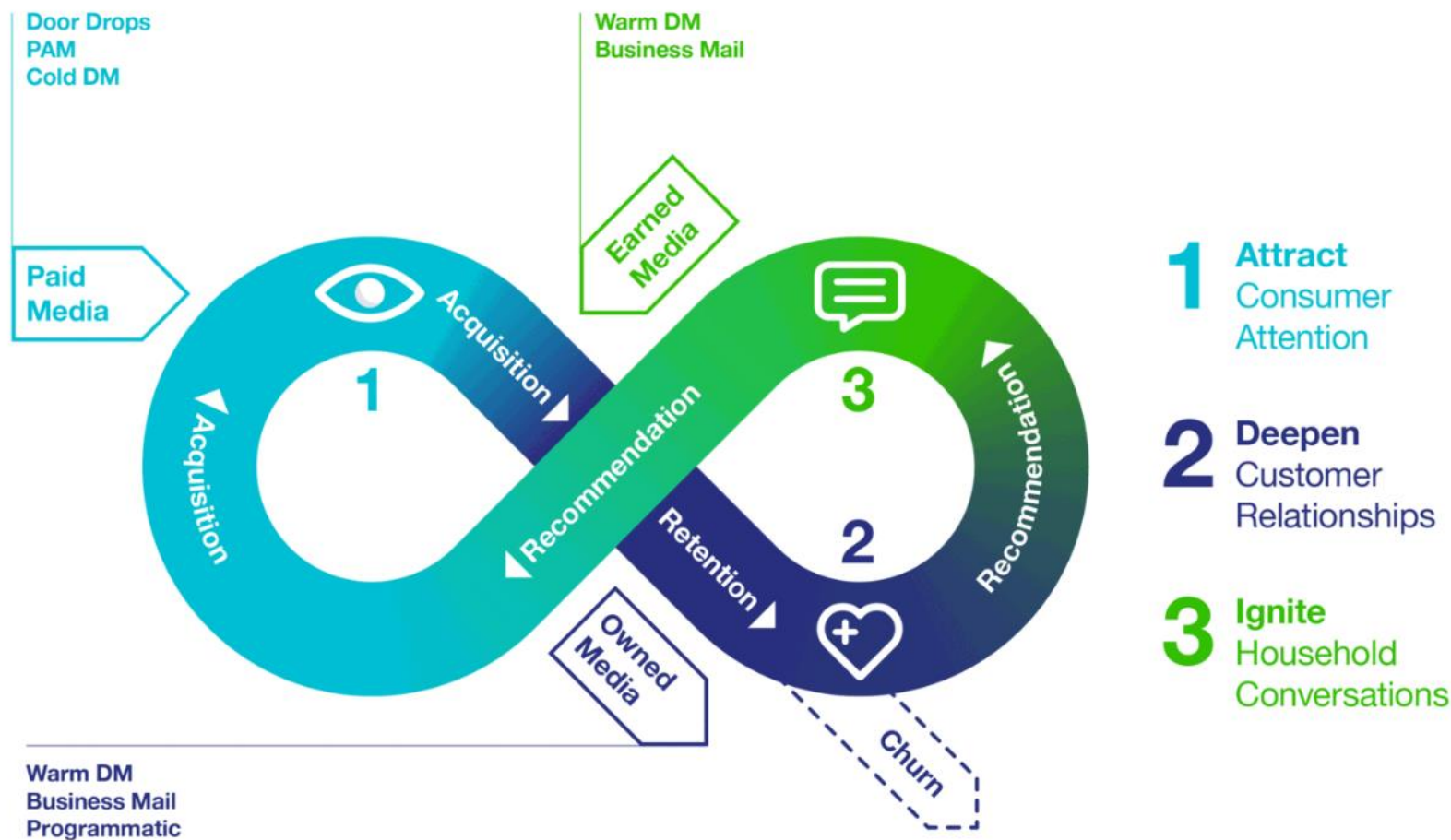
Mail Effectiveness Q2 2026

Mail's Super Touchpoint Strengths



Mail Media Metrics

Mail drives acquisition, retention and recommendation

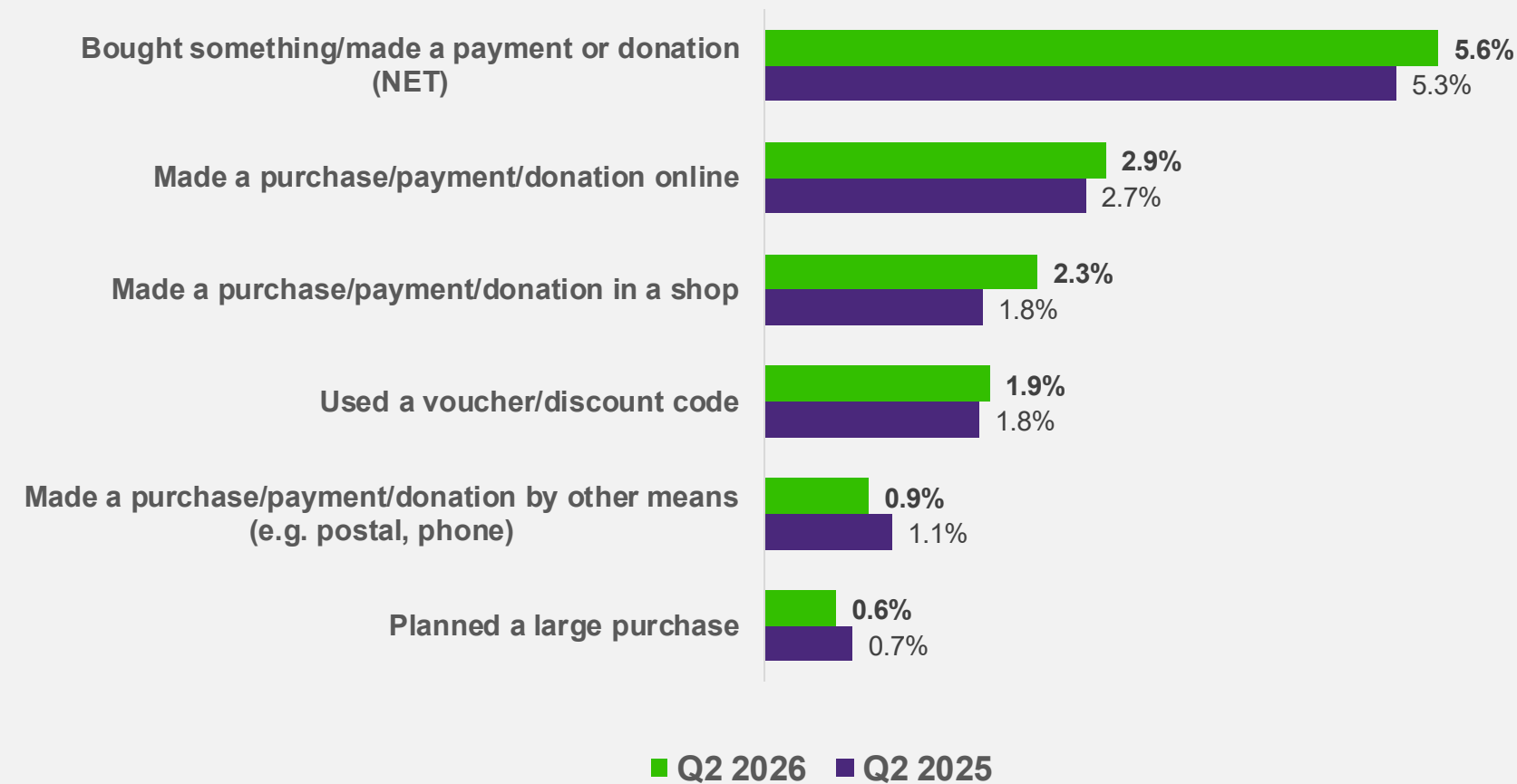


Mail’s purchase effectiveness accelerated in Q2 2026 with growth in both online and in store purchases

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Customer Acquisition

Commercial Actions (All Mail Types) % of mail items

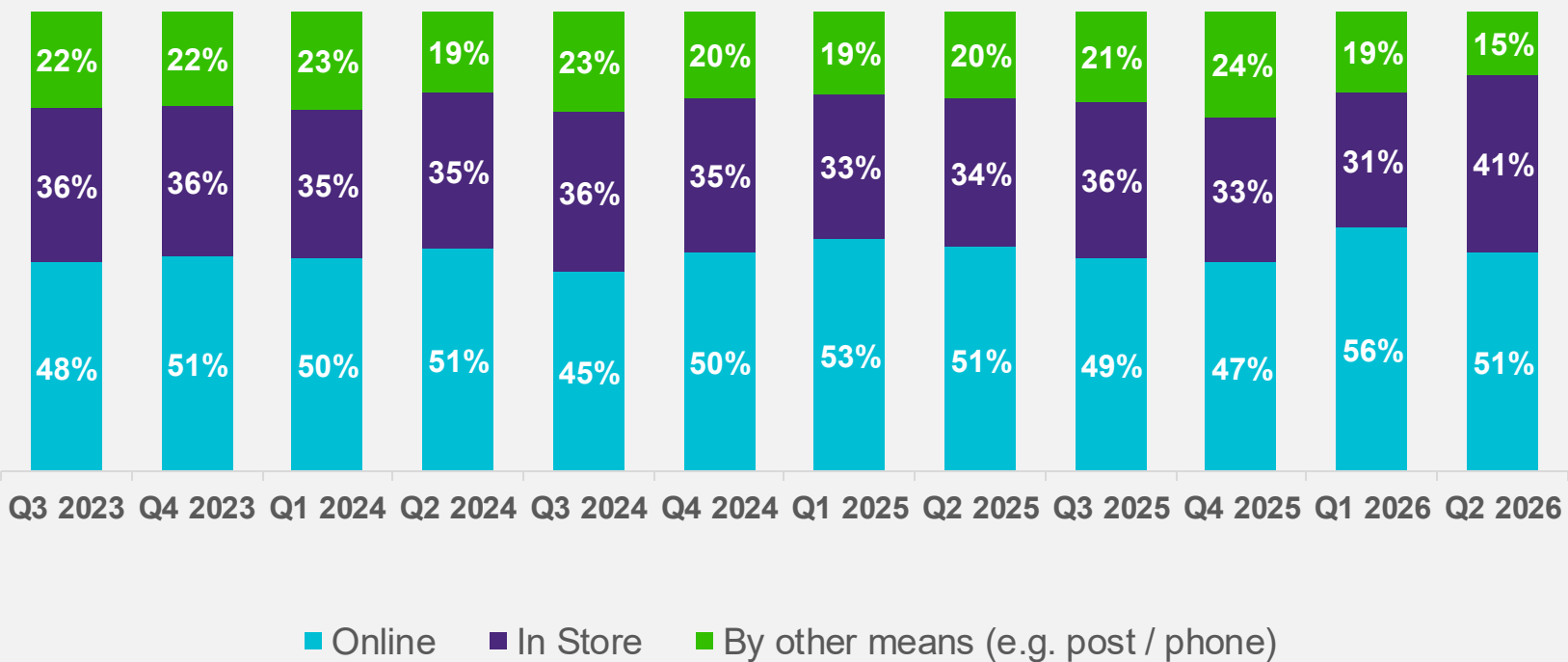


A rare shift towards in-store purchases driven by mail seen in Q2

With Supermarket Direct Mail and Door Drop volumes both growing year on year, the share of in-store purchases prompted by mail grew to 41% (up 10% points on the previous quarter).

