

JICMAIL Response Rate Tracker

Full Year 2025 Update

June 2026



Mail Media Metrics



Four key findings from the 2025 update

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1.

Acquisition and retention effectiveness is growing: Cold and Warm DM response rates grew by over 20% in 2025

2.

Door Drop campaign ROI nearly doubled to £5.28 in 2025

3.

Mail which has both a **brand and response** objective will see x5 **response rates** on average.

4.

A4 mailers have x2.7 higher response rates than postcard formats

Background and methodology

What the Response Rate Tracker is used for

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Benchmarking

Assess the performance of past campaigns against benchmarks from the same industry sector.



Target Setting

Set realistic performance targets for upcoming campaigns by introducing more accurate inputs into business forecasting models.



Validating

Compare self-reported JICMAIL panel data to campaign-level performance benchmarks.

Fifteen participating organisations



Mail Media Metrics

Anonymous campaign level data gathered by JICMAIL, including the following details...

1. ANONYMOUS
ADVERTISER DETAILS

Industry Sector	Product Level
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2. MAIL DETAILS

Mail Type	B2B or B2C	Cold or Warm	Brand or Response
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3. CAMPAIGN DETAILS

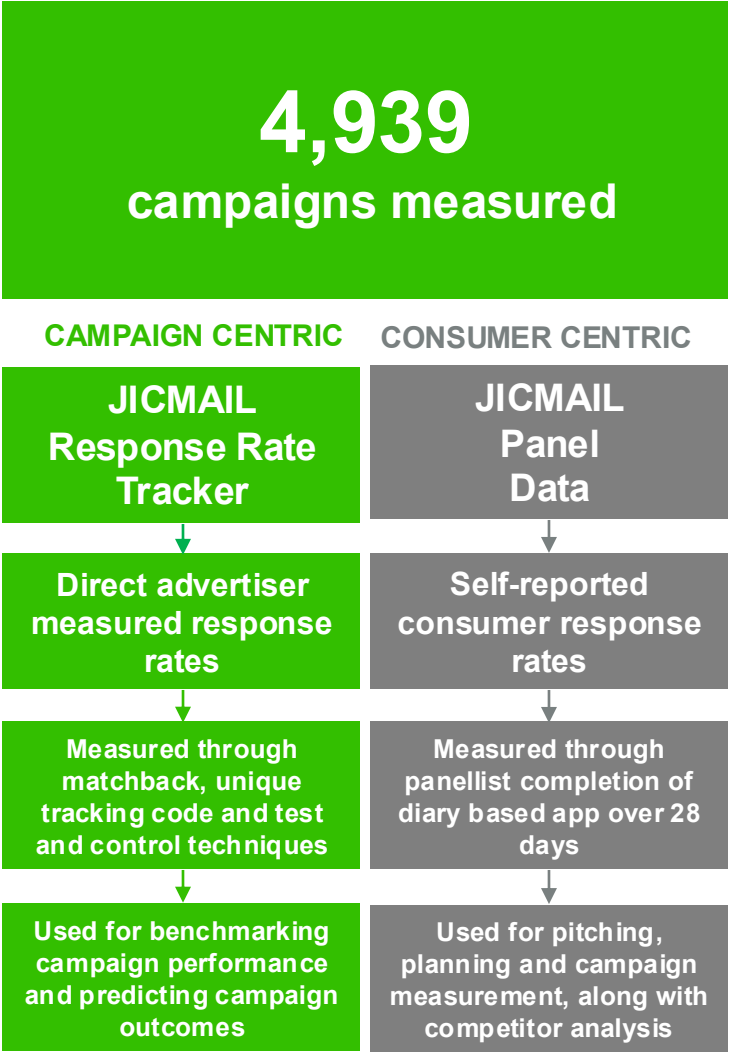
Start and End Date	Volumes	Burst / Repeat?	Budget
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4. RESPONSE DATA

Response Metric Measured	Response Rate	CPA and AOV*	ROI*
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* not reported for all campaigns