Purchases by Channel

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



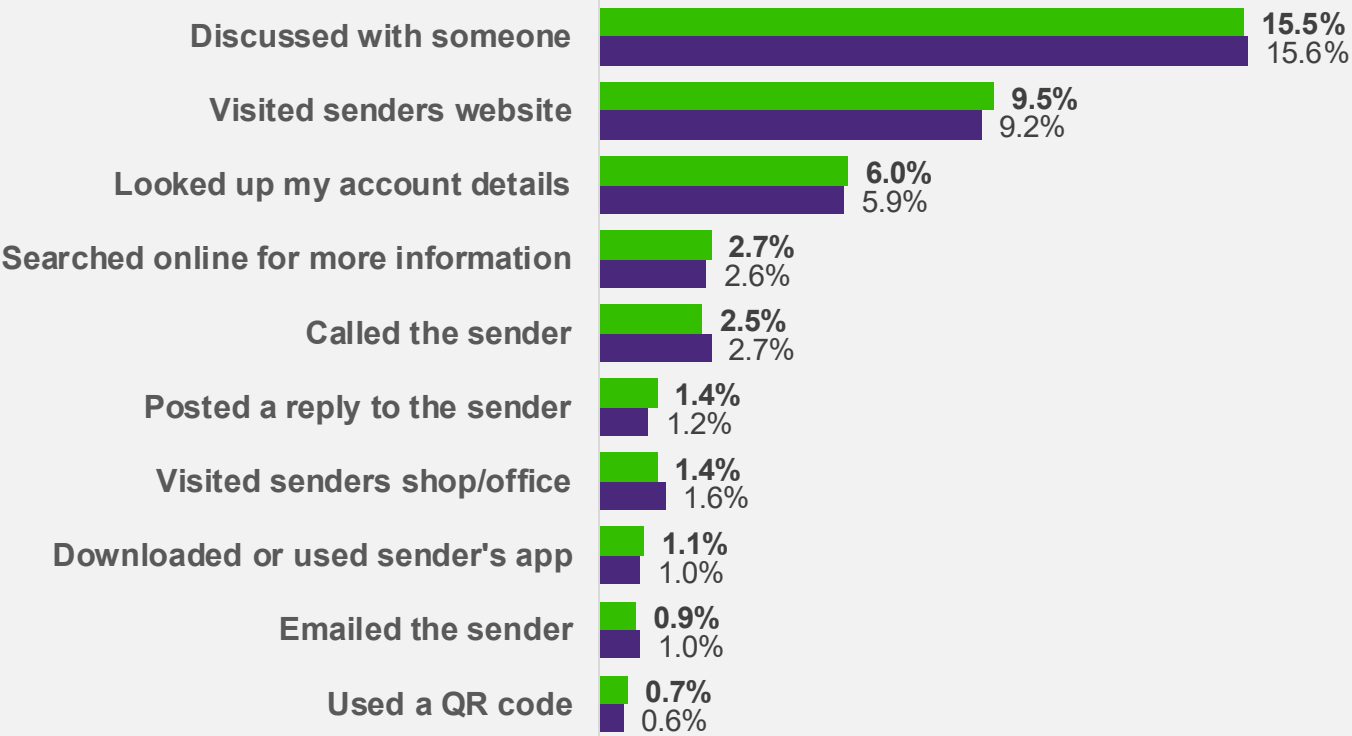
Mail Media Metrics

Source: JICMAIL Item Data Q3 2023 to Q2 2026 n=121,310 mail items

Web traffic driven by mail remained high in Q2

Customer Retention and Recommendation

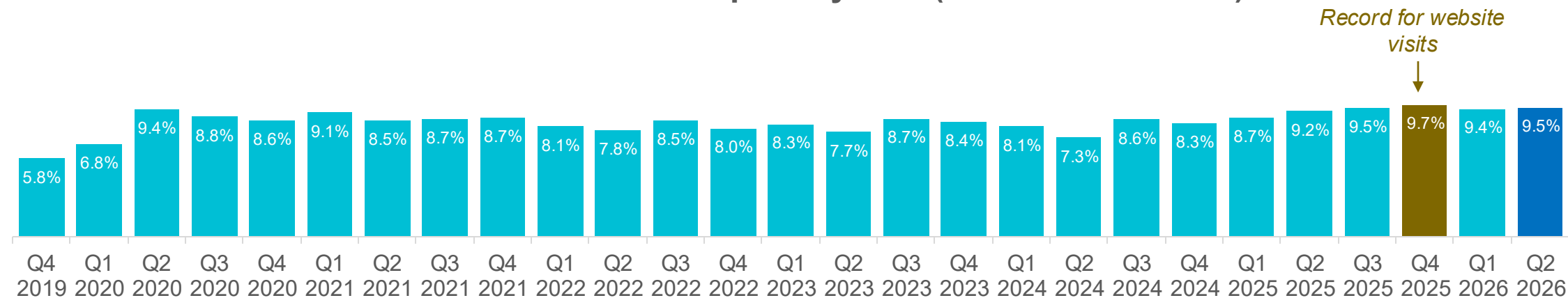
Commercial Actions (All Mail Types) % of mail items



■ Q2 2026 ■ Q2 2025

9.5% of mail prompted a website visit in Q2 2026

Website Visits Prompted by Mail (% of all mail items)



What mail content is driving web traffic? QR codes can play a big role

Likelihood of mail content to drive web visit vs average mail item...



Direct Mail

+78%
Admin. Info



Door Drops

+87%
QR Codes



Business Mail

+73%
Notification / Reminder

Mail containing a QR code is up to 90% more likely than average to prompt a website visit

+60%
QR Codes

+61%
Special Offers

+65%
QR Codes

+27%
Prominent contact details

+60%
Event invite

+65%
Special Offers

1.

Purchase Effectiveness

Mail's purchases effectiveness grew from 5% to 6% year on year, with increases noted online, in-store and via voucher redemption. A rare shift to in-store purchases noted (up to 41% share of mail-driven purchases) due to increases in Supermarket DM and Door Drop volumes.

2.

Digital Effectiveness

Web traffic driven by mail continues to grow and reached 9.5% in Q2. While admin information, prominent contact details, event invites and special offers play a role across different mail types, QR codes are universal driver of digital effectiveness. Mail containing a QR code is up to 90% more likely than average to prompt a website visit.

3.

Local Elections

Reform accounted for over a quarter of volumes from the top ten parties measured in the local elections. While Reform accounted for 27% of political volumes on the JICMAIL panel, it accounted for 29% of all time spent with the top ten parties' mailings, ultimately converting this effectiveness into a strong local election performance.

How to attain JICMAIL Gold

JICMAIL Gold represents the highest level of JICMAIL expertise when it comes to integrating gold standard mail measurement data into pitches, marketing plans and evaluation initiatives.



Mail Media Metrics

**We want YOU to join
our growing number of
expert gold users!**

**JIC
MAIL**

Mail Media Metrics

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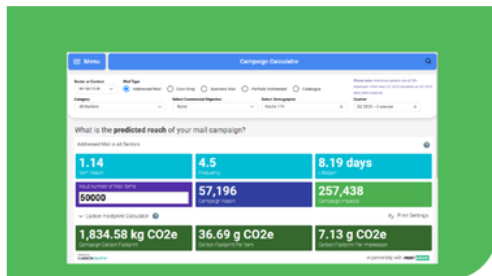
To attain Gold, your presentation must demonstrate usage of SEVEN of the following JICMAIL data applications:

1. Demonstrate mail reach and impression delivery with the Campaign Calculator

Use the **Campaign Calculator** to show how mail is shared, interacted with and kept for your target sector and audience. Add your campaign volume to calculate the total impressions for your campaign.

Use the Carbon Calculator to highlight the carbon footprint of your activity.

[Watch a video about the Campaign Calculator](#) >



The screenshot shows the 'Campaign Calculator' interface. It displays the following data:

What is the predicted reach of your mail campaign?		
1.14 M per week	4.5 Months	8.19 days Weeks
50000 of total mail	57,196 of total reach	257,438 of total reach
+ Carbon footprint calculator		
1,834.58 kg CO2e of total mail	36.69 g CO2e of total reach	7.13 g CO2e of total reach

2. Recommend an audience to target with mail

Use **Audiences** when you want to consider the frequency with which specific audiences interact with their mail alongside the likelihood of that audience receiving mail. This allows you to see which audiences receive less mail on average, but are interacting more frequently.

Use this to uncover new potential audiences for your campaigns.

[Watch a video about the Audiences tab](#) >



The screenshot shows the 'Audiences' interface with a scatter plot titled 'Uncover hidden mail audience targeting opportunities'. The Y-axis is 'Audience Frequency' (ranging from 0 to 100) and the X-axis is 'Likelihood' (ranging from 0.0 to 1.0). Two data points are visible: 'New' (low frequency, low likelihood) and 'Existing' (high frequency, high likelihood).

How to attain JICMAIL Gold

To attain gold, we need you to submit a high-quality document – either in word, powerpoint or PDF – that you have used in a live scenario when either:

1. Pitching the value of mail channel to a prospective advertiser or internal stakeholder
2. Creating a mail marketing plan with recommendations on how to maximise mail engagement and response
3. Evaluating the performance of the mail channel in a post campaign evaluation exercise.

High quality means of a quality that you would be happy to share with clients and / or senior stakeholders!

To attain gold, your presentation must demonstrate usage of **SEVEN** of the following JICMAIL data applications:

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- ☐ Demonstrate mail reach and impression delivery with the **Campaign Calculator**
- ☐ Recommend an **audience to target** with mail
- ☐ Create a **mail content** recommendation
- ☐ Assess how a bespoke audience responds to mail using **TGI** data
- ☐ Benchmark mail performance and set a target using the **Response Rate Tracker**
- ☐ Assess how mail performs in specific postcode sectors using the **Geo Planning tool**
- ☐ Create a **competitive analysis** to compare mail performance between brands
- ☐ Create a cost comparison between mail and other channel using the **ACT tool**
- ☐ Build an ROI case for mail with the **ROI Calculator**
- ☐ Uncover new mail insight using **Advanced Analytics**
- ☐ Produce a JICMAIL **case study**



The first five gold submissions from today will win...

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Latest Collections



Pets



Military Jet Aircraft



Moths



Waterfalls



Castles



Celebrating Britain



Centenary of the
Birth of Queen
Elizabeth II



The Lord of the
Rings

We welcome submissions from those who already have Gold

Your gold accreditation will be upgraded to
Gold Star!



Mail Media Metrics



How to get Gold in 20 minutes...



**JIC
MAIL**

Mail Media Metrics

The Client: A national retailer with a significant physical store and online presence

The Challenge: They have historically been using DM for both acquisition and for loyalty, but last year the new CMO cut spend in favour of digital. However, digital response has been limited and sales are falling.

Their Audience:

- A) Those seeking value from purchases
- B) Those who prefer to shop online for convenience
- C) Various MOSAIC groups (who they target with other channels) from a range of affluence levels

Locations: Nationwide, but sales have been particularly slow in Manchester stores. Interested in targeting anyone who lives an hour away from the city centre.