Campaign data vs JICMAIL panel data



Sample profile: 90% DM

Warm DM



42%

Cold DM



47%

Door Drops



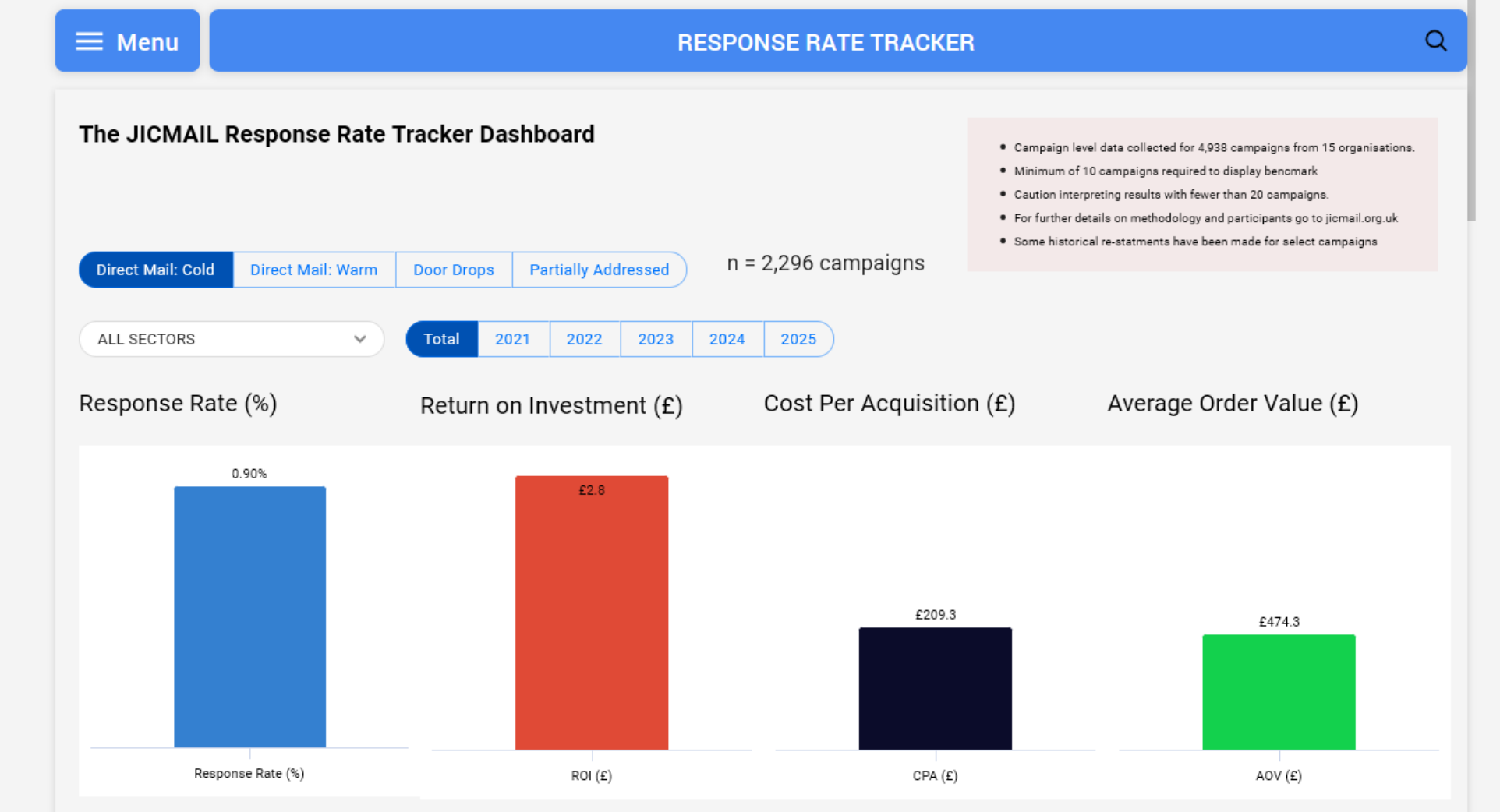
8%

PAM

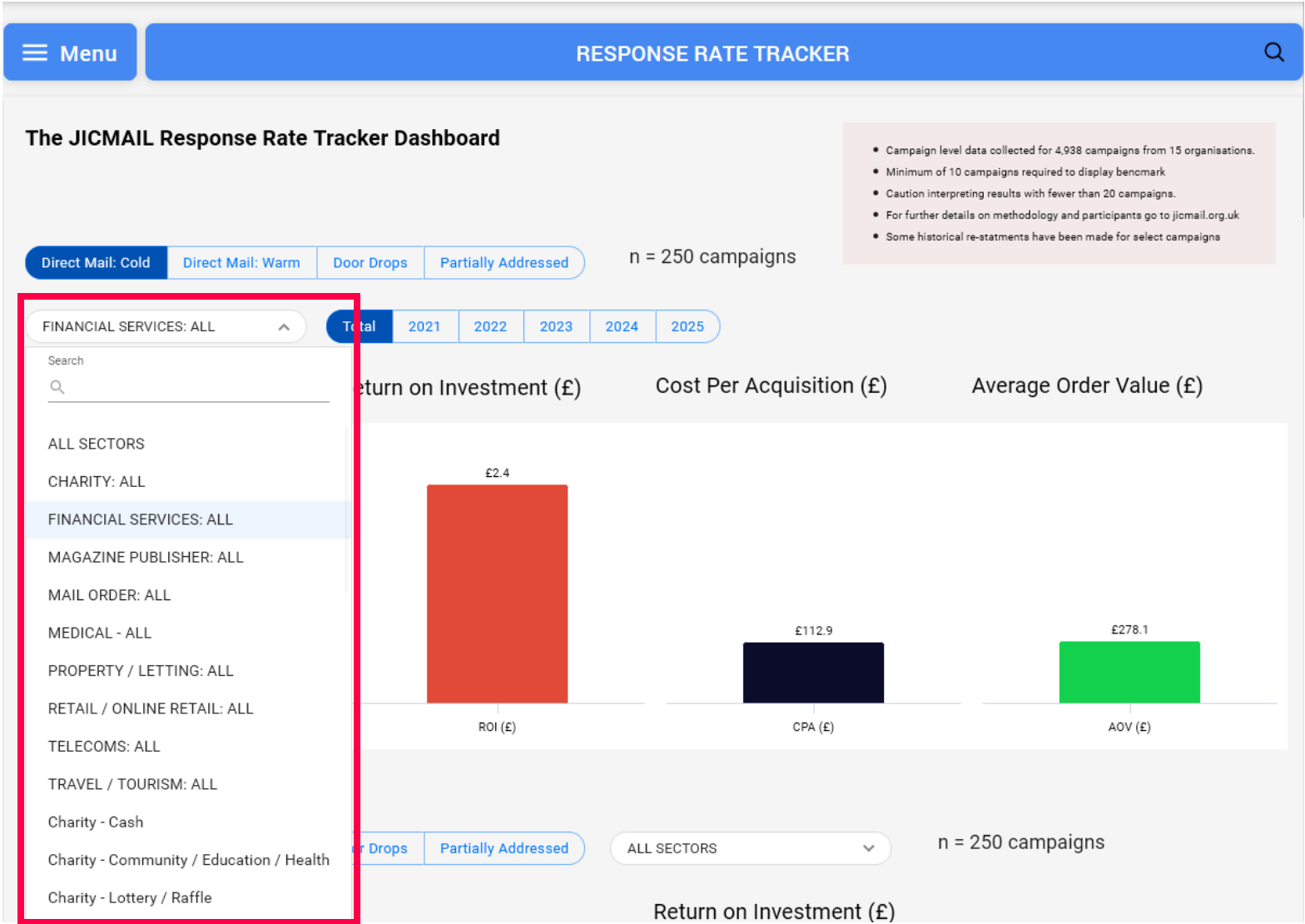


2%

Results dashboard available in JICMAIL Discovery