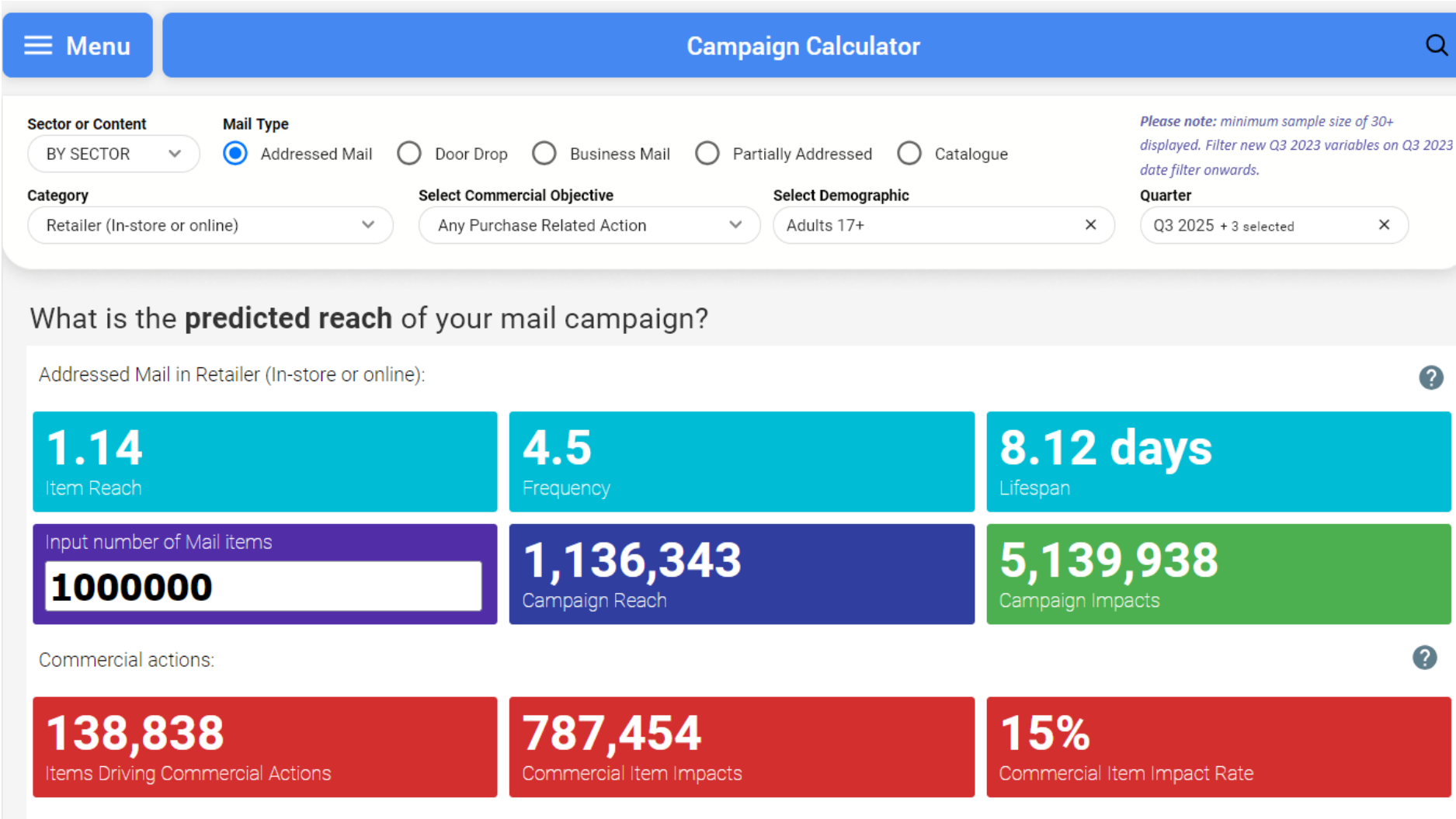
Objectives: Drive in-store sales and online web traffic

The Key Question for Mail: Their New digital first CMO doesn't understand the channel. They think conversations are only driven by social media, that digital is the only thing people pay attention too, and that mail is expensive. They also thinks mail is a just a response channel.

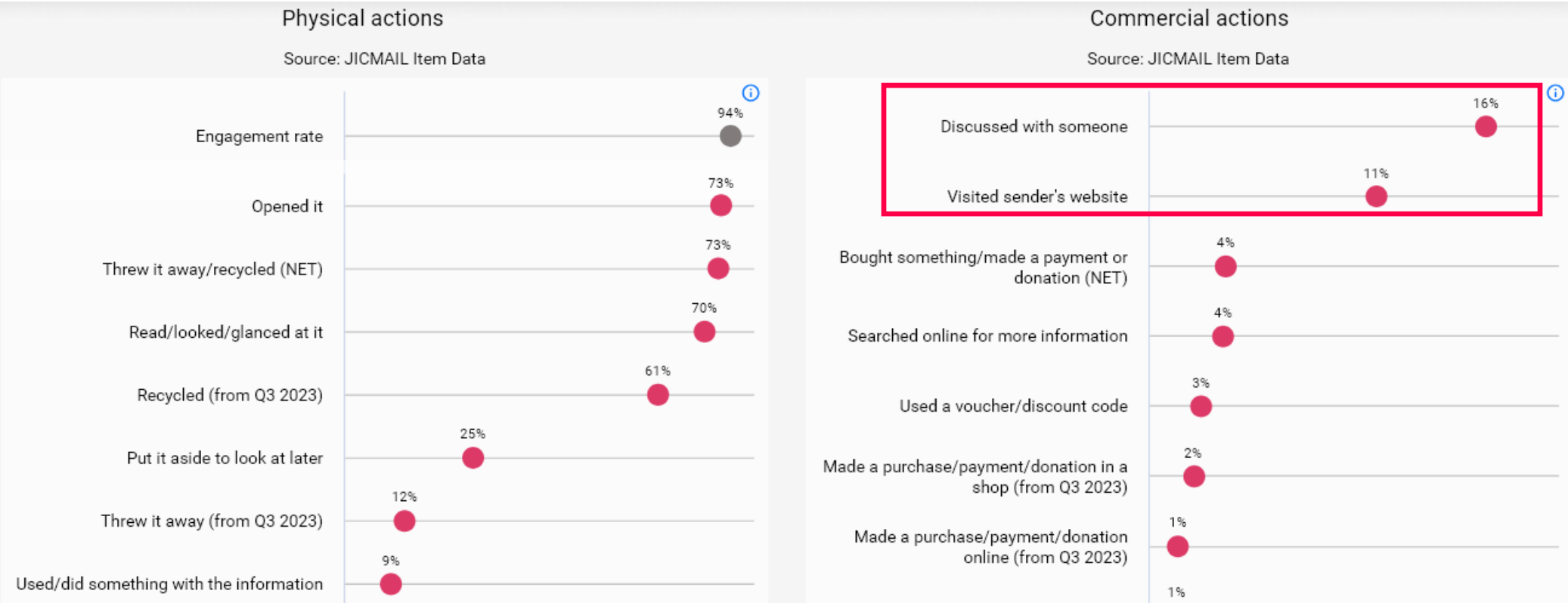
How can we convince the CMO to get the brand using mail again?

**What kind of response
can you expect from
mail?**

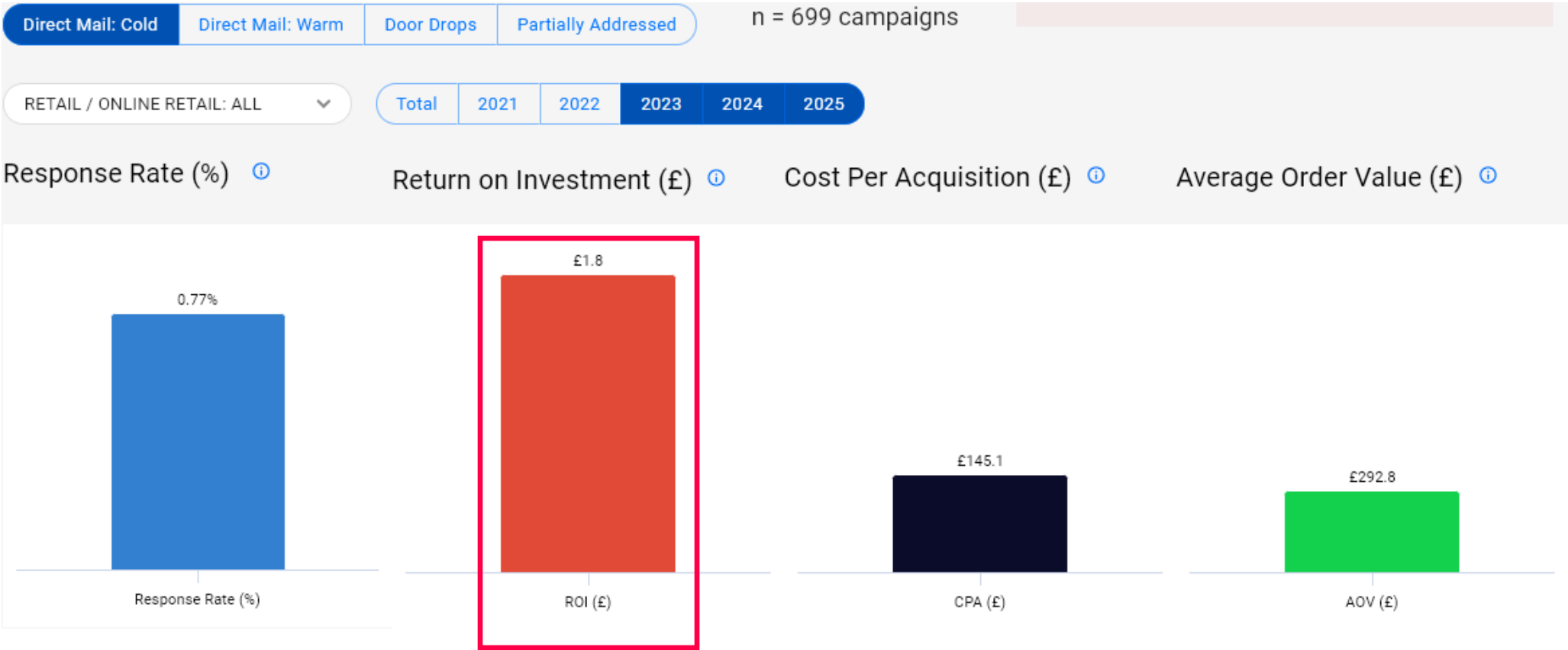
Mail is a great response driver but does so much more too: it drives reach, engagement, longevity and ad impressions



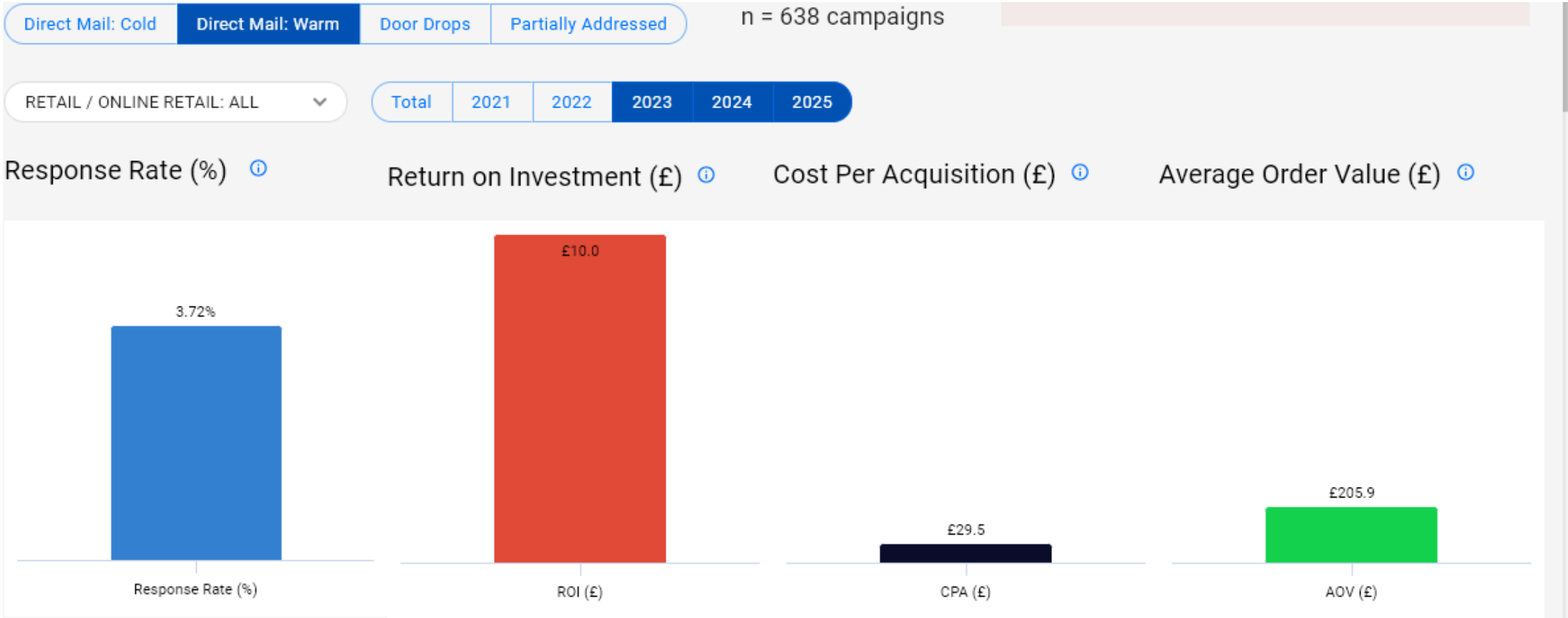
Retail mail also drives conversations and website visits



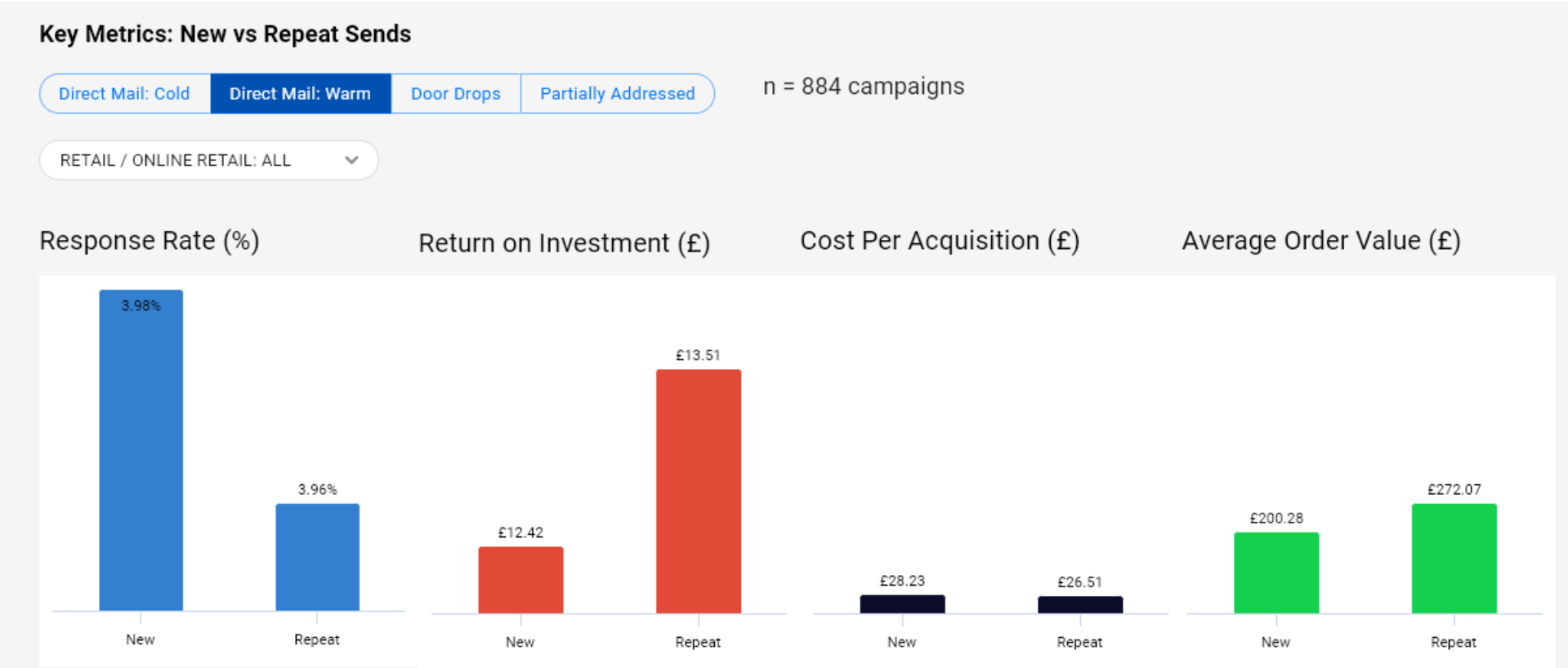
Cold retail DM has positive ROI



Warm DM even more so...



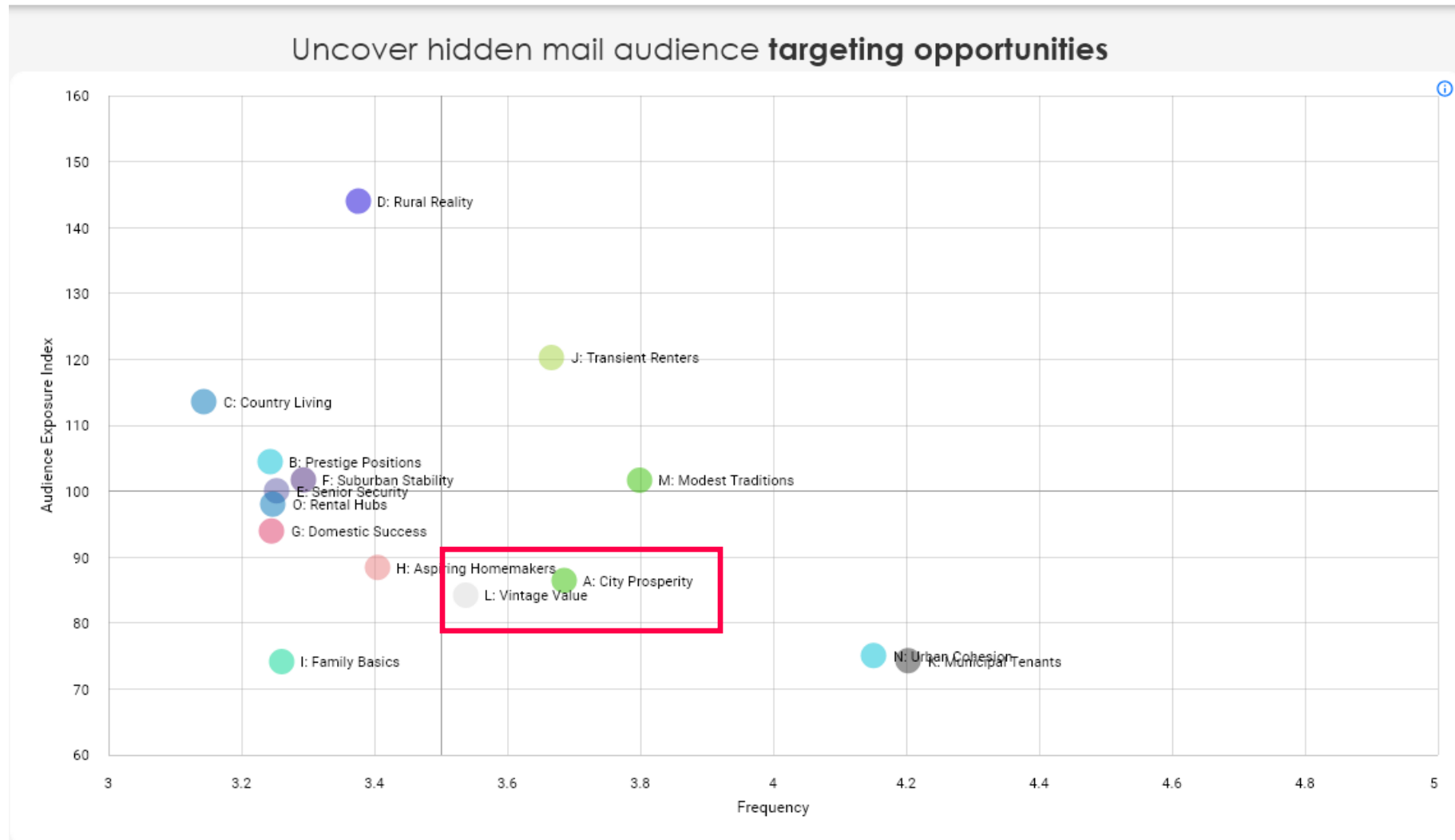
...and you can boost it further with repeat sends



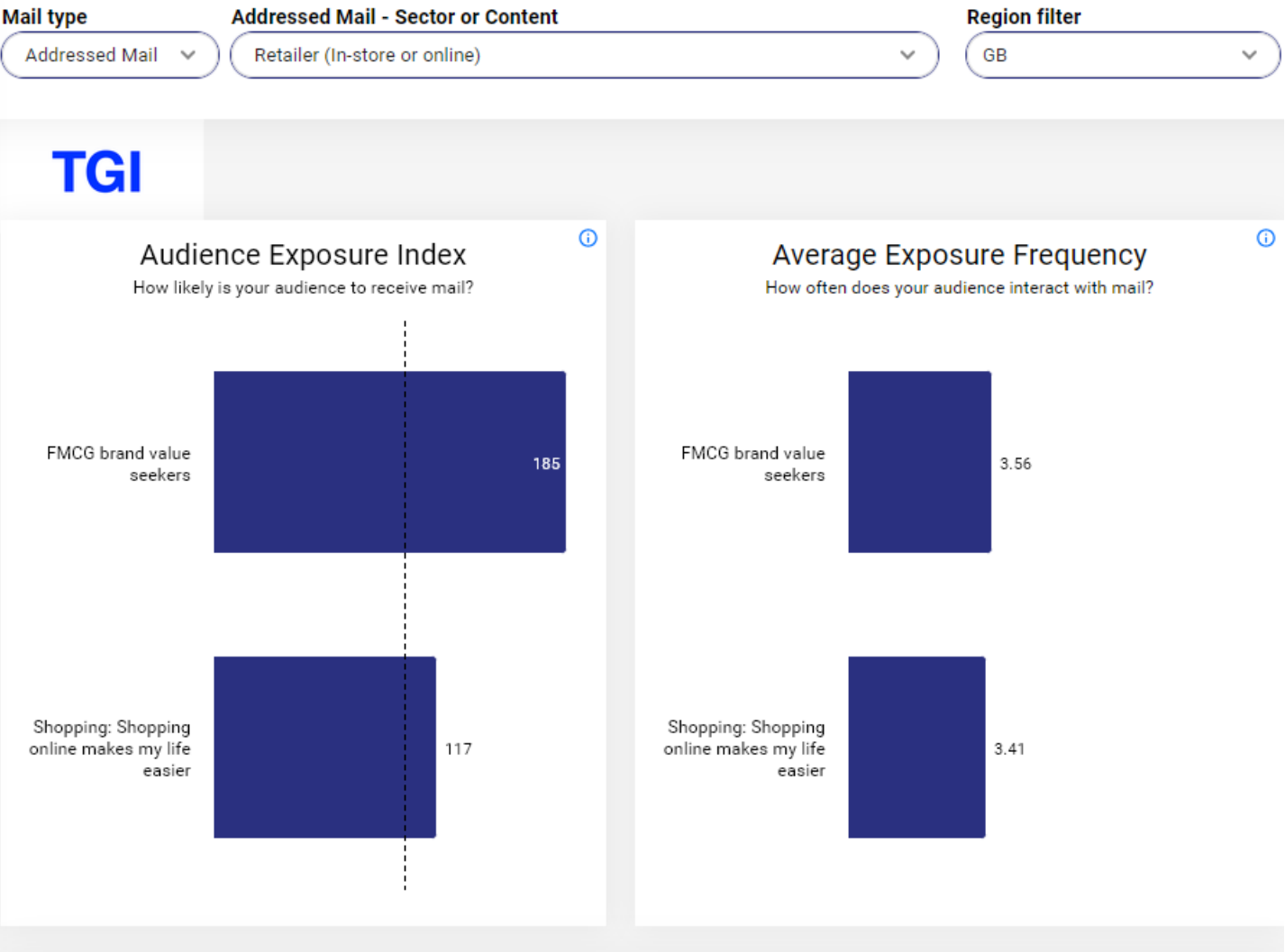
Who can you target with mail?