Over forty sectors / product levels now available

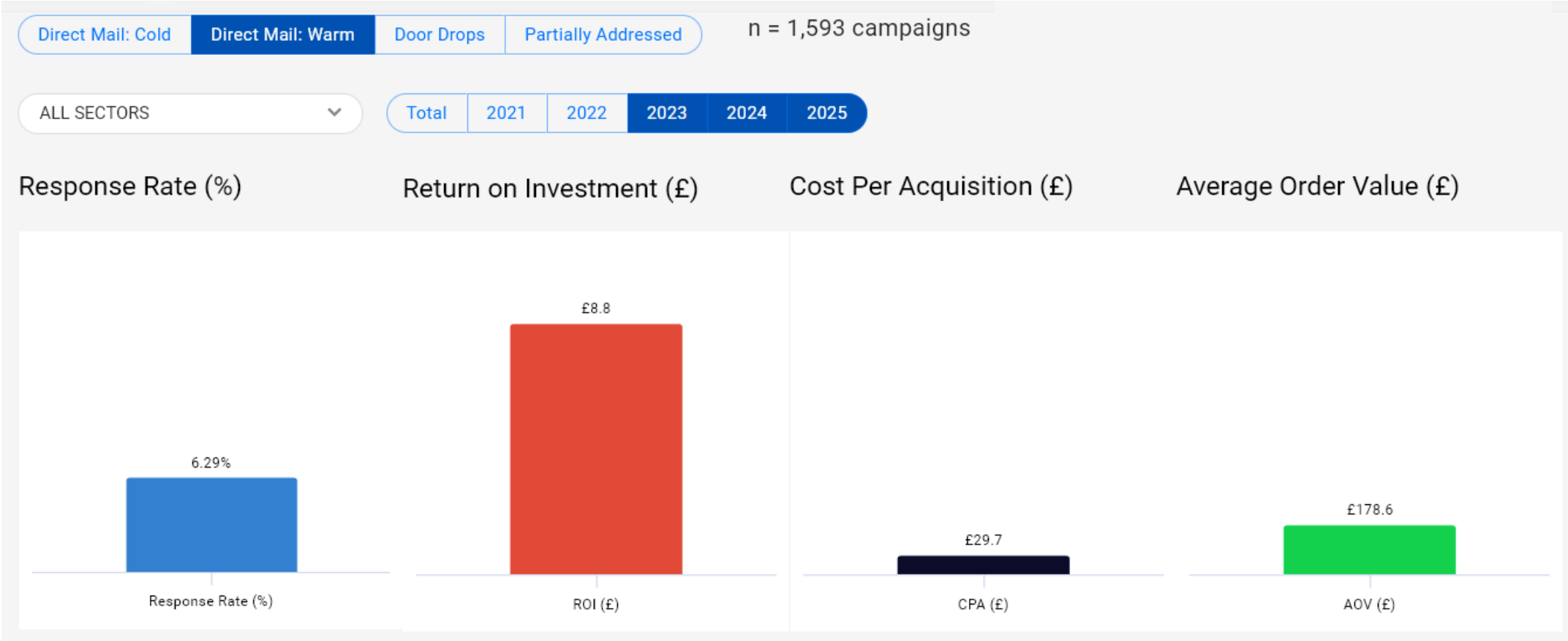


Response Rate benchmarks by mail type

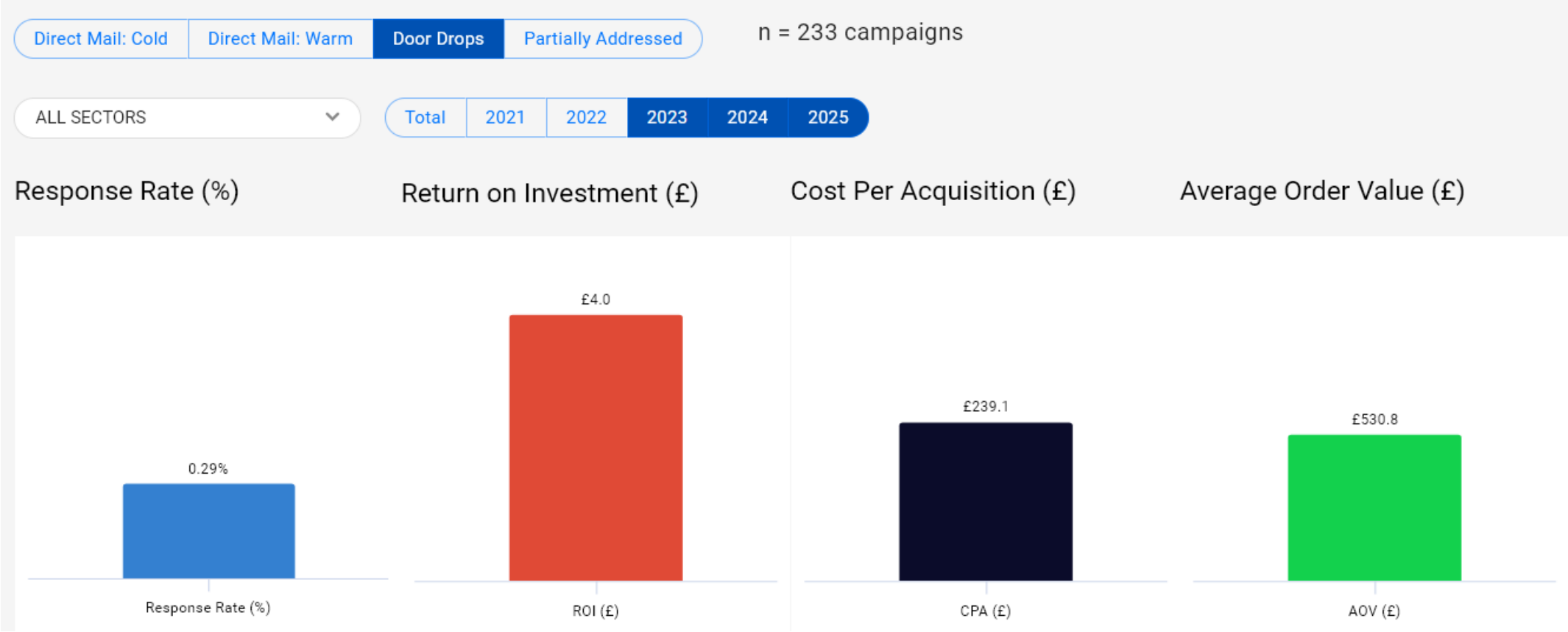
Cold Direct Mail: 1% Response Rate and ROI of £2.10



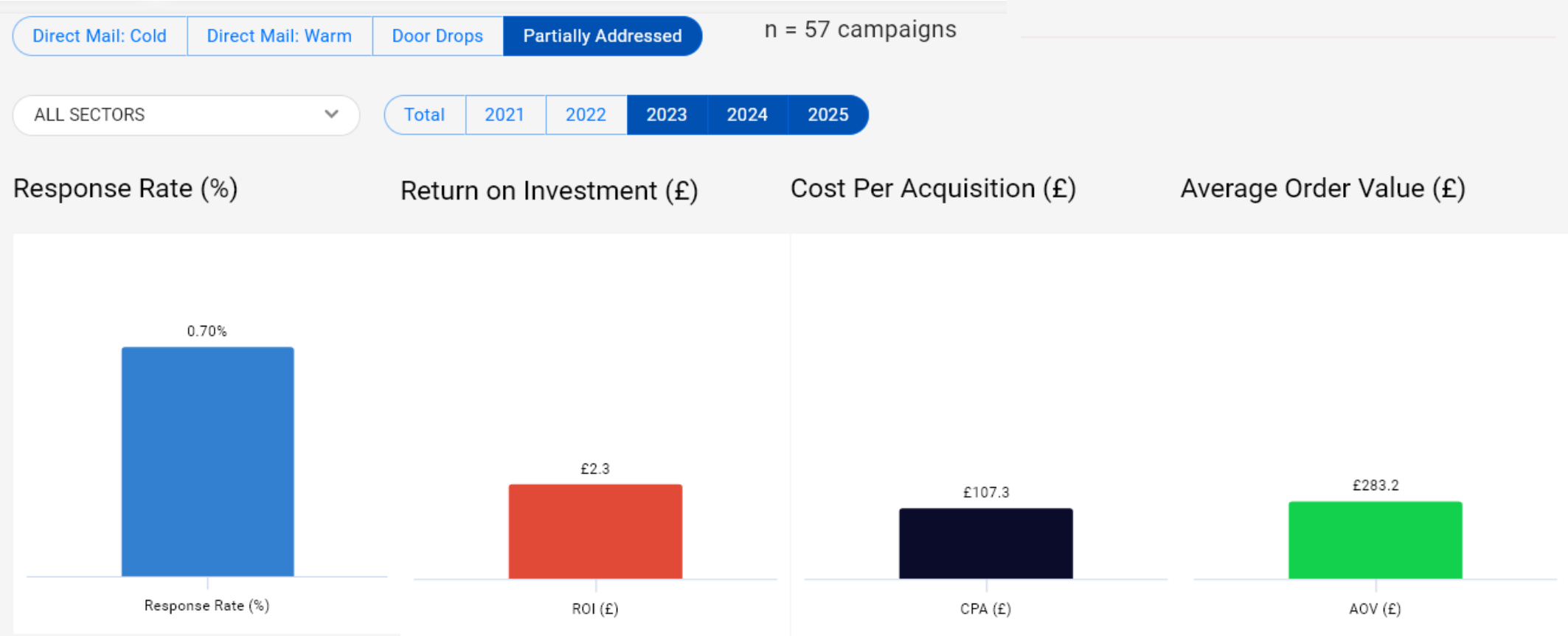
Warm DM: 6.3% Response Rate and ROI of £8.80



Door Drops: 0.3% Response and ROI of £4.0



NEW FOR 2025: PAM Response of 0.7% and £2.30 ROI



Response Rate benchmarks by sector

Cold Direct Mail Benchmarks

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	Response Rate	ROI	CPA	AOV
Charity	0.7%	£0.2	£161	£27
Financial and insurance services	0.8%	£2.4	£106	£279
Retail / Online Retail	0.8%	£1.8	£145	£293
TV/Broadband/Landline/ Mobile	0.8%	-	-	-
Letting or estate agent	0.3%	-	-	-
Mail Order	1.3%	£3.1	£65	£596
Medical	0.4%	£2.6	£634	£1,683
Travel / Tourism	0.4%	-	£756	£10,402



Mail Media Metrics

Please Note: Benchmarks are only displayed for individual sectors and metrics with a minimum sample size of 10 campaigns. For further sample size details, refer to the [Response Rate Track Dashboard](#). Figures displayed are a 2022 to 2025 average

Warm Direct Mail Benchmarks

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	Response Rate	ROI	CPA	AOV
Charity	11.5%	£10.0	-	£104
Financial and insurance services	1.3%	-	-	-
Retail / Online Retail	3.7%	£10.0	£30	£206
Magazine Publisher	6.7%	£1.0	£16	£14
Mail Order	8.0%	£7.5	£29	£143