There are opportunities to target higher income and lower income MOSAIC groups alike with retail mail

37

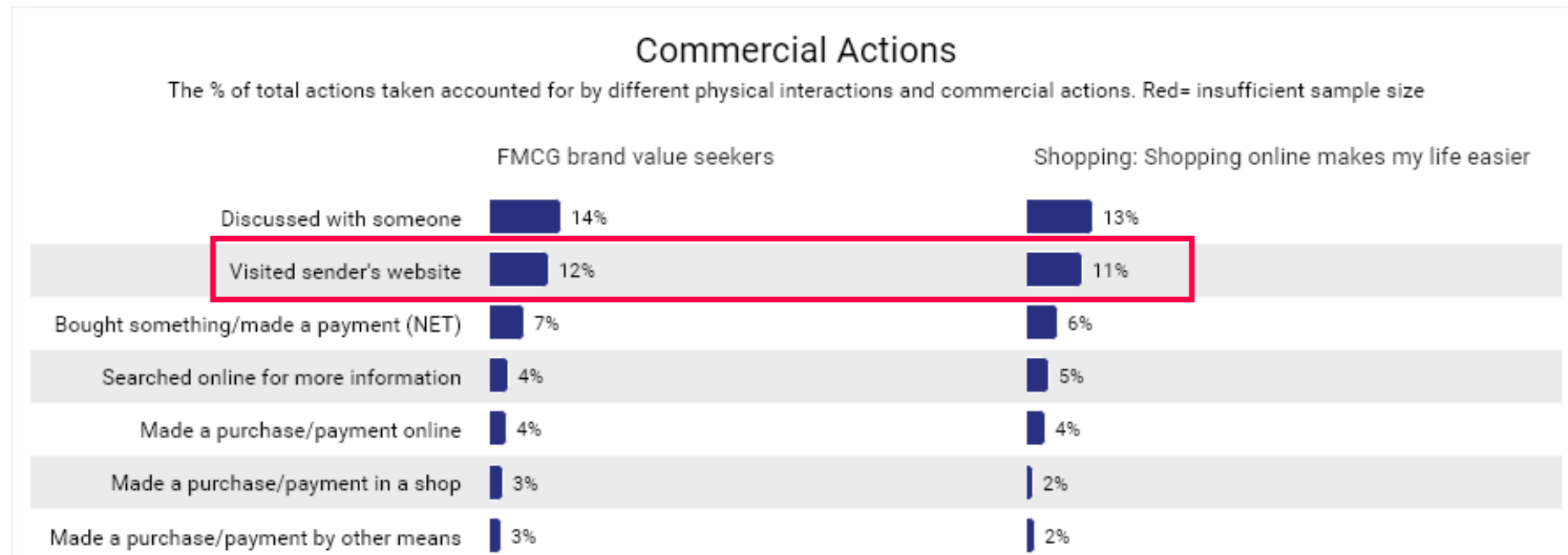


Brand value seekers are currently more likely to be targeted with retail DM than those who are in to online shopping, however engagement levels are similar...



...and online shopper are just as likely to go online in response to seeing mail

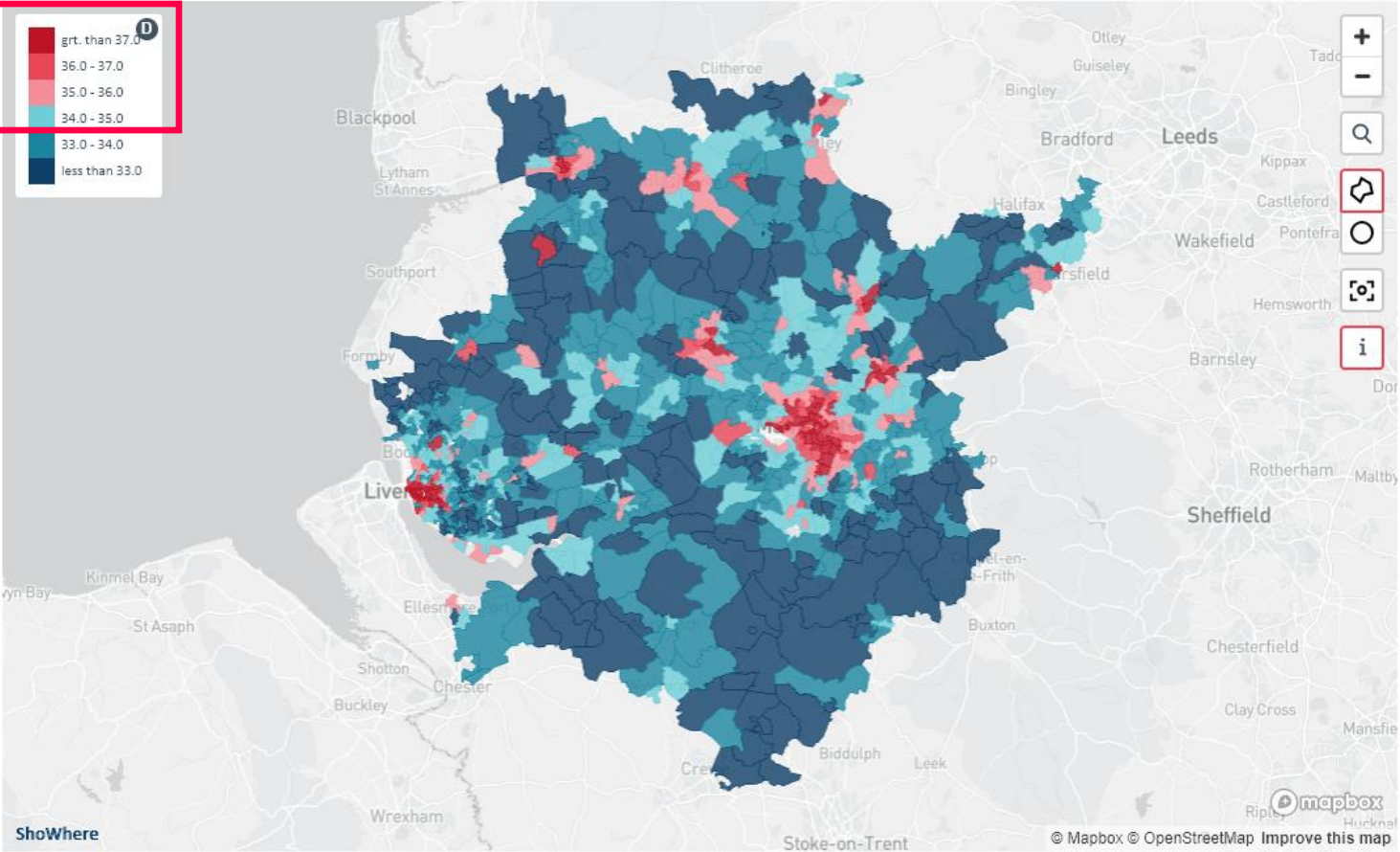
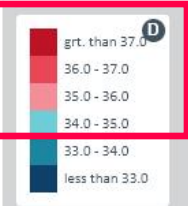
39



Postcode sectors with a 60 min drive of Manchester have a 34% commercial effectiveness rate with mail. If testing the mail channel, optimise towards above average sectors

40

Pop. : 4 354 718 • Households : 2 288 339 • JICMAIL Metric : 34.1 • Available Impressions : 19 448 088



Addressed Advertising : Any commercial action

Door Drops

Business Items

Partially Addressed

Export

Manchester 60 mins D...

X

Isochrone

Isodistance

Points of interest

Upload

Scores sector

Scores of areas of interest

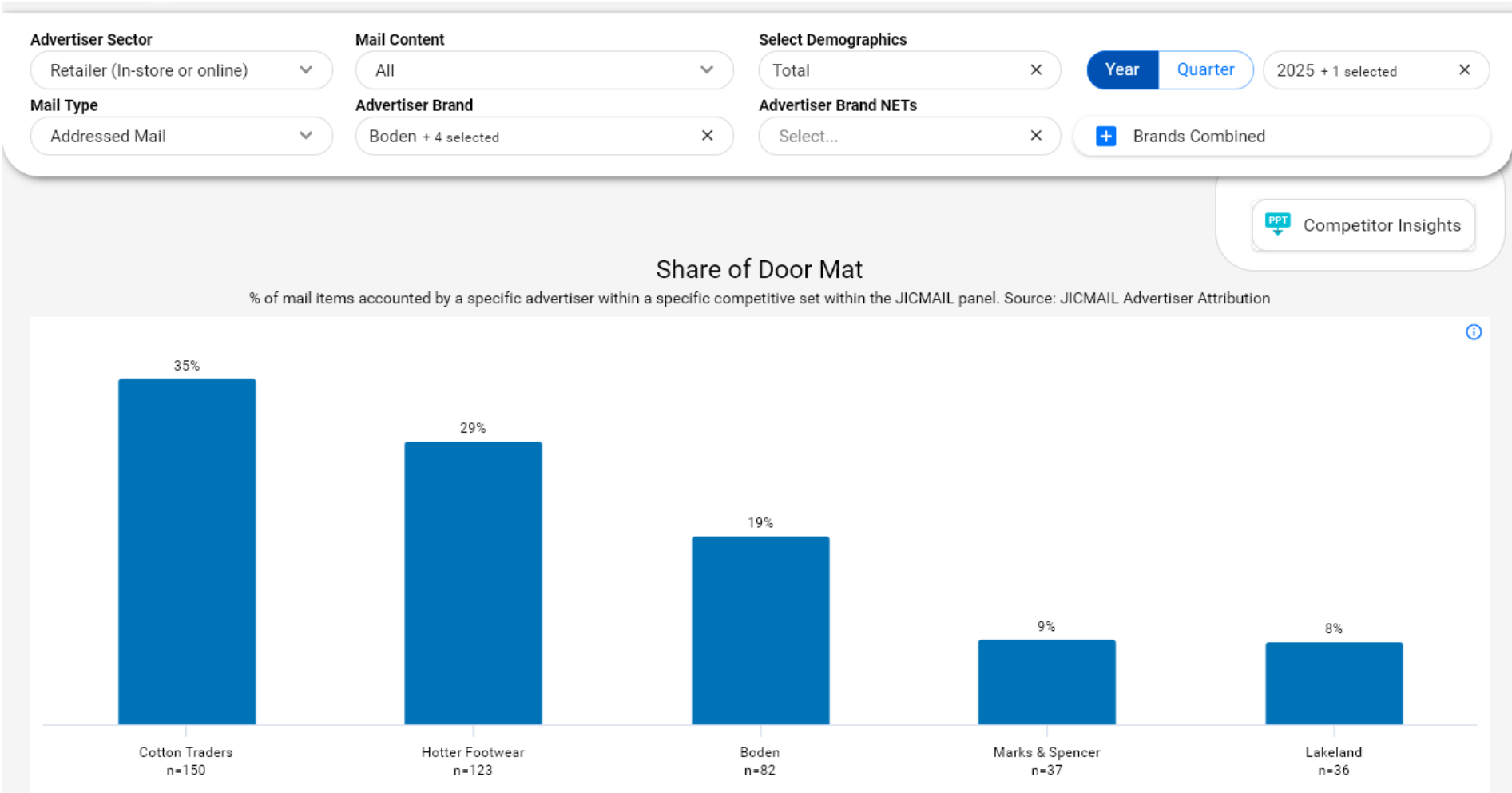
Detailed tab

#	Area	Postcode sector	Pop.	Households	JICMAIL Metric	Available Impressions
1	Blackburn	BB1 1	9 023	3 961	36.5	41 130
2	Blackburn	BB1 2	6 920	3 375	35.1	30 669
3	Blackburn	BB1 3	2 755	1 524	35.4	12 782
4	Rishton	BB1 4	5 592	2 943	34.0	25 440
5	Blackburn	BB1 5	5 710	2 666	36.1	26 492
6	Blackburn	BB1 6	2 977	1 103	37.2	14 107
7	Blackburn	BB1 7	2 718	1 000	35.5	12 218
8	Blackburn	BB1 8	7 468	3 397	35.4	33 502
9	Blackburn	BB1 9	8 699	4 219	33.2	38 867
10	Burnley	BB10 1	5 994	3 151	36.2	28 080
11	Burnley	BB10 2	8 446	4 317	33.9	38 347

Who are you up against?

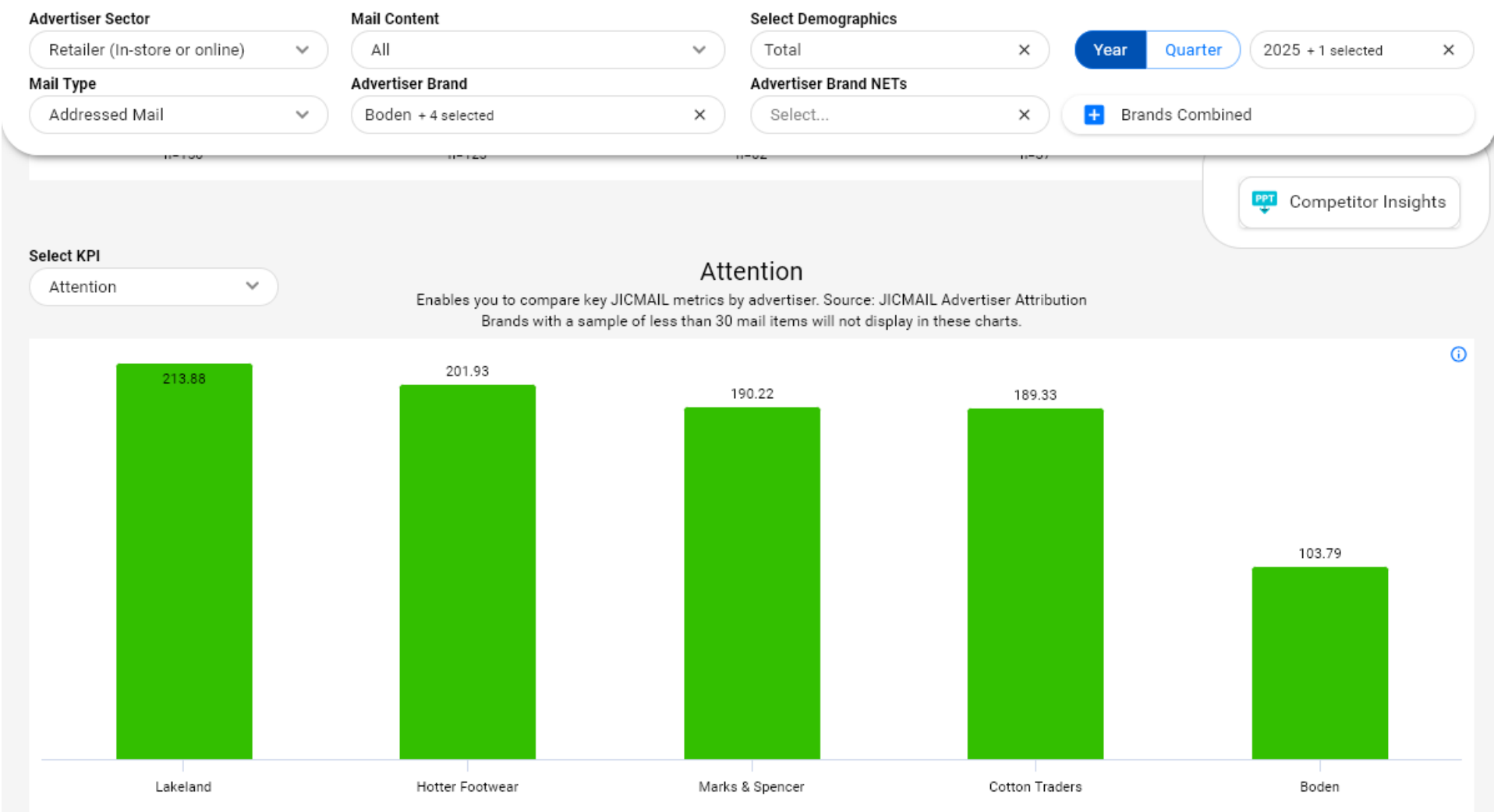
In the last 18 months, Cotton Trader have accounted for over a third of competitive set share of doormat