Mail Media Metrics

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Door Drop Benchmarks

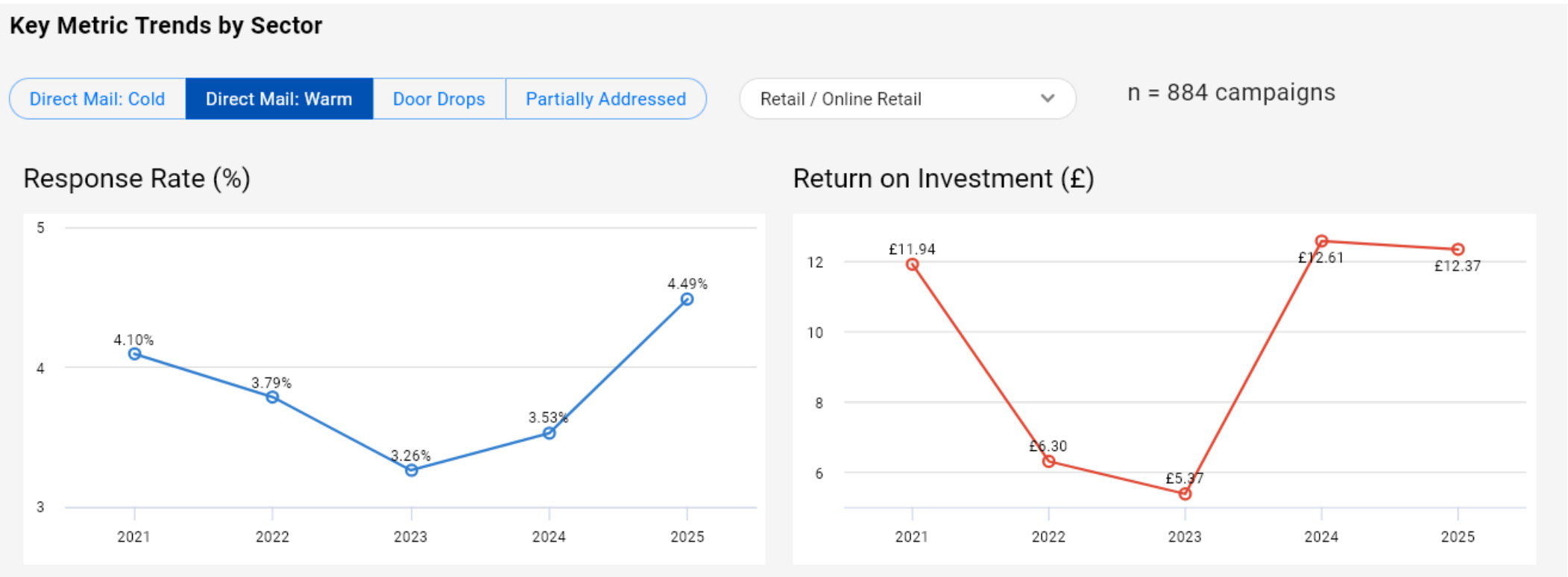
	Response Rate	ROI	CPA	AOV
Charity	0.2%	£1.1	£155	£61
Retail / Online Retail	0.6%	£3.6	£201	£513
Letting or estate agent	0.02%	-	-	-
Magazine Publisher	0.1%	-	£232	-
Travel / Tourism	0.2%	-	-	-

Partially Addressed Mail Benchmarks

	Response Rate	ROI	CPA	AOV
Charity	0.7%	£0.5	£123	£27
Financial and insurance services	0.8%	£2.2	£60	£270

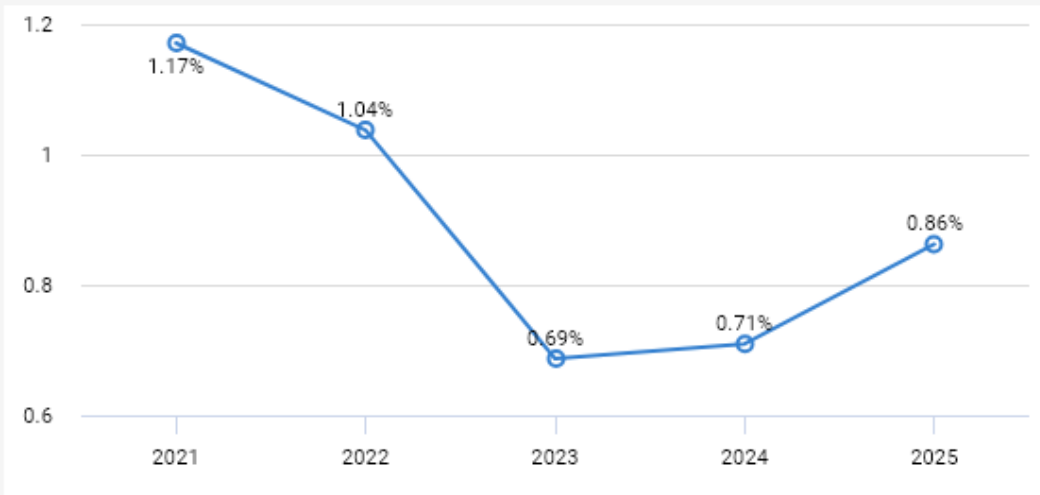
Key Trends

Response rates for Warm Direct Mail from Retailers have grown in 2025



Response rates for Cold / Acquisition Direct Mail from Retailers has grown while cost per acquisition is down

Response Rate (%)



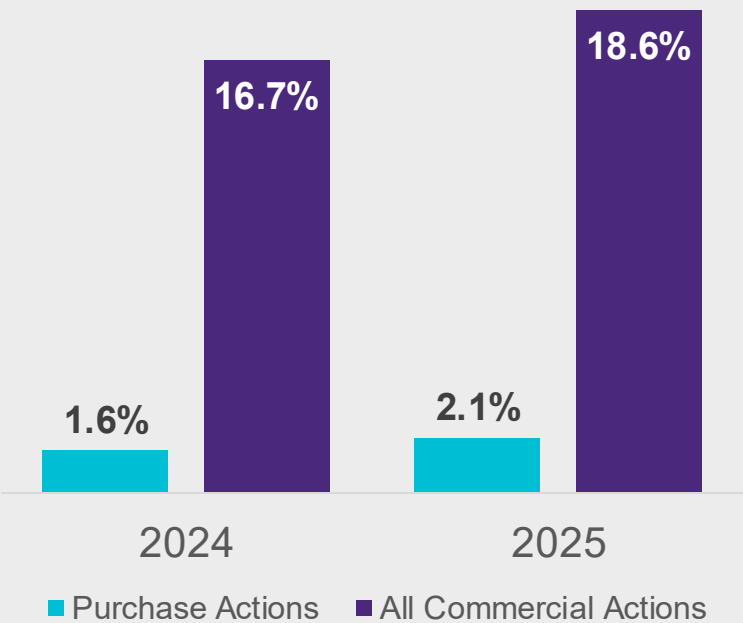
Cost Per Acquisition (£)