42

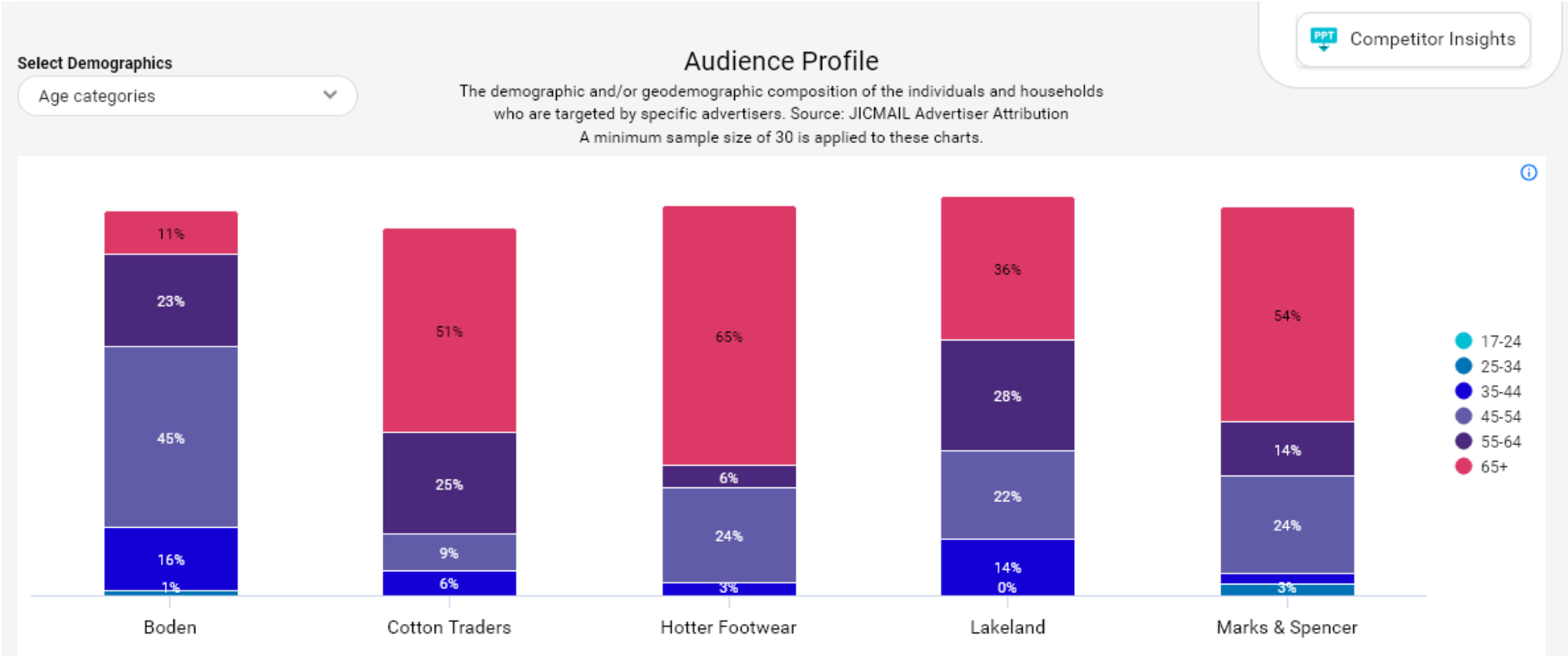


Lakeland get over 3.5 minutes of attention per mail item

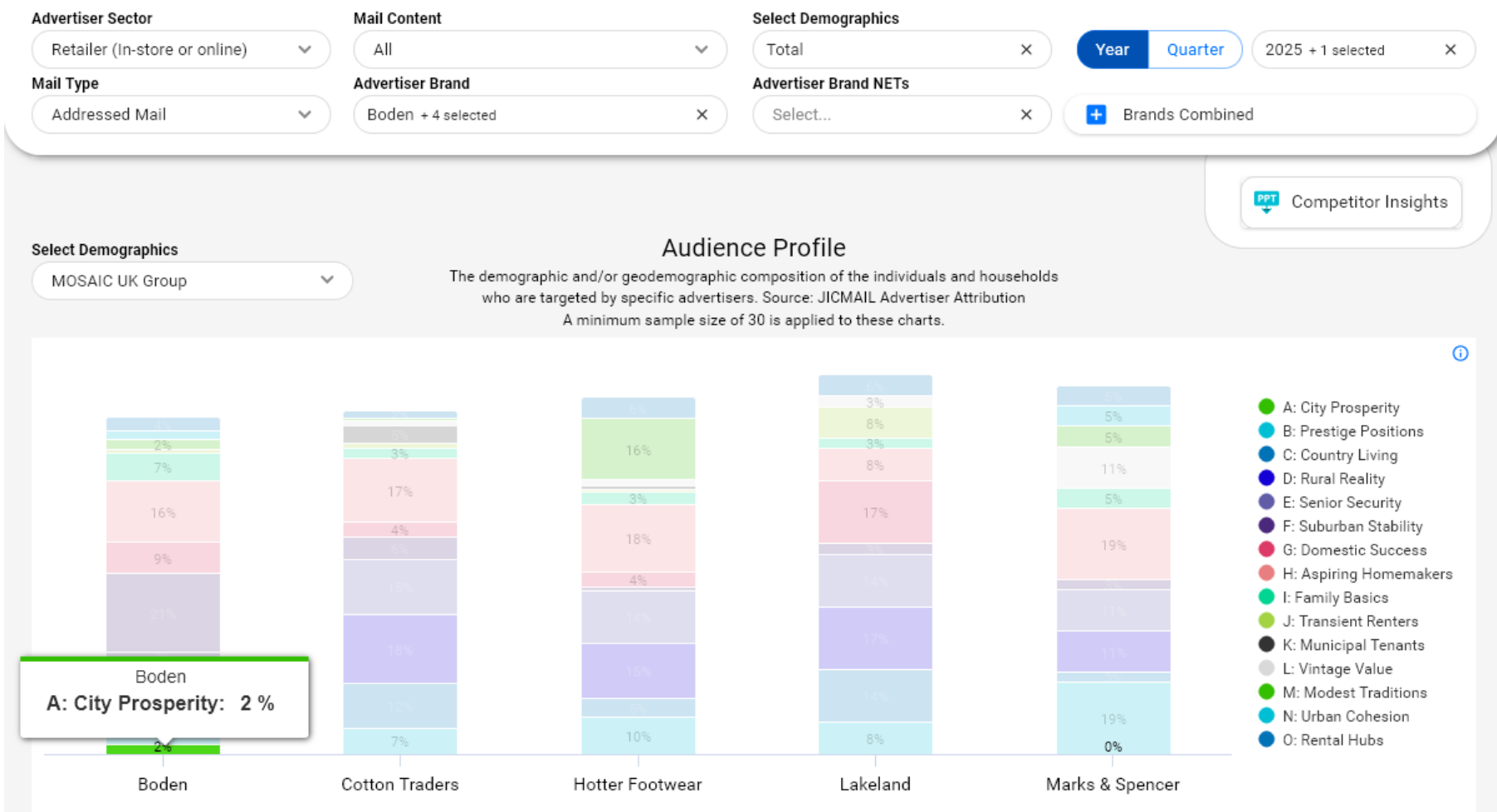
43



Most competitors are missing a trick in targeting younger audiences with mail

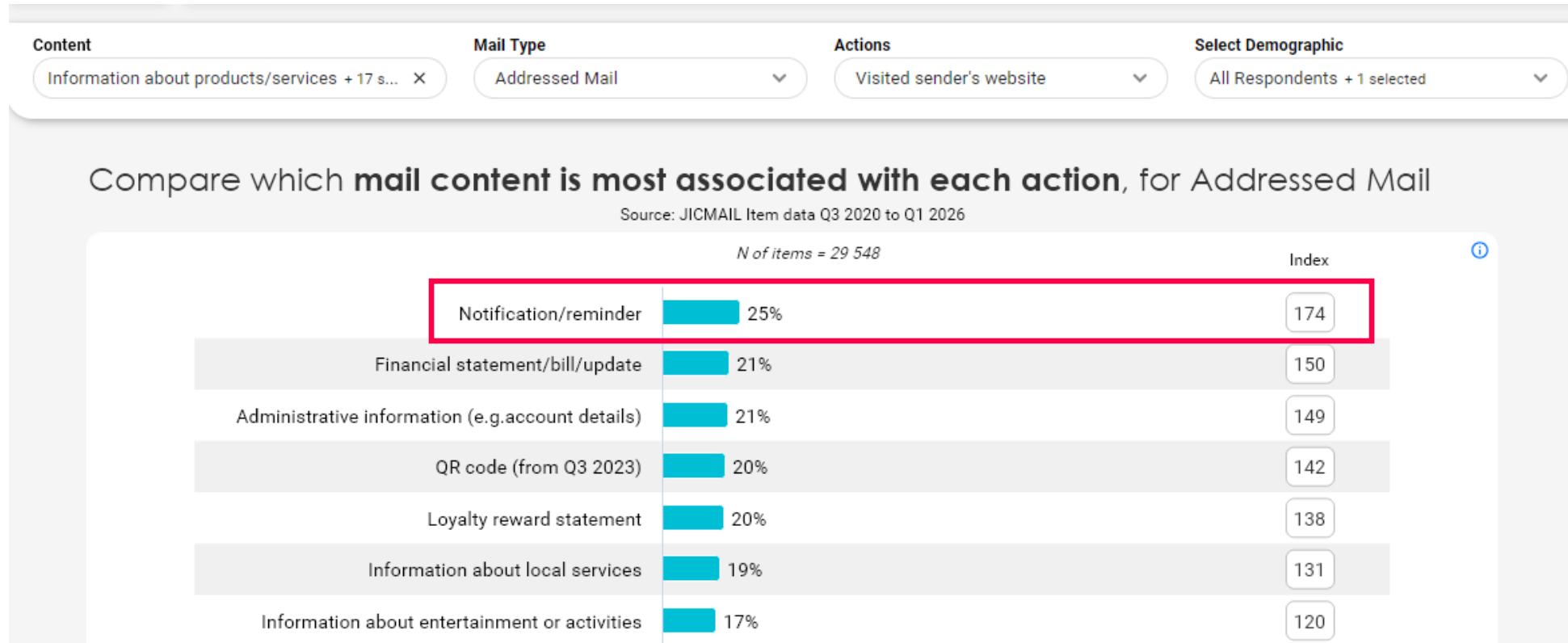


Only Boden are taking advantage of targeting the City Prosperity Group

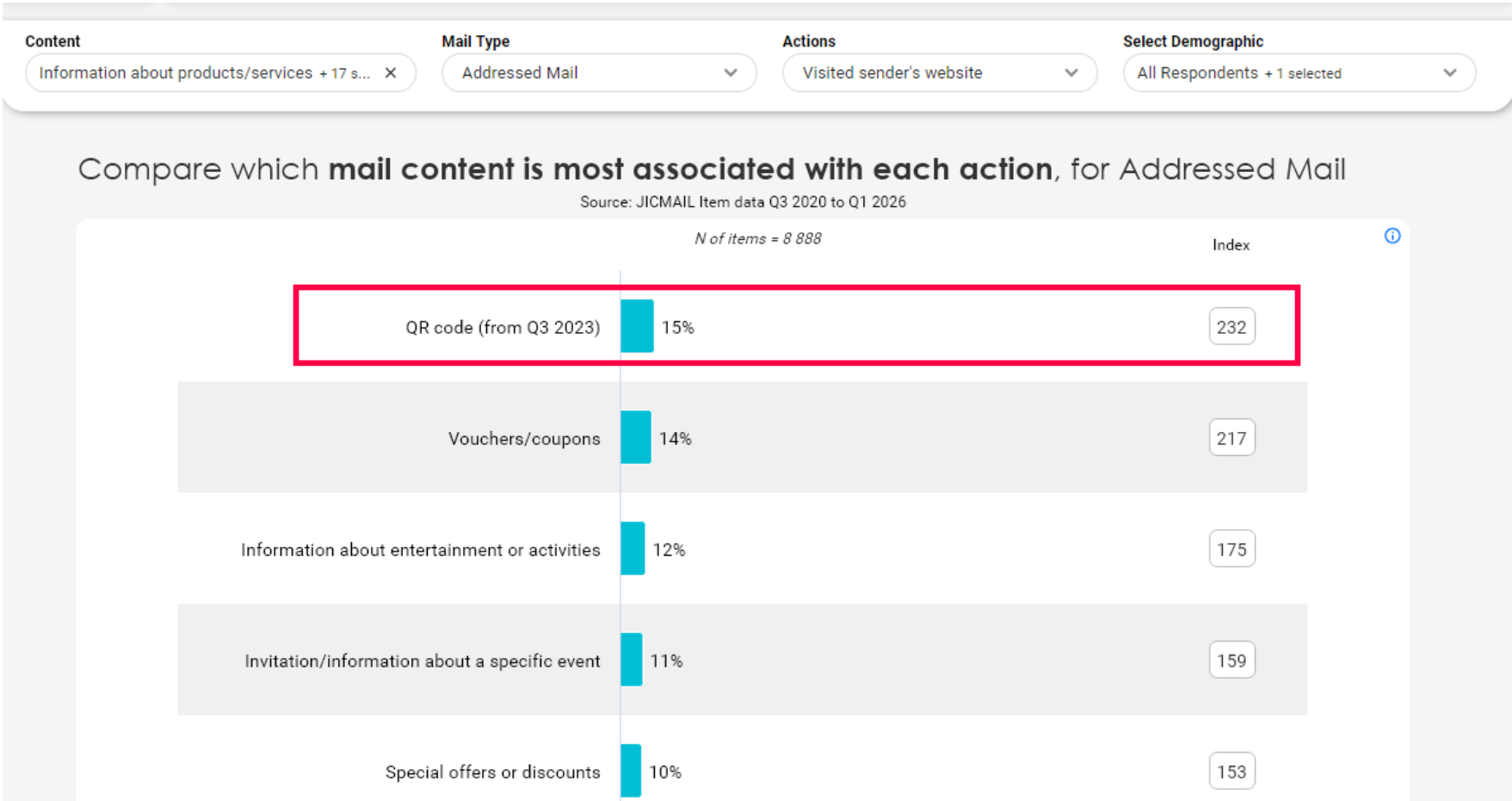


**What creative choices
can we employ to cut
through?**

For Warm DM, the biggest driver of web visits are notifications and reminders. Mail containing notifications and reminders is 74% more likely than average to drive web traffic

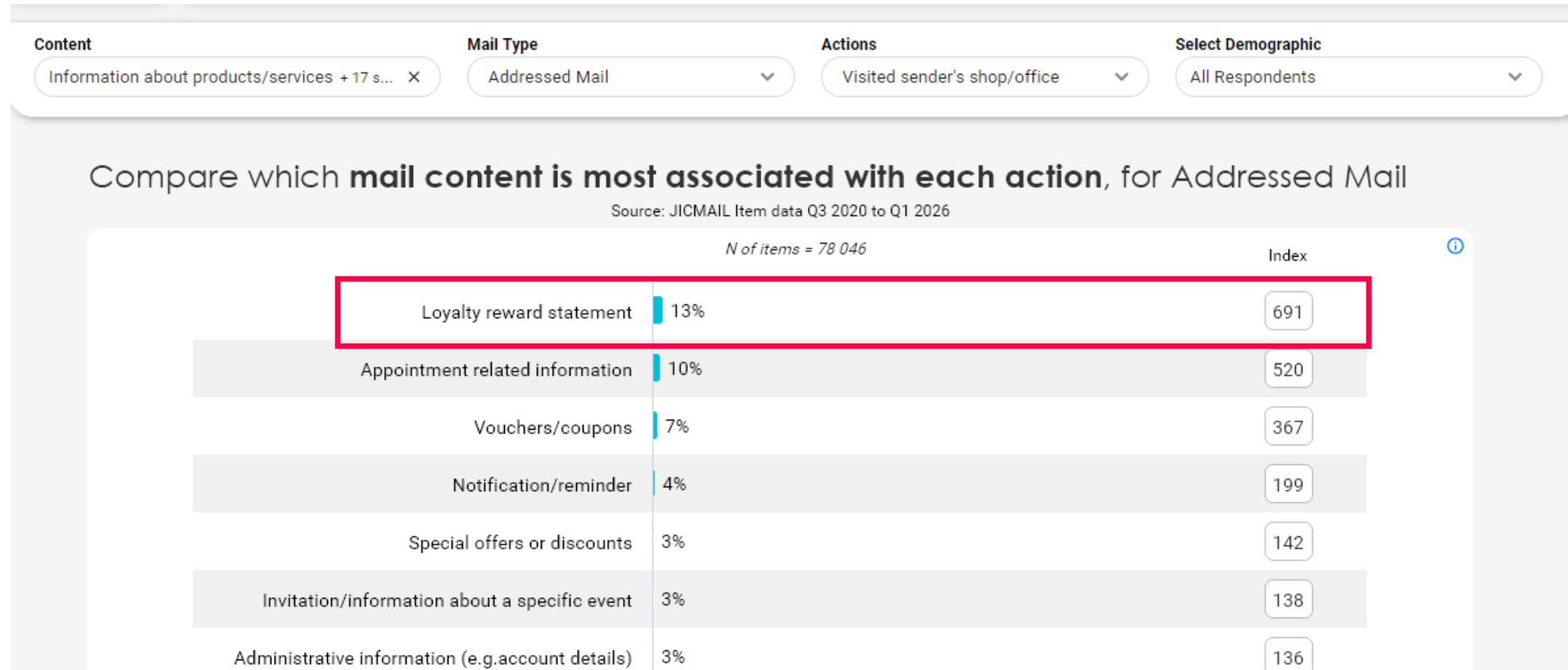


For Cold DM, QR codes are the biggest driver of web traffic



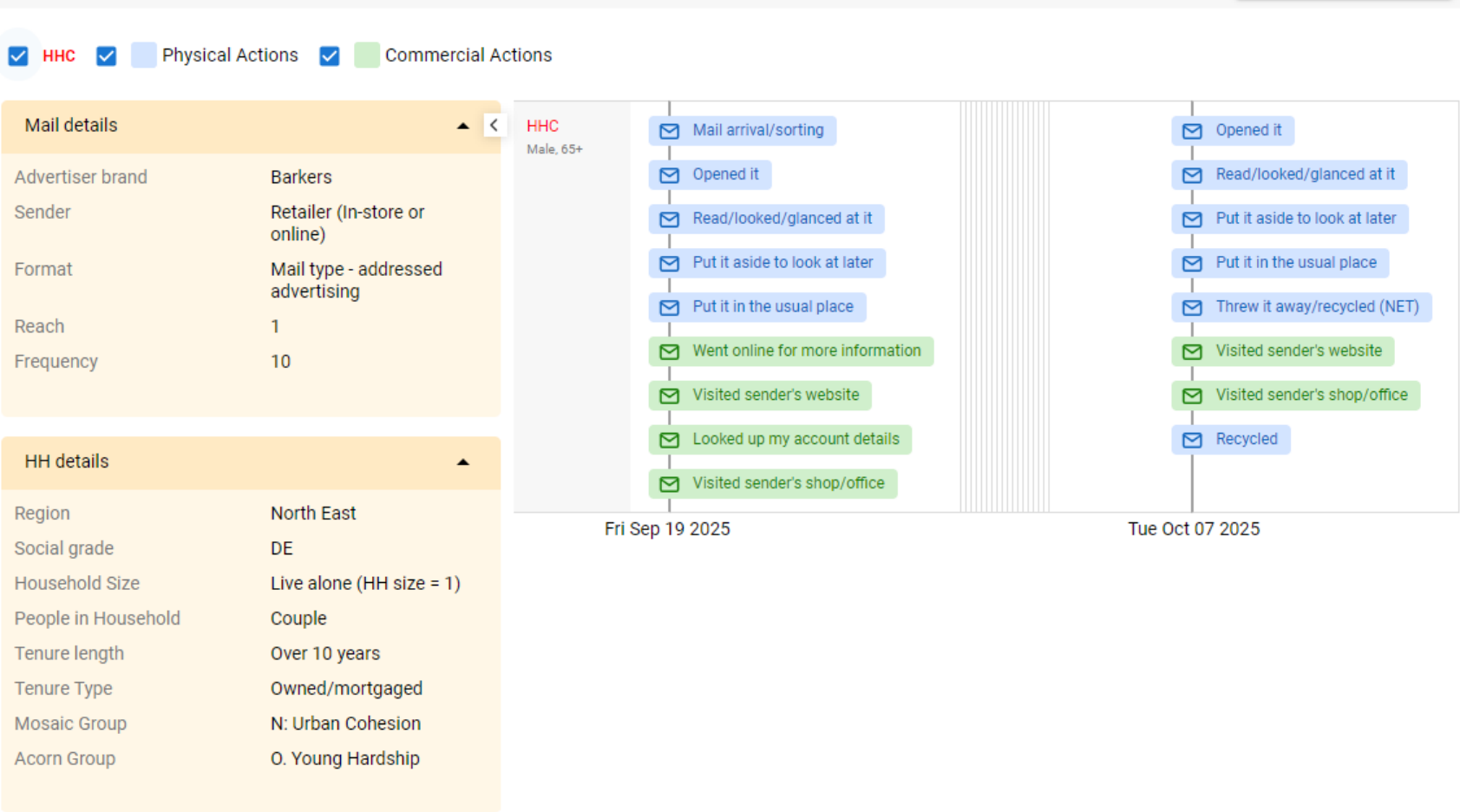
Mail containing a loyalty reward statement is x8 more likely to drive store footfall

49

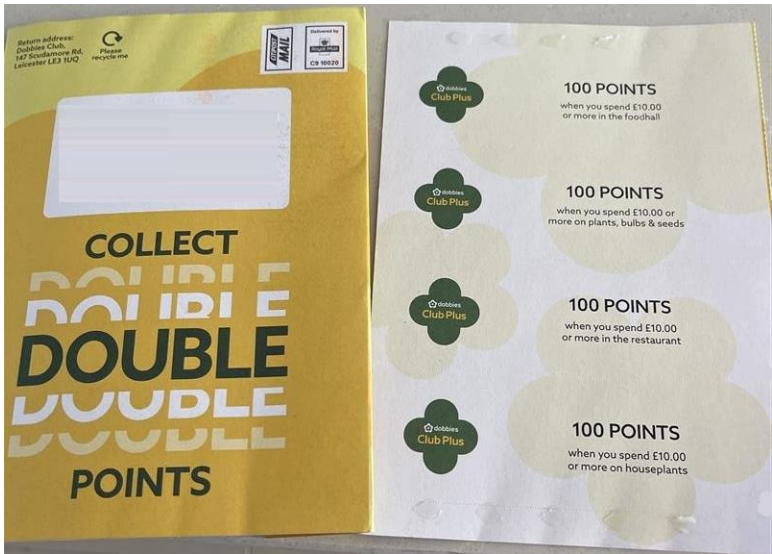


The right mail content drives real in home and in store activity

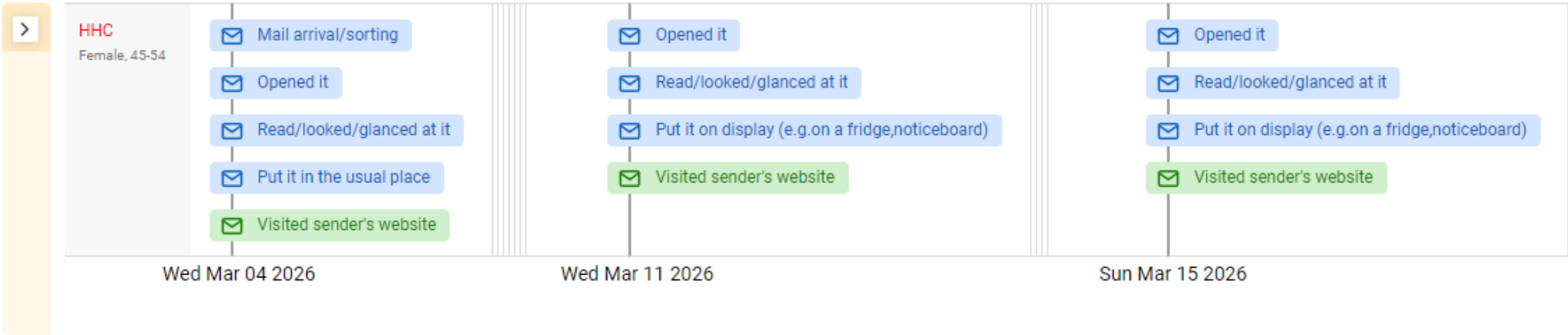
50



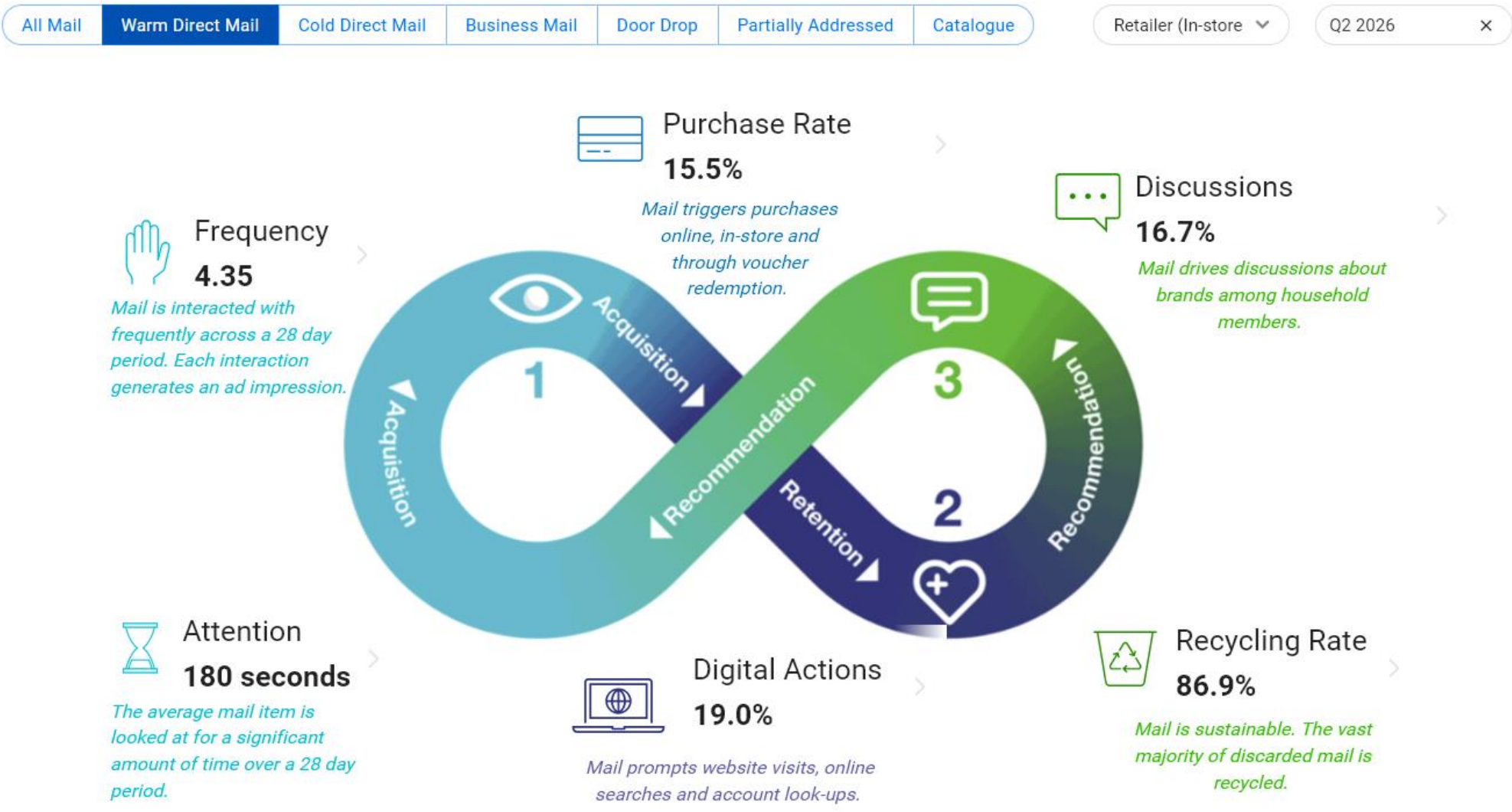
Offers can drive online traffic



✓ HHC ✓ Physical Actions ✓ Commercial Actions



In summary: mail has Super Touchpoint powers



Why use mail now?

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1.

Consumer Engagement

Your audience actively engages with mail. They interact with it frequently, pay attention to it and it prompts them to have conversations and go in store. Your website needs a traffic driver. Mail can be that catalyst

2.

Profitability

The ROI for Warm mail is £10. The ROI for cold acquisition mail is £2. Compare that to other channels. Mail is profitably media investment and drives the business metrics that matter to the board.

3.

Targeting Capability

Mail is the original geo-targeting channel. Minimise wastage, increase targeting accuracy and boost effectiveness by geo-targeting brand value seekers and online shoppers alike.



Mail Media Metrics

Register your interest in the JICMAIL conference

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JICMAIL Conference 2026

Super Touchpoints in Action



JICMAIL Conference 2026
Super Touchpoints in Action

Thursday 5th November 2026
British Library



Mail Media Metrics

Thanks

 jicmail.org.uk

 linkedin.com/company/jicmail

 ian@jicmail.org.uk

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

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MAIL**

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