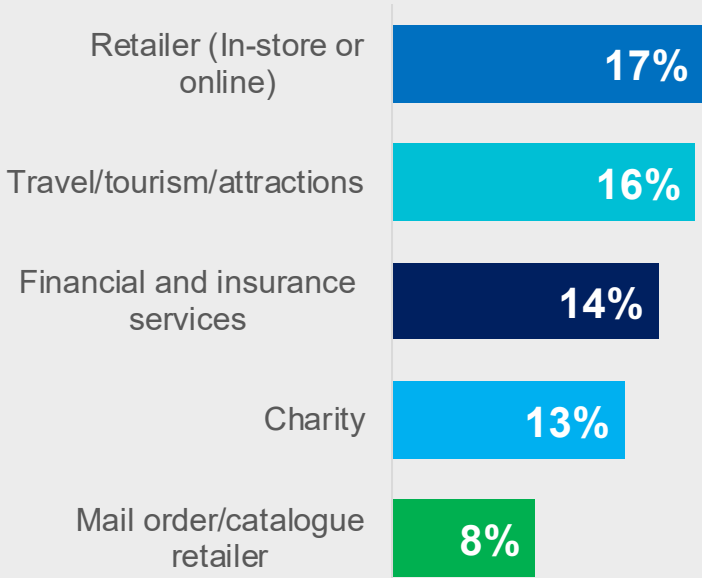
Growth in Cold DM Response mirrors JICMAIL panel trends

Self-reported data from JICMAIL panellists has also revealed growth in cold DM response rates year in year in 2025 – providing a good validator of both data sets.

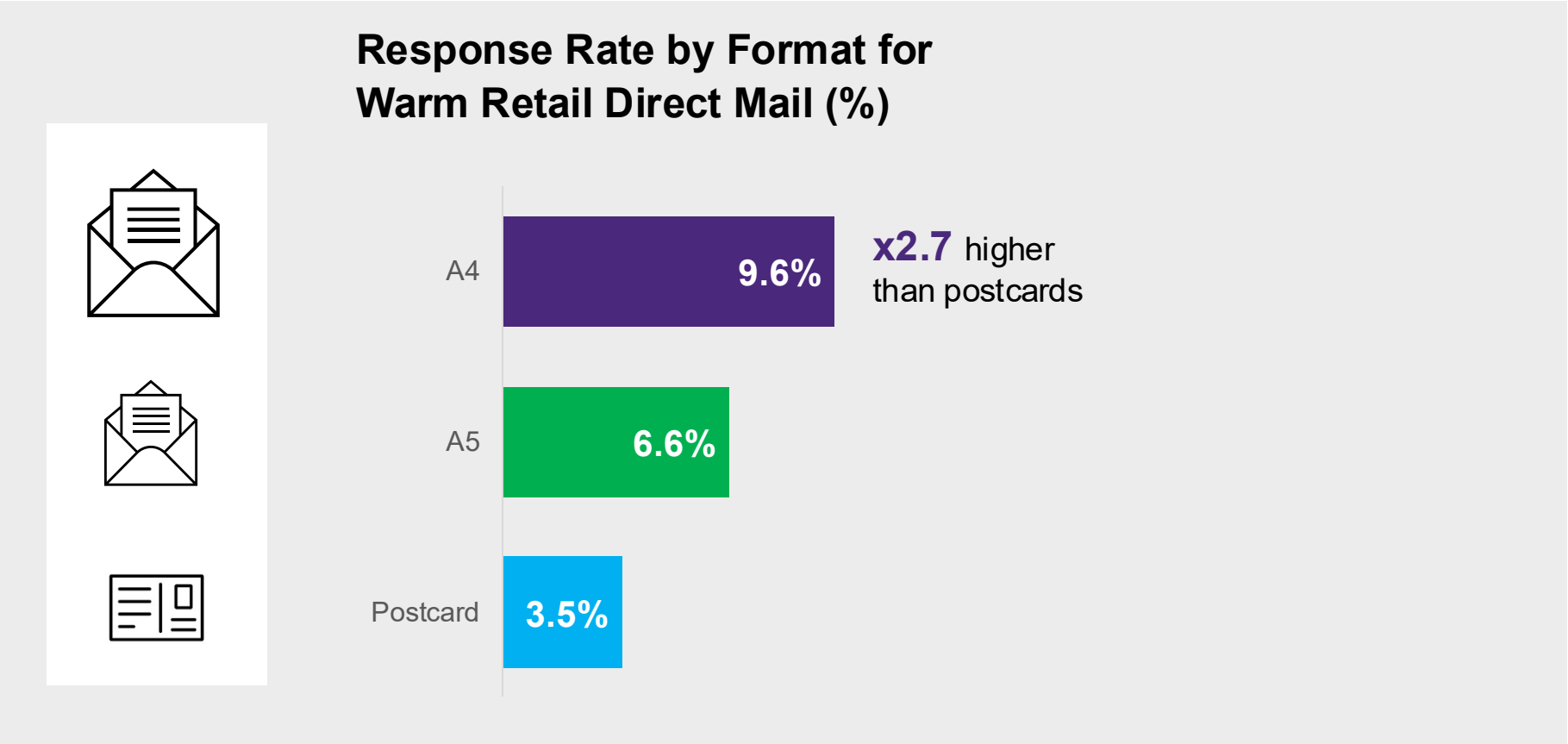
Cold Direct Mail Response Data from JICMAIL Panel



Top Five Sectors Share of Cold Direct Mail Panel Volumes 2025

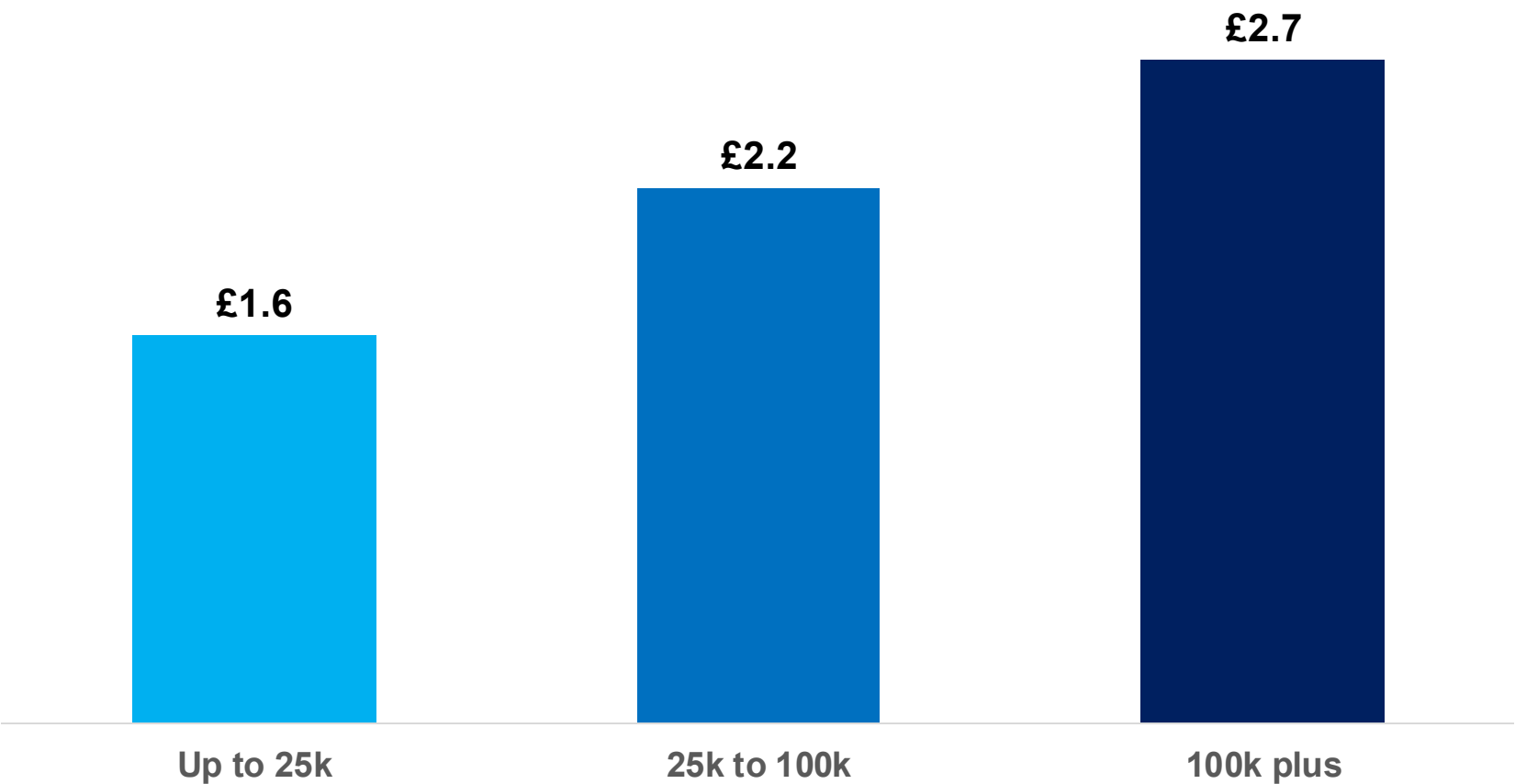


The Response Rate Tracker is beginning to answer questions about the effectiveness of specific formats

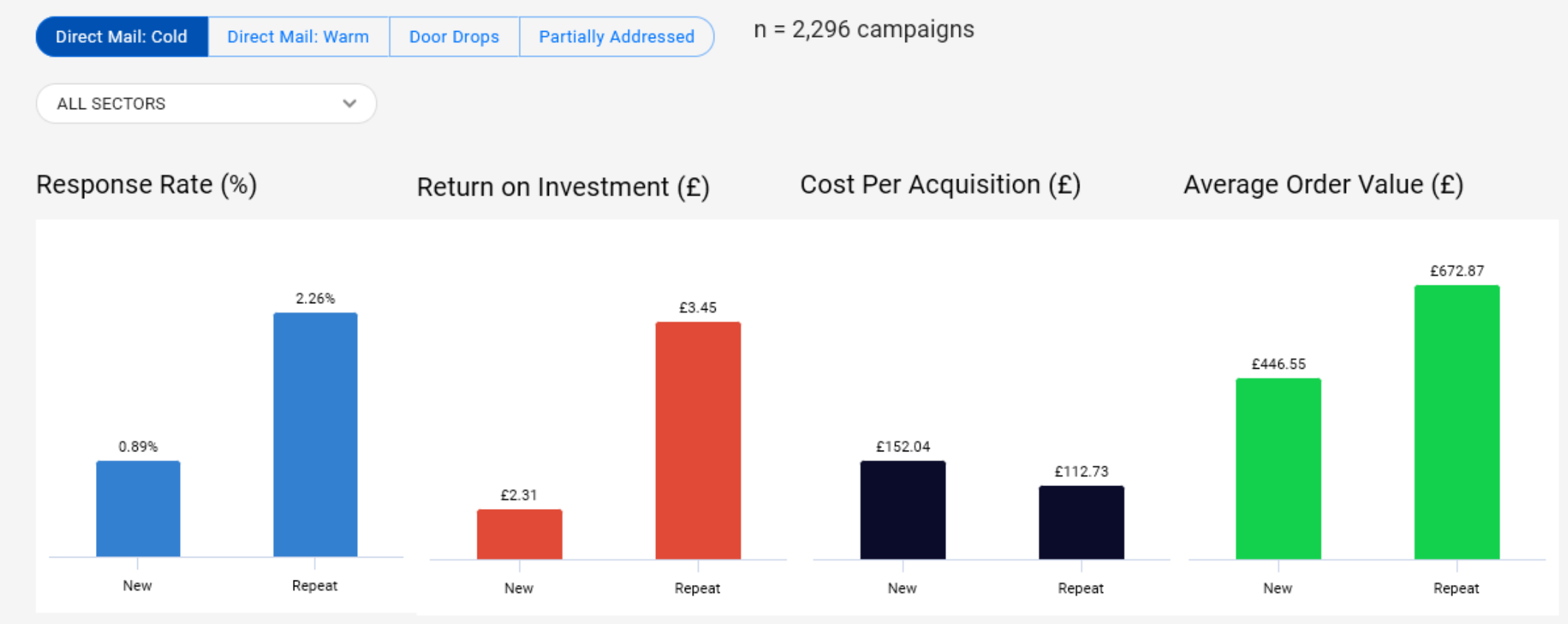


Higher payback seen at higher mail volumes for Cold DM

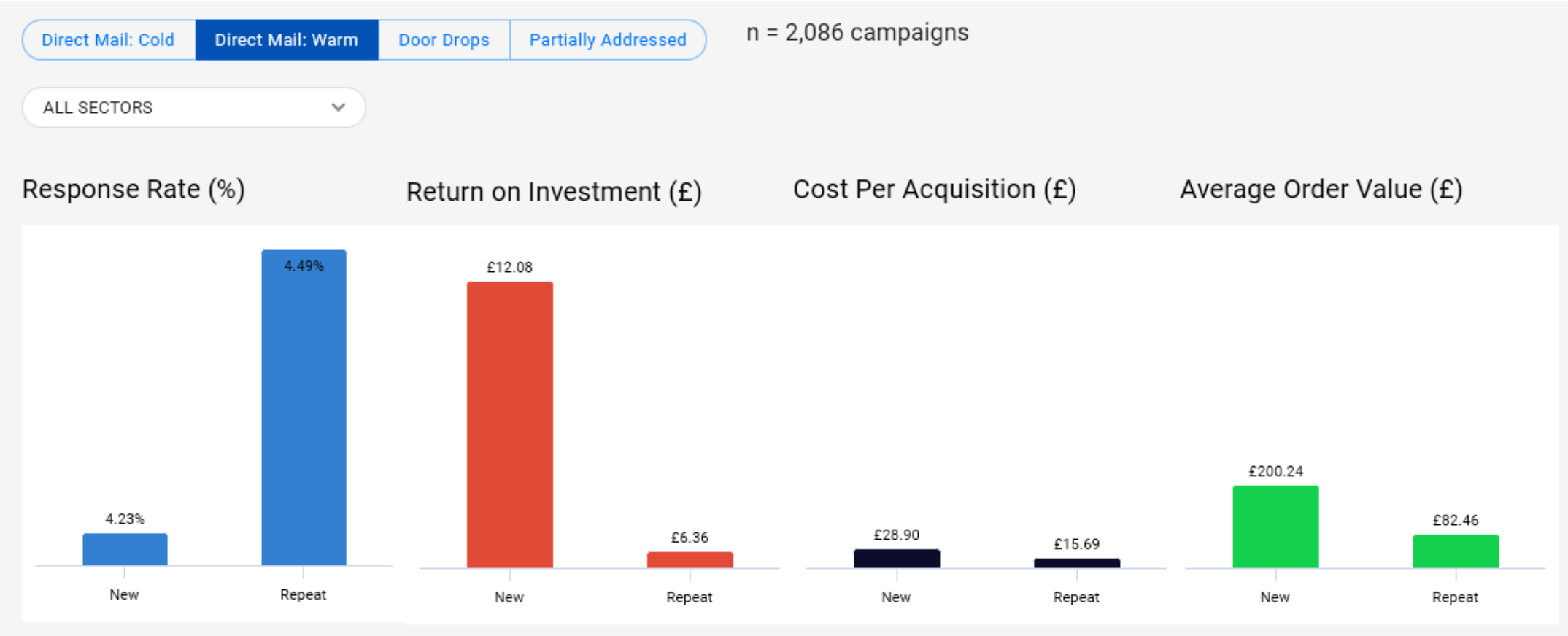
ROI for Cold DM by Campaign Volume (no. of items)



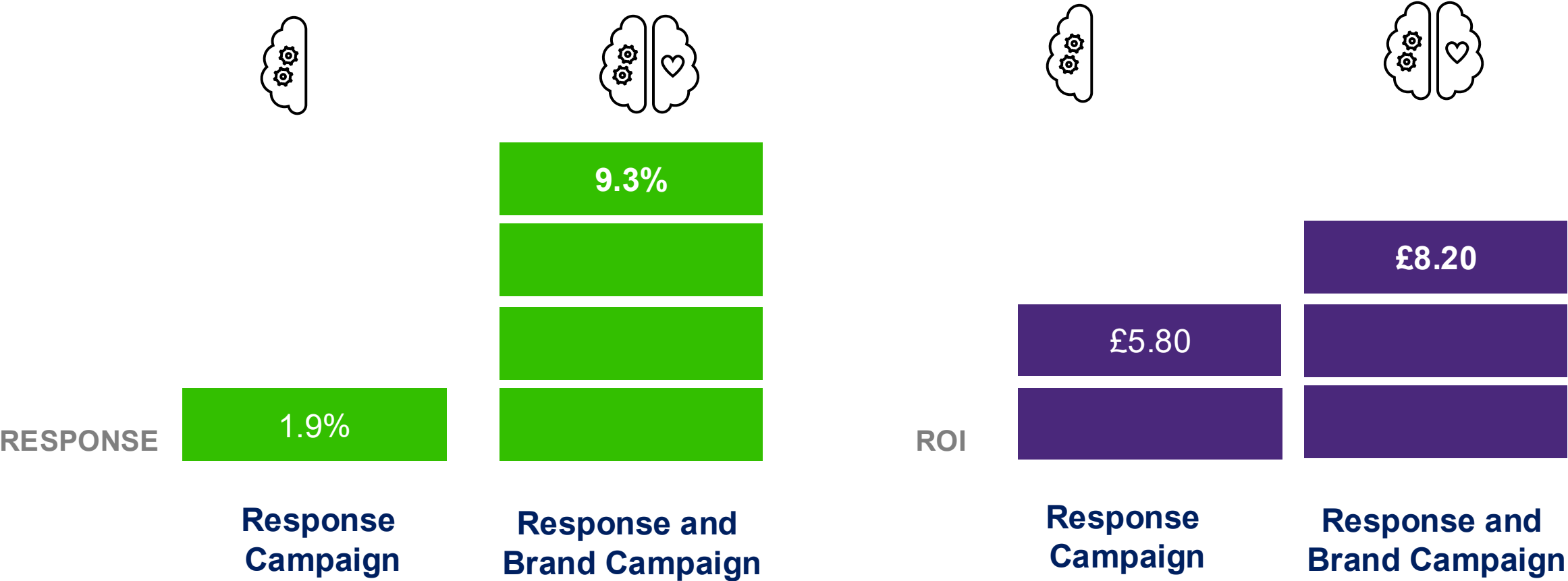
Mail performance benefits from repeat sends



Mail performance benefits from repeat sends



The power of brand building: dual response / brand mail campaigns achieve x5 response rates



Get in touch to submit your campaign data



